Empowering Industries: Smart Solutions for a Digital Future

Igor Kushpel,
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Product and Solution Portfolio

Softline Software products

IT Infrastructure and Business Solutions (RPA, BI etc.)

Softline Services

Premier Services, Cyber Security Services, ITSM and Consulting Services

Software Distribution

Digital technology distribution of the Russian software vendors based on the complex approach, including high services level (implementation, integration and technical support)

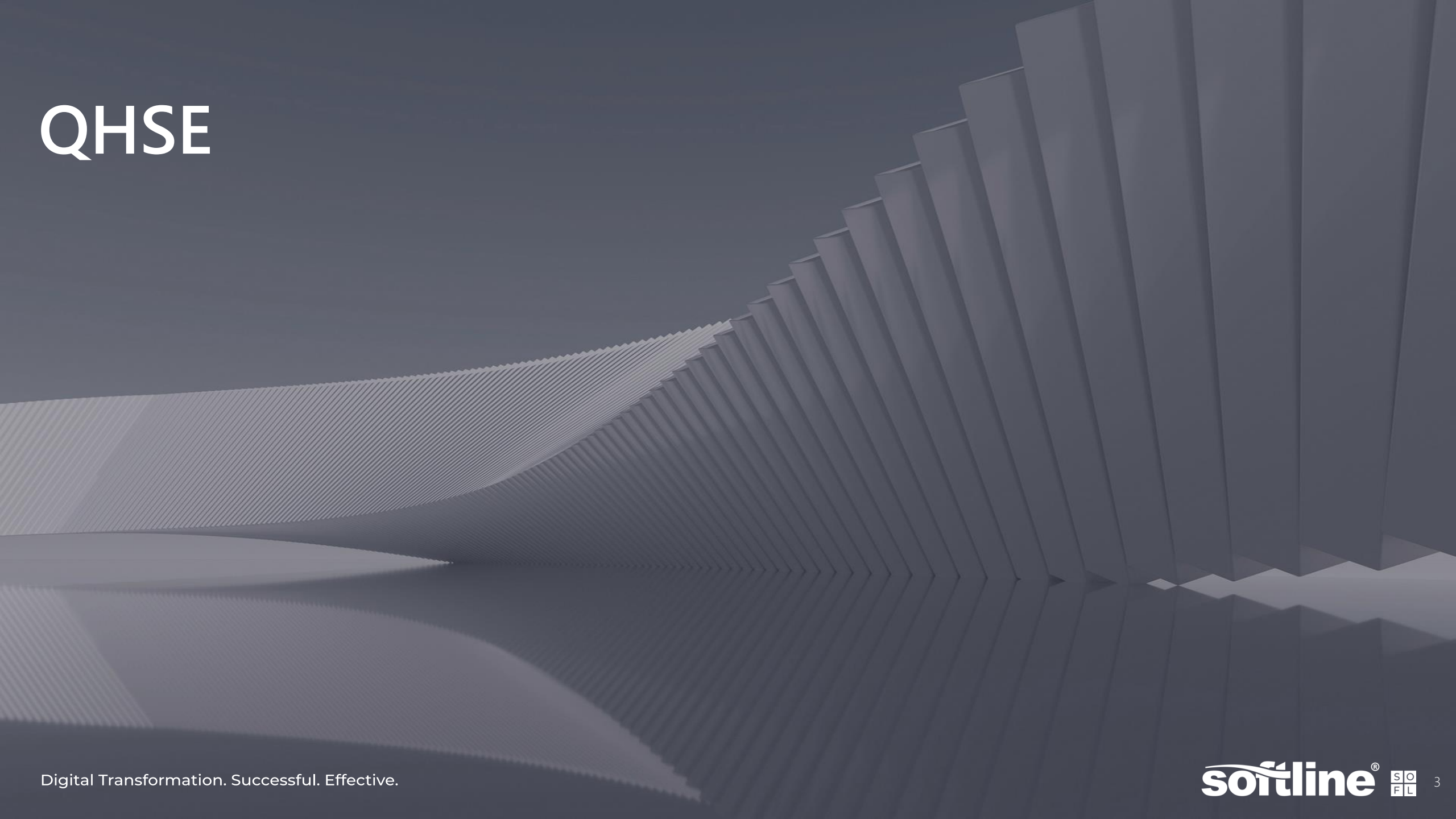
Industry solutions

Based on AI, ML, IoT, Big Data, VR/AR, Fintech technologies

Custom Development

Key focus on the industrial system development (Finance, Manufacturing, GOV), 4700+ developers

QHSE



QHSE Challenges & Pain points

Distributed Hazards

Complex environments with constantly moving personnel create significant monitoring challenges

30% reduction in onsite injuries due to wearables in construction industry
Dubai's Department of Health

System Fragmentation

Siloed safety systems prevent holistic risk visibility and timely intervention capabilities

69% of the construction companies in Dubai lack a comprehensive understanding of the importance of H&S
Deloitte

Human Factors

Human error and unsafe behaviors continue to be primary incident causes despite technological advances

12,509 violations related to work and occupational H&S standards in 2024
UAE MOHRE

Regulatory Pressure

Increasing compliance requirements demand comprehensive digital documentation and verification

55% increase in inspection visits in 2024 (668K) compared to 2023
UAE MOHRE

Our approach in digitalizing health and safety industry

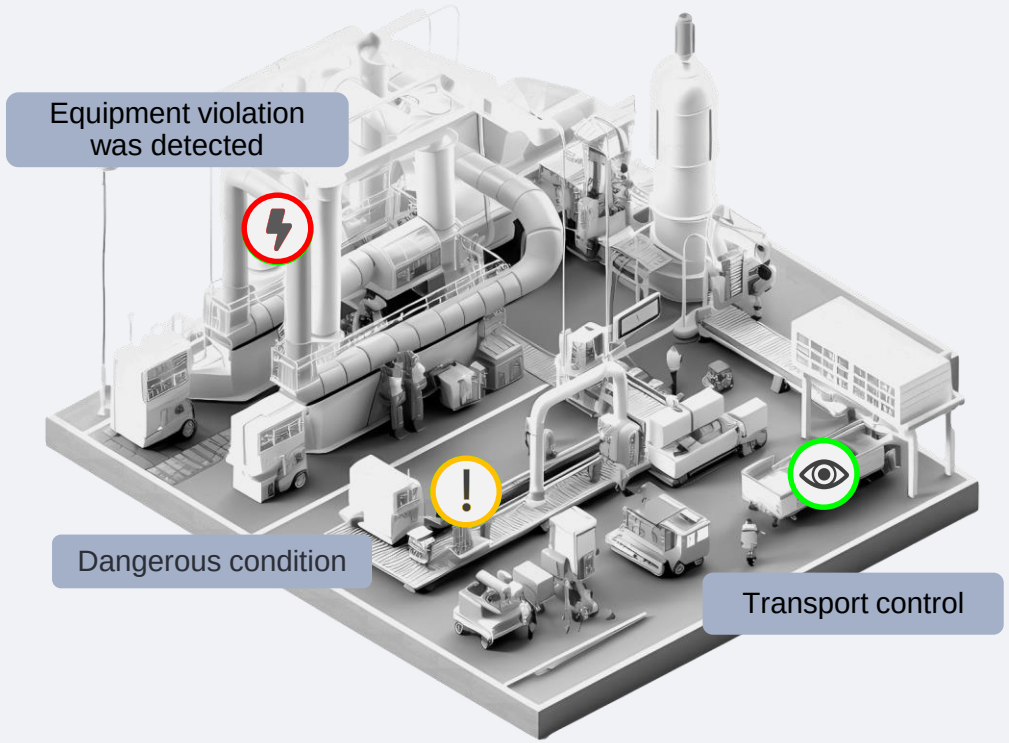
Our integrated solution architecture creates a seamless flow of safety intelligence from personnel on the ground to decision-makers in the command center.

1 Observation & Detection

- PPE Detection
- Zone Breach Monitoring
- Unsafe Behavior Recognition

2 Feedback & Correction

- Real-time Alerts
- Voice Commands
- Corrective Actions



3 Control Center

- Digital command center
- All data aggregated
- Real-Time Alerts

4 Data Structuring & Workflow

- Work Permits
- Risk Assessment
- Medical Checks
- Training Records
- Maintenance Logs

Operational Safety - Visualized. Compliance - Automated.

Convergence of AI, IoT, CV for QHSE

AI-enabled video analytics are replacing manual safety observations, while unified OT/IT/HSE platforms become the new standard. Modern control rooms are evolving into **decision intelligence hubs** rather than simple monitoring centers.

Edge / Wearable IoT

With Smart Helmets we track personnel location, detect falls, alert to environmental hazards, and provide panic button for immediate assistance call.

Perception (AI Vision)

With video stream we deliver real-time PPE detection, behavior monitoring, zone violation alerts, and detect other deviations through computer vision integration.

Command / Control Center

With our Digital platform we offer centralized event management and control, live dashboards, automated incident workflows, and electronic work permits, and more...

We integrate fragmented systems and provide unified control interface with multi-source correlation between existing systems, wearables, and sensors. The architecture scales efficiently for both greenfield and brownfield deployments.

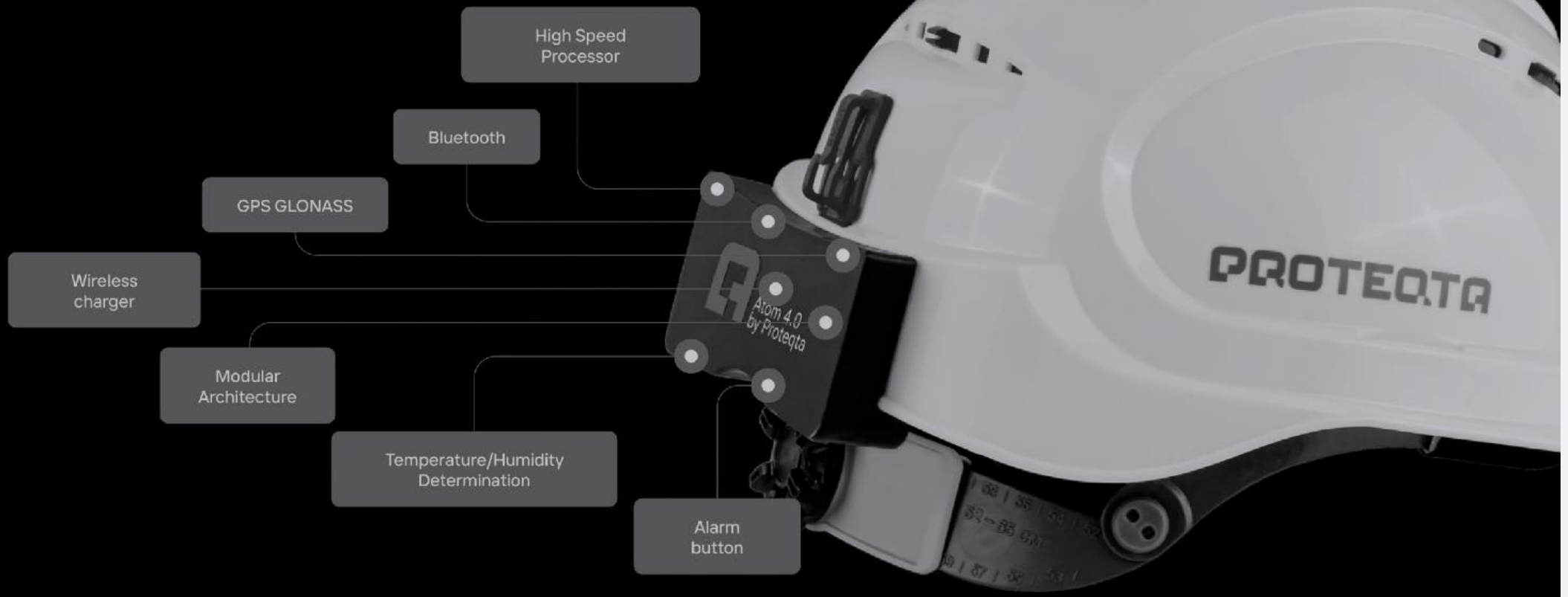
Edge wearable (IoT)

Hardware and software complex for industrial safety and labor protection. Our wearable IoT improves safety compliance, reduces injuries, increases labor productivity and monitors the efficiency of employees at industrial enterprises

Main advantages

- Reducing the number of accidents, occupational injuries
- Reduction of fines for the plant
- Reduction of direct and indirect losses from production shutdown
- Reduction of criminal penalties
- Reduction of compensation payments to victims
- Ensuring the continuity of the production process
- Control over the work of contractor
- Tracking of employees location and movements
- Improving industrial safety
- Increasing labor productivity
- Instant notification of events to the operator
- Help in accident investigations

Intelligent Module

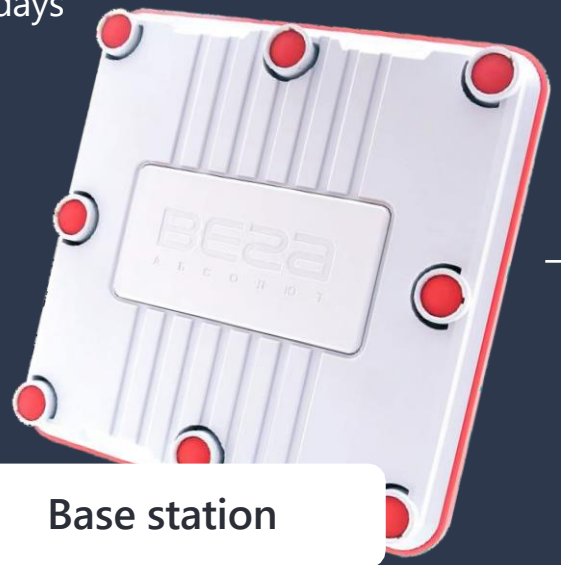


Protective helmet SOMZ-80 Absolut Prestige RAPID is the latest generation of the helmet shell, high-quality plastic from our strategic partner ROSOMZ.

Solution architecture

Helmet with module

Autonomous operating time - up to 5 working days



Base station

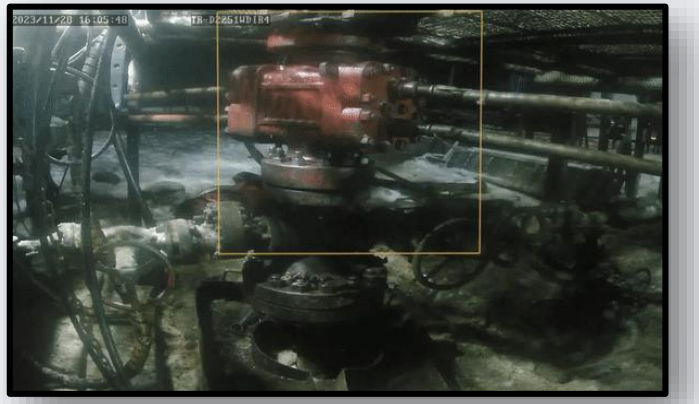
Range - up to 20 km

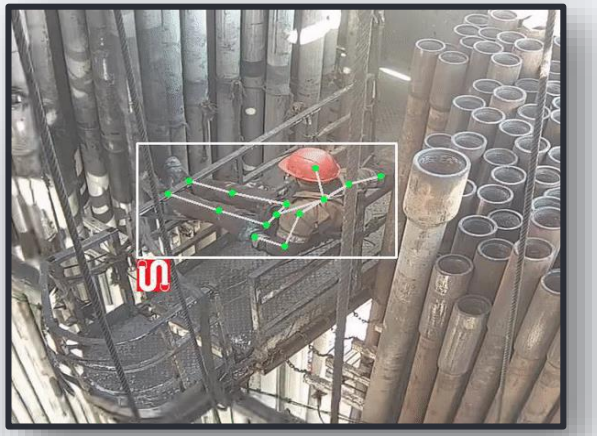
Data Transfer Protocol
LoRaWAN

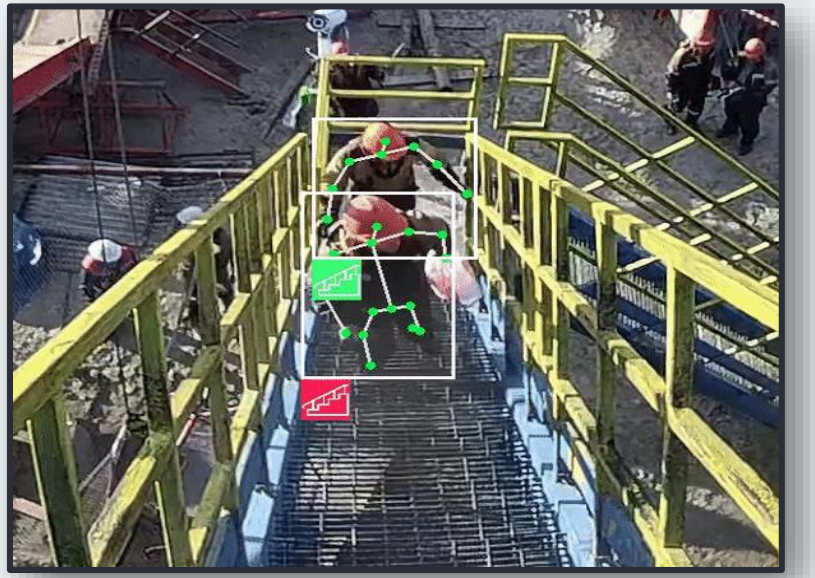
Proteqta software

AI vision in QHSE

- Attendance control
- Perimeter violation
- Protective suit / Overall / PPE
- Routes / Tours
- Counting people
- Perimeter control
- Employee performance
- Work distraction detection
- Fire and smoke







Perception of AI vision

01

PPE and Zone control

1. helmets
2. respirator/ face masks
3. uniform safety jacket / signal vest
4. gloves
5. bare forearms
6. safety harness

02

Human behavior

1. holding guardrails on stairs
2. man down
3. bending over guardrails
4. work on height
5. open manholes/hatches
6. vehicle is moving toward a person

03

Technological processes

1. action sequence inconsistency.
2. safety during load/unload operations
3. number of workers involved
4. hot works (welding works, burner, angle grinder)
5. person between tong and column

04

Equipment

1. fire/smoke/steam detection
2. fluid/gas leakage detection
3. equipment overheating
4. climbing person detection

We recognise

Faces

Scenes

Persons

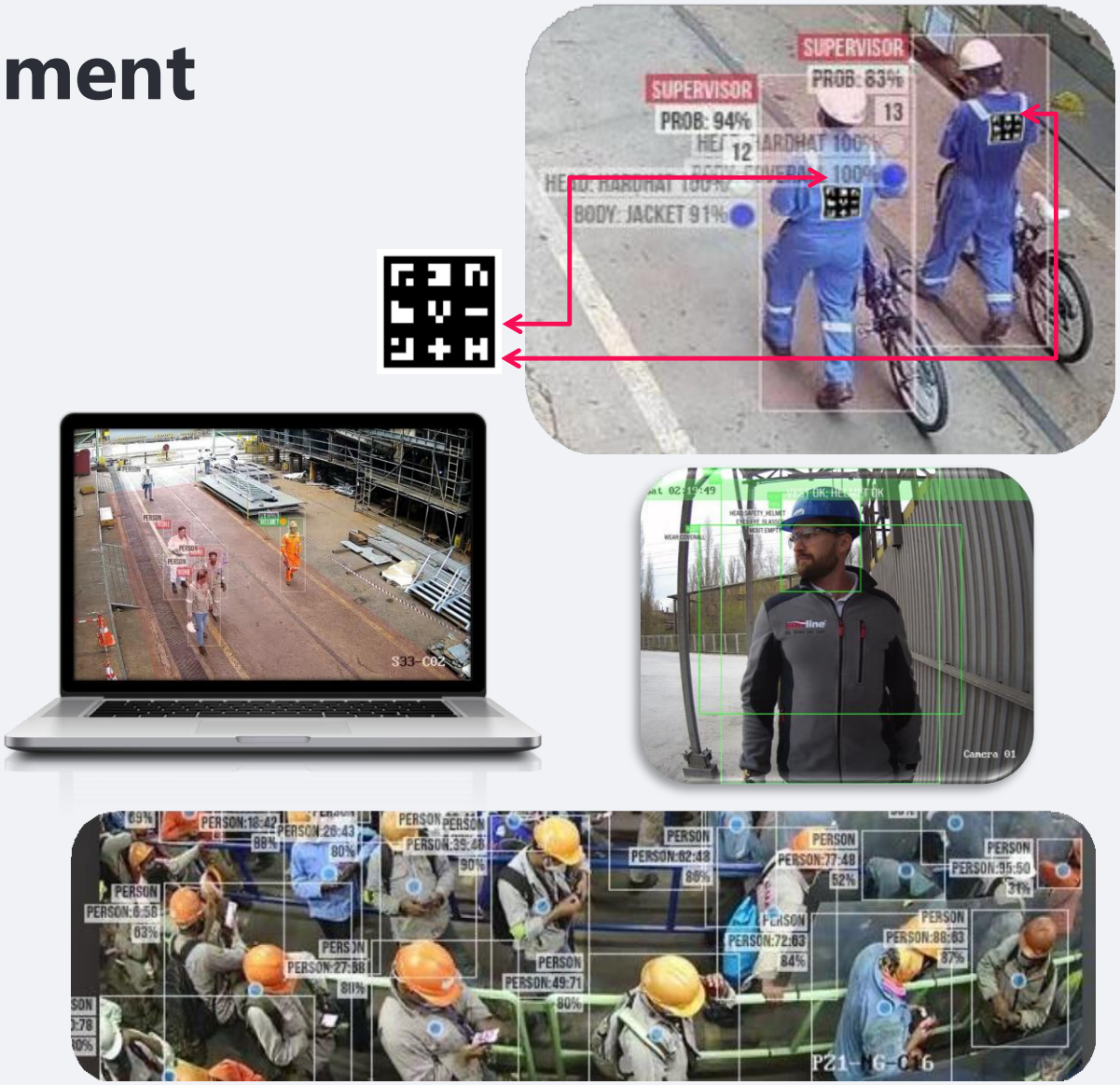
Objects

Texts

Activities

Industrial Safety and Management

- Attendance control
- Uniform recognition
- Perimeter violation
- Fire and smoke
- Protective suit / Overall / PPE
- Routes / Tours
- Counting people
- Perimeter control
- Employee performance
- Work distraction detection

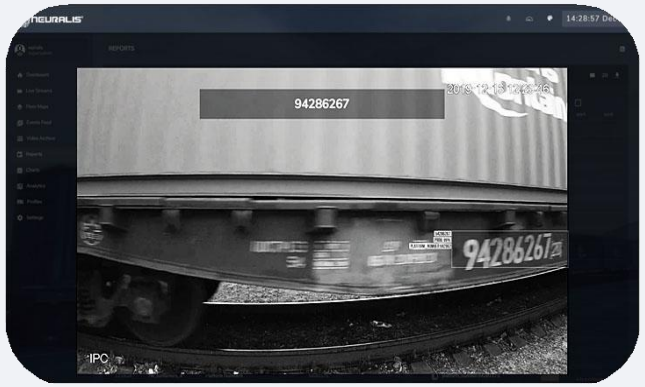


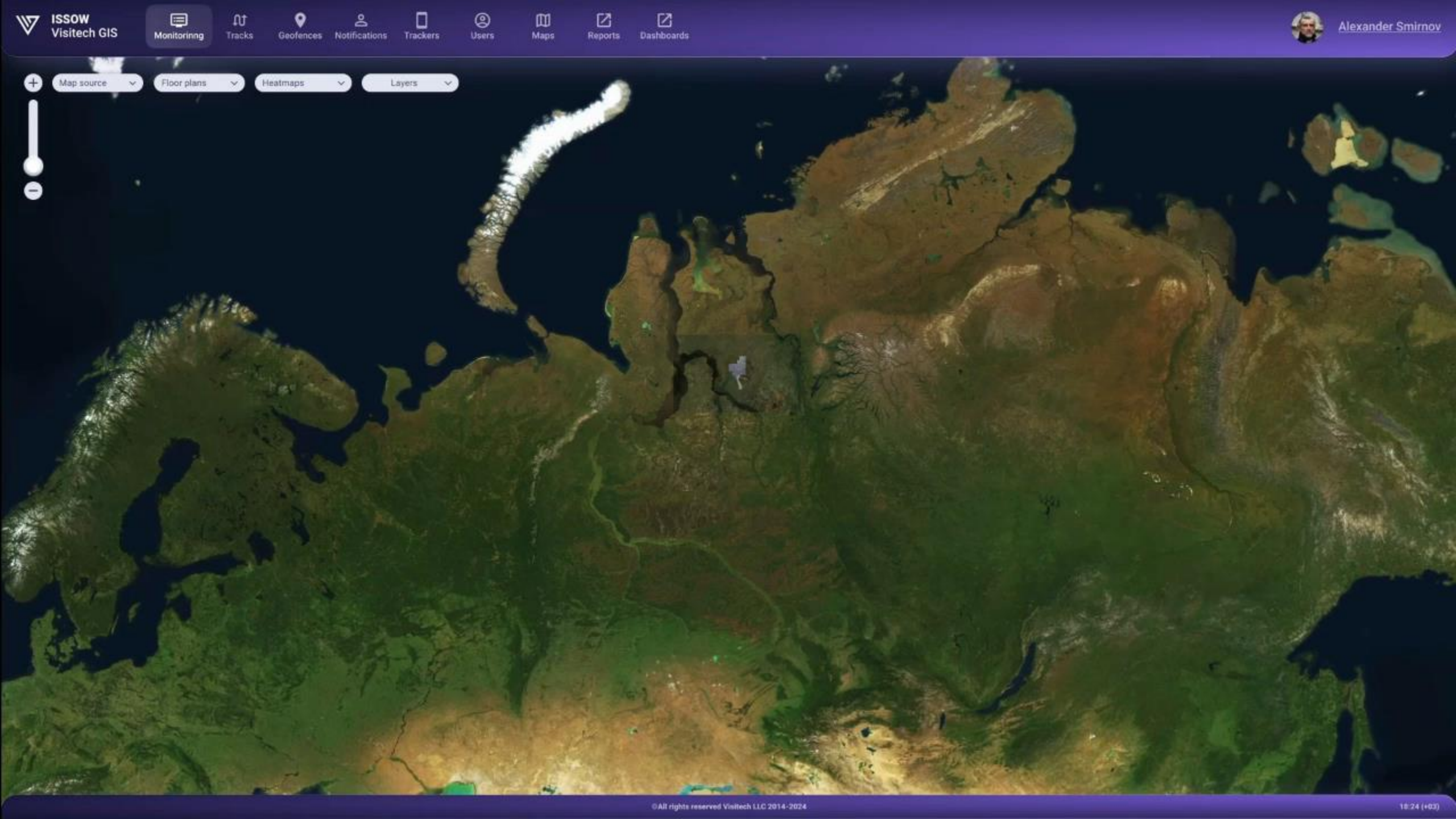
*Placement of the unique NCODE code to control and trace the "presences" of persons

Logistics

Counting and recognition of:

- Containers
- Pallet
- Packaging
- Barrels
- Platforms
- Number plates
- Logos and colours
- Barcodes, QR Codes and NCode

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Digitalizing QHSE

Integrated Safe System Of Work (ISSOW) – is a modular digital QHSE platform designed to automate enterprise business processes in industrial safety (IS), occupational health (OH), and environmental protection (EP)

Electronic Work Permit

Automation of work permit system and process workflow

Personnel and Contractor Management

Digital employee passports, & equipment cards

Industrial Control

Audit automation, risk identification, and checklists

Monitoring

Object tracking, work efficiency analysis, video analytics, & IIoT

Incident Management

Automation of incident investigation process

Hazardous Conditions/Actions

Registration of hazardous conditions and actions

Oil & Gas

Oil & gas market trends 2025-2028

50% of oil & gas executives report active AI use for operational challenges.

The global computer vision in oil and gas market is expected to grow at a CAGR of 11.2% from 2025 to 2033, and is projected to reach $5.59 billion by 2033.

Digital twins is a cornerstone technology with widespread adoption by majors (BP, Shell, Equinor).

A 2025 report on the world's top oil and gas companies found that 69% received a cybersecurity score of D or F, indicating widespread weaknesses.

The global digital oilfield market (enabled by automation) is expected to reach $44.05 billion by 2032, growing at a CAGR of 5.04%.

The energy sector witnessed a 50% increase in ransomware attacks from 2022 to 2023, often targeting critical infrastructure like SCADA systems.

Sources: flowforma.com, researchandmarkets.com, fortunebusinessinsights.com, dataintelo.com, jpt.spe.org, marketdataforecast.com

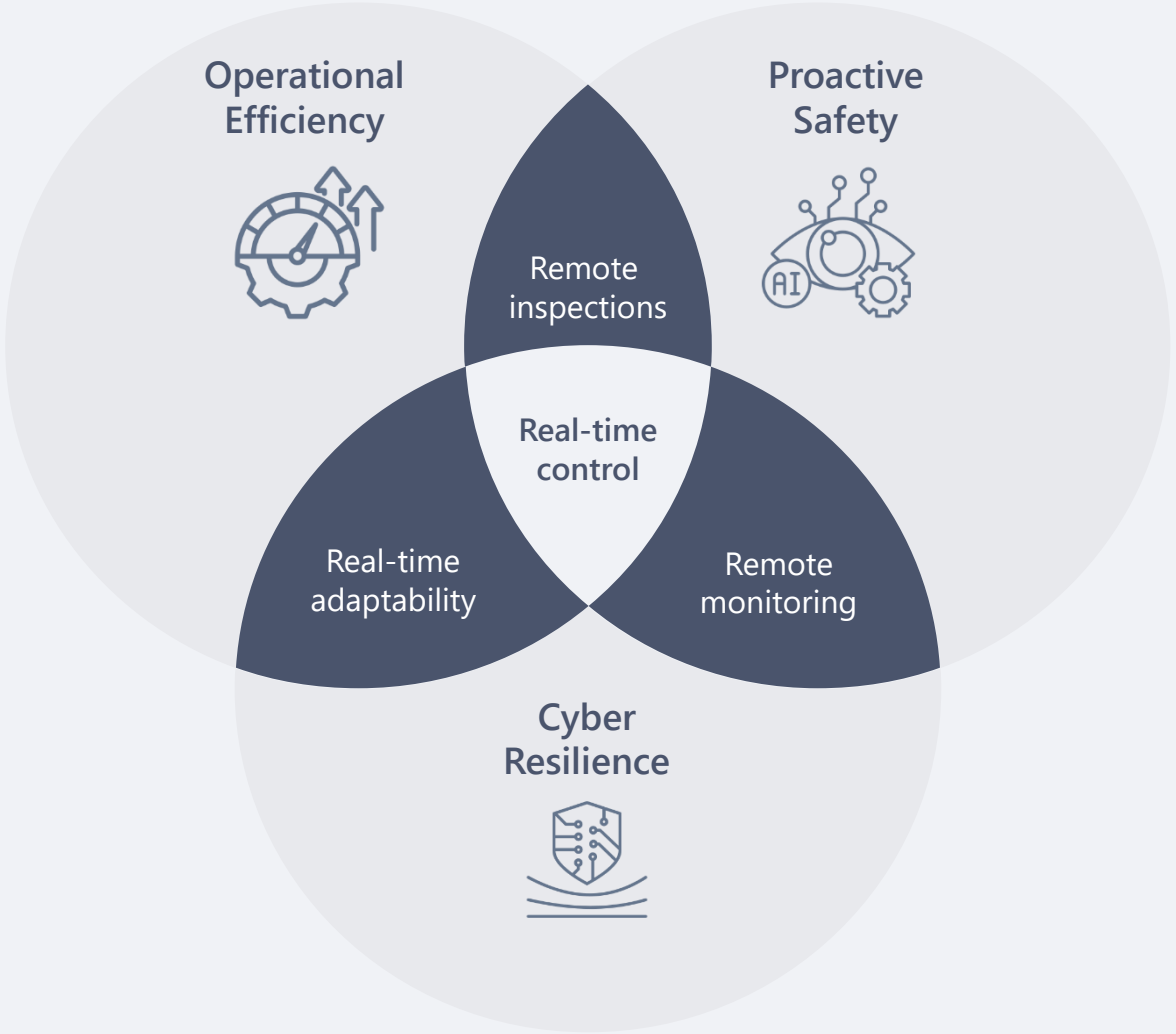
CXO priorities in 2025

1. Digital Twins

- Real-time digital twins based on IoT/AI & Edge Computing.
- Reservoir Optimization.
- Predictive Maintenance.
- Energy Optimization.
- Carbon Analytics.

2. Occupational Safety

- Modular AI video analytics for hazardous event detection based on computer vision.
- Anomaly detection using AI-driven behavioral analysis.
- Audit-ready compliance.



3. OT Security

- Building protection against malicious attacks targeting IoT devices, which are widely used for monitoring pipelines and equipment
- Securing the extended supply chain.

Major cyber incidents in Southeast Asia

Country
Indonesia.

Company/Organization
- Pertamina (State-owned oil & gas corporation).

Industry
- Oil & Gas.

Attack Vector
- Ransomware attack leading to data breach and deletion.

Identified Vulnerabilities/Security Gaps
- Insufficient protection for digital services.
- Lack of protection for end-users (common regional challenges).

Material Damage
- 15 GB of sensitive data, including legal documents, financial records, and business contracts, deleted.

Intangible Damage
- Compromised sensitive information.
- Operational disruption.
- Reputational damage from significant data breach.

Lessons Learned
- Strengthen Data Backup & Recovery.
- Implement Zero-Trust Architecture.
- Prioritize Vulnerability Management.

Key technologies for digitalization in the oil & gas industry

We offer solutions based on key technologies such as AI, IoT and digital twins which are critical to achieving strategic goals in the oil and gas industry

Digital Twins

- Predictive maintenance and asset optimization based of digital twins.
- Remote monitoring of drills, pipelines, and environmental conditions.
- Centralized data for reservoir simulation and collaborative decision-making.

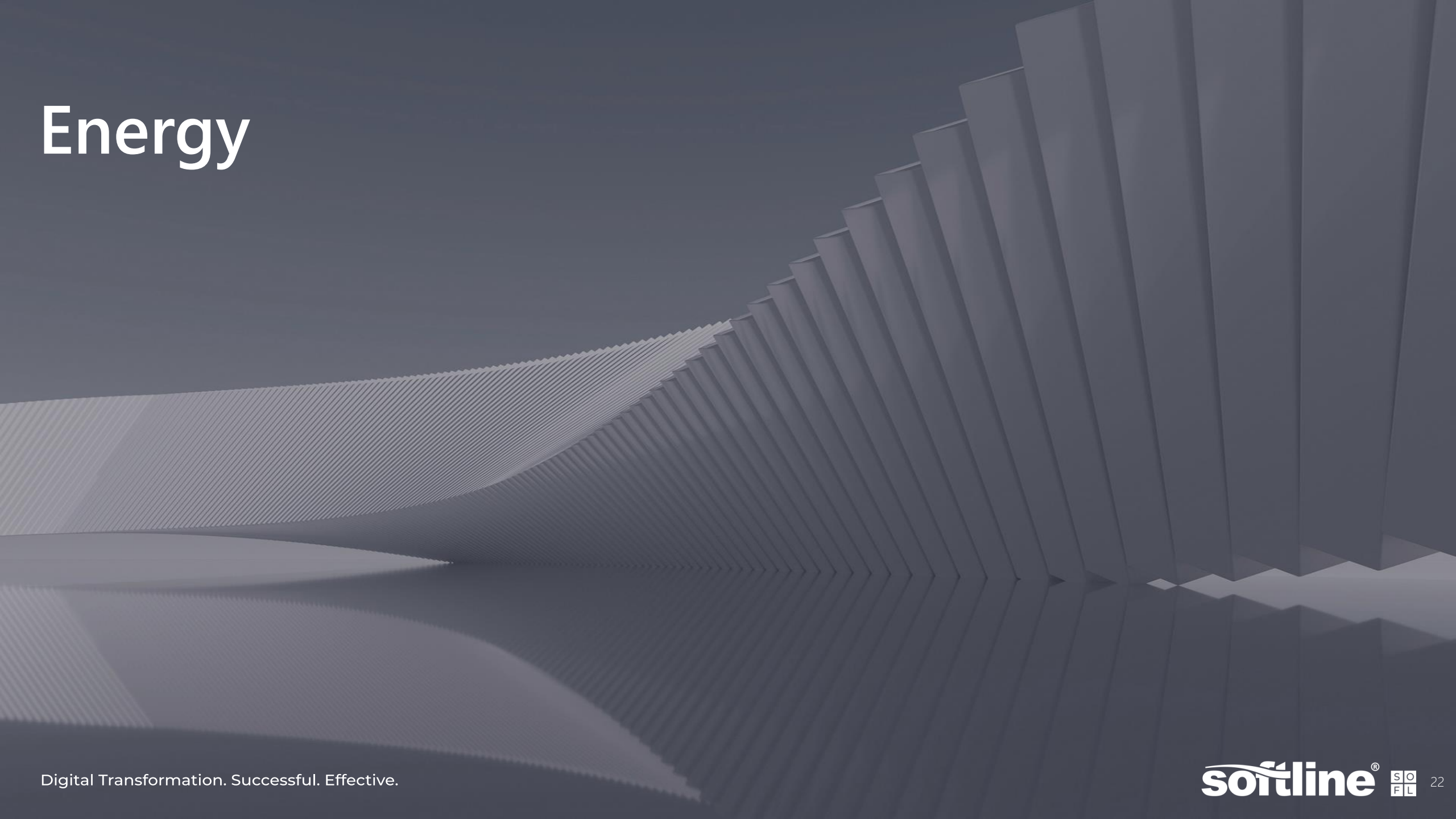
Computer Vision

- Real-time monitoring of dangerous tasks and remote operations.
- Proactive hazard identification and mitigation.
- Ensuring compliance (OSHA, EPA, ISO).
- Preventing environmental incidents.
- Proactive risk frameworks.

OT Security

- Protecting OT/ICS from disruption.
- Securing IoT devices (malware attacks surging 400% YoY).
- Mitigating third-party risks (responsible for >40% of energy breaches).
- Ensuring rapid recovery from attacks.

Energy



Energy market trends 2025-2028

Massive Spending on Digitalization

Energy companies will spend $713 billion on grid digitalization over the next 6 years. This investment is a direct response to the challenges of modernizing aging infrastructure and integrating new energy sources.

Pervasive Integration

Adoption is already significant, with 74% of energy and utility companies embracing AI tools to enhance their operations.

Proactive Scenario Planning

Virtual replicas enable operators to test how the grid will react under different scenarios – from unexpected demand spikes to generation shortfalls – allowing them to spot vulnerabilities and optimize energy flow before real-world problems occur.

Move Towards Virtual Substations

To counter skilled labor shortages and improve safety, the industry is developing virtual substations.

From Assets to Full Grid

Initially used for asset-specific modeling (e.g., a wind turbine), the emergence of grid-wide digital twins allows utilities to simulate the behavior of the entire network.

Expanded Attack Surface

As grids become more connected and software-defined, concerns about cyberattacks on critical energy infrastructure are a primary barrier to digitalization.

Source: ABI Research

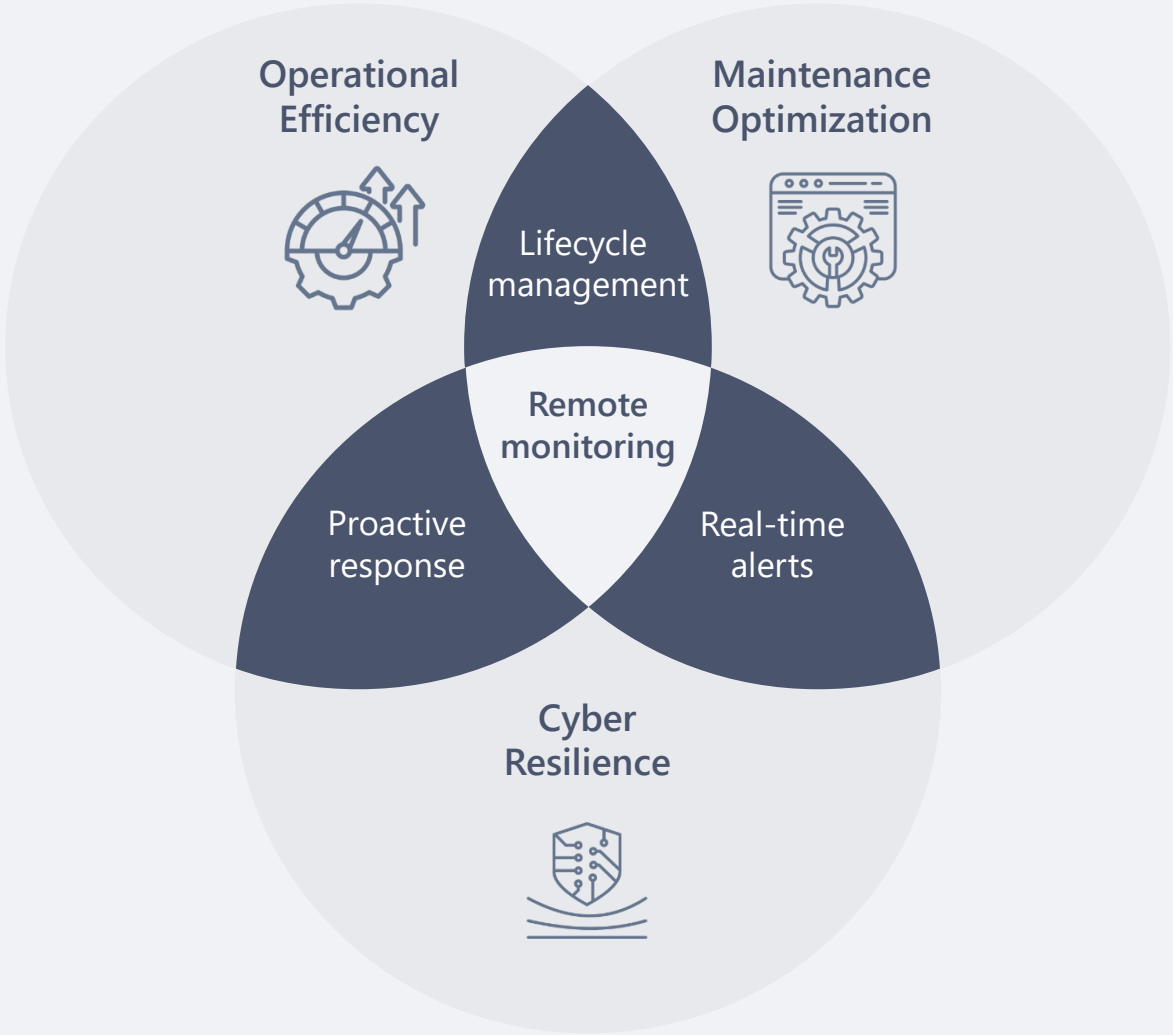
Strategic priorities in the energy industry 2025

1. Digital Operations

- Digitalization of key business processes – from operational planning to asset management based on Industry 4.0 tools.
- Minimizing manual labor and reducing costs.

2. Digital Substations

- Tools for simulating, automating, and managing digital substations.
- Simplifying service processes and increasing operational efficiency.
- Ensure system reliability.



3. OT Security

- Building protection against malicious attacks targeting industrial control systems, which are widely used to monitor energy equipment.
- Protecting the extended supply chain.

Key technologies for digitalization in the energy industry

We offer solutions based on key technologies such as AI, ML, Big Data and Digital Twins which are critical to achieving strategic goals in the energy industry

Digital Operations

- Operational planning and process optimization.
- Calculation of actual, standard, and projected technical and economic indicators.
- Planning of electricity generation and consumption.
- Monitoring and assessment of the technical condition of equipment.

Digital Substations

- Clarity for Digital Substations.
- Prevents Outages via Coms Monitoring.
- Continuous diagnostics without the need for personnel to be present at the facility.
- Automates testing and maintenance of SCMS.

OT Security

- Protecting OT/ICS from disruption.
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Contacts

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