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Driving Digital Transformation: Innovating for Success in the Energy Industry

In today's rapidly evolving energy landscape, embracing digital transformation is a tremendous opportunity for growth and excellence. As Digital Transformation Manager at Bilfinger Engineering and Maintenance UK, Ryan Forde-Kelly has witnessed first-hand the profound impact that digitalisation and innovation can have on our ability to thrive in this dynamic industry. In this article, he'll explore the journey of Bilfinger towards digitalisation, the transformative power of innovation, and why it's essential for companies to embrace these trends to remain competitive.

At Bilfinger UK, we recognise that aligning our organisation with key technological trends is crucial in today's evolving energy sector. While traditional approaches to operations and maintenance have served us well, they are no longer sufficient to meet modern challenges. By strategically prioritising digital transformation, we not only embrace technological advancements but also ensure that our transition supports and enhances traditional methods. This balanced approach guarantees a smooth and productive shift, enabling us to stay ahead in the industry while maintaining the reliability and efficiency our clients expect.

One of the key pillars of our digitalisation strategy is leveraging advanced technologies operationally, such as the Bilfinger Collaboration & App Platform (BCAP) which enables collaboration between Bilfinger and our customers by providing reports and applications to optimise asset performance and operational efficiency. By harnessing the data harvested by these platforms and industry leading inspection technologies, we can proactively identify potential issues, predict maintenance needs, and minimise downtime, ultimately enhancing reliability and reducing costs for our clients.

Through prioritisation of digitalisation, we leverage new opportunities for value creation and differentiation. By harnessing the power of data and analytics, we can gain deeper insights into customer preferences, market trends, and emerging opportunities, enabling us to tailor our solutions to meet the evolving needs of our clients and stay ahead of the competition.



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The importance of digitalisation and innovation extends beyond operational efficiency—it's also about evolving our technological landscape to enhance our traditional methodologies. At Bilfinger UK, our Digital and Innovation team is dedicated to evaluating key technological trends and applying the right technologies into our operations to improve efficiency and provide our clients with the best service possible. By embracing digital transformation, we ensure that our operations remain cutting-edge, enabling us to deliver industry-leading services and position ourselves as leaders in the transition towards a more sustainable and resilient energy future.

Moreover, innovation lies at the heart of our approach to digital transformation. We understand that innovation is not just about adopting the latest technology but also about fostering a collectively culture of creativity, collaboration, and continuous improvement within our organisation. Through initiatives such as a programme that upskills with the organisation to enable local solution development, alongside an organisational wide lean management training initiative, we empower our teams to think outside the box, experiment with new ideas, and drive meaningful change.

However, the journey towards digital transformation is not without its challenges. It requires a strategic mindset, investment in technology and talent, and a willingness to embrace change. At Bilfinger UK, we recognise the importance of fostering a digital-ready culture. To this end, we are committed to investing in the upskilling of our staff, empowering them to embrace new technologies, adapt to new ways of working, and drive innovation at every level of the organisation.


Digital transformation represents a significant opportunity for companies in the energy industry to create value and lead the sector into the future. By embracing digitalisation and innovation, we can unlock new potential for growth, enhance operational efficiency, and position ourselves as pioneers in an evolving market.

Bilfinger is an international industrial services provider. The aim of the Group's activities is to increase the efficiency and sustainability of customers in the process industry and to establish itself as the number one partner in the market for this purpose. Bilfinger's comprehensive portfolio covers the entire value chain from consulting, engineering, manufacturing, assembly, maintenance and plant expansion to turnarounds and digital applications.

The company delivers its services in two service lines: Engineering & Maintenance and Technologies. Bilfinger is primarily active in Europe, North America and the Middle East. Process industry customers come from sectors that include energy, chemicals & petrochemicals, pharma & biopharma and oil & gas. With its ~30,000 employees, Bilfinger upholds the highest standards of safety



and quality and generated revenue of €4.5 billion in financial year 2023. To achieve its goals, Bilfinger has identified two strategic thrusts: repositioning itself as a leader in increasing efficiency and sustainability, and driving operational excellence to improve the organizational performance.

You can find additional information, photographs and videos at  **BILFINGER** 