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Subject Area	Product Management
Project Partner	Huber + Suhner AG, Pfäffikon, ZH

Offshore Oil and Gas-Market analysis



Offshore platform

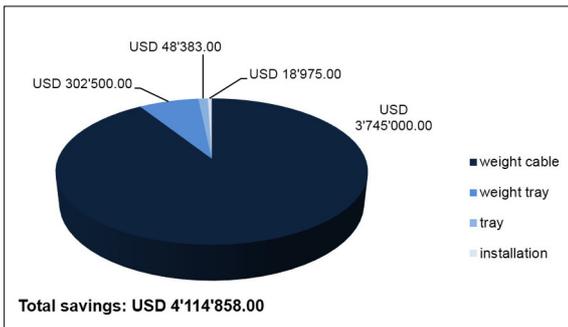
Introduction: Huber und Suhner manufactures high-quality cables for special applications such as cables for rail and automotive transportation. One of the markets they like to enter is off-shore oil and gas production. Research in this area has shown that this is a high-end market which suits H+S portfolio. A market survey should help to find out what are the market needs in terms of portfolio and standards compared to the competition.

Objective: The aim of the work is to find out the exact difference to the competitor products.

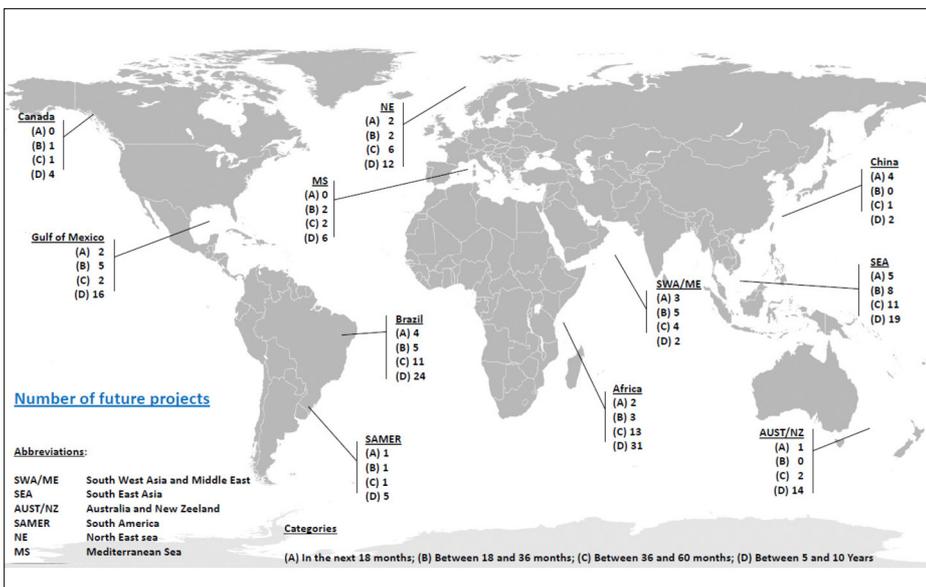
To find out this difference a cable list was analysed which was used in a real project. The project is the new construction of a natural gas production rig. It is a platform in Denmark that first produced oil. The conveying part of the platform is dismantled, refitted at a different location and the conveying unit is completely replaced in order to subsequently convey natural gas. The analysis of the cable list is carried out in such a way that the different cables are first identified and then re-equipped with Huber and Suhner products. The weight savings and the savings in installation costs and accessories are then calculated.

Result:

The analysis has shown that Huber and Suhner products have a significant weight advantage. This weight advantage can be converted into costs for the construction of the platform. Another important point for the big difference is the so-called Total Cost of Ownership (TCO). The resulting cost advantages and longer service life are very well suited as a sales argument to the customer. Furthermore, the figures found are traceable with this work and thus underline the good differentiation from competitive products. The initial savings which can be achieved with H&S cables can be seen on the lefthand side.



Cost savings with H&S products



Futur offshore projects