

## Azima CEO challenges energy industry to turn data into dollars.

Proven technology doubles equipment life & eliminates unplanned capex costs.

### Cloud-based vibration analysis predicts major equipment failure months in advance.

Houston, TX (CERAWEEK) – March 7, 2017 - Azima, the global leader in Production Uptime Management, today released details of a presentation given this morning by its Chief Executive Officer, Burt Hurlock, at CERAWEEK 2017 in Houston, TX.

Speaking to an audience of energy industry leaders, regulators, and policymakers, Mr. Hurlock challenged the energy industry to use cloud-based data & analytics applications to literally “turn data into dollars.”

According to Mr. Hurlock, “[c]loud-based vibration analysis can predict major equipment failure months in advance. The science is proven. It’s already working in the field.” Giving specific real-world examples, Hurlock stated that industry innovation-leaders are already using Predictive Maintenance technologies to:

- Double the useful life of capital equipment & assets.
- Completely eliminate unplanned capex spending for replacement & repairs.

CERAWEEK is a private, invitation-only annual gathering of energy industry leaders, experts, government officials, and policymakers.

According to one industry observer who attended Azima’s presentation: “With crude oil at \$50 per barrel, we can’t afford to ignore proven technologies that maximize production uptime and minimize unplanned downtime. As an industry, we need to turn every machine into a cash machine.”

### About Azima

We’re the asset uptime people. When our clients have capacity, they can sell it. They’re serious about uptime and rely on Azima to maximize it. We combine the *efficiency* of algorithms, the *accuracy* of data, and the *judgment* of experts, and we do it across multiple plants, locations and countries.

When companies are ready to scale predictive analytics for distributed production assets, they turn to Azima. No one monitors more production capacity in more industries and places than Azima.

Azima delivers programs & results, not parts & pieces. We monitor 100,000 assets in dozens of countries, on every inhabited continent. We even cover stuff on the oceans.

Azima is headquartered in Boston, with locations and experts across the Americas, Europe, the Middle East, and Asia. For more information, please visit [www.AzimaDLI.com](http://www.AzimaDLI.com).

## **About CERAWeek 2017**

CERAWeek by IHS Markit is the premier annual international gathering of energy industry leaders, experts, government officials and policymakers, leaders from the technology, financial, and industrial communities – and energy technology innovators. 2017 marks the 36th anniversary of this influential event, ranked among the top five “corporate leader” conferences in the world. Midst the turbulence and uncertainty in energy markets this year, CERAWeek 2017 will provide new insights and critically-important dialogue – and a very cost efficient way to engage on the most urgent questions with decision-makers from around the world.

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**Richard Cellini**  
**Vice-President, Marketing**



Office: 781-938-0707 x1035  
rcellini@AzimaDLI.com  
www.AzimaDLI.com