



SECTOR: ICT

## Background

Leading European company providing IT solutions for “Occupational Health & Safety” that is implemented across a customer base spanning various industry sectors such as power (generation/distribution/transmission), oil & gas (up/downstream), chemical production, steel, cement and paper. The primary application of the software is to manage Permit to Work, Lock Out Tag Out and other work place safety requirements

## Client Objective

To get an understanding of the Occupational Health & Safety (OH&S) sector in India with special focus on sectors that have a high focus on Safety norms i.e. Oil and Gas, Power, Chemical and other allied industries. To get an estimate of budget availability of the companies in the sectors and the degree of need and compliance of OHS

## T&A Approach and Scope of Work

### Market Intelligence

- T&A conducted an extensive primary research in order to get an understanding of the safety management systems especially issue of “permit to work” (PTW), Lockout & Tagout in the following industries in India: Cement, Steel, Power, Chemicals, Paper, Oil And Gas
- T&A prepared a short-list of major companies operating in the above-mentioned industries that can be prospective customers of the client
- T&A contacted each of these companies to identify potential decision makers
- Additionally, in order to get a better understanding of the user segment i.e. nature of PTW system being used, number of PTWs being issued and inclination towards E-PTW system, T&A established contact with 50 companies and had discussions with the safety manager/plant operator

### Outcome

- Detailed advisory report, which included recommendations towards sector focused marketing approach in India
- Identified sectors which have maximum potential for electronic “permit to work” systems
- Feedback from 50 companies spread across six sectors and contact details of relevant decision makers across 100 companies