



# The Horizon

TOSL's OFFICIAL NEWSLETTER

I S S U E 1 4



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# Lead Development and Business Intelligence: Unlocking Success for TOSL Engineering Limited



*Sade Khan - Manager, Project Controls and Estimating*

In the dynamic and competitive landscape of the engineering and energy services industry, companies need to stay ahead of the curve to maintain a competitive edge. TOSL Engineering has embraced innovation and strategic planning by prioritizing lead development and harnessing the power of business intelligence. This was done by creating the ONE TOSL network, implementation of bi-monthly sales meetings and working an active CRM enterprise software module.

Lead development is the process of identifying and nurturing potential customers, guiding them through the sales funnel, and converting them into loyal clients. TOSL Engineering Limited understands the significance of this crucial aspect of business growth and has implemented a comprehensive lead development strategy. By utilizing various channels such as digital marketing, targeted advertising, and networking events, TOSL Engineering effectively generates and captures leads that align with its target market.

A key component of TOSL Engineering's lead development strategy is its emphasis on personalized engagement. We understand that potential clients are more likely to convert into customers if they feel valued and understood. Through strategic content marketing initiatives, including informative blog posts, engaging social media campaigns, and educational webinars, TOSL Engineering establishes itself as a thought leader in the energy sector and as of recently in Trinidad and Tobago's green space. By sharing valuable insights and solutions, we not only attract leads but also build trust and credibility, which are instrumental in converting prospects into loyal customers.

To enhance its lead development efforts, TOSL Engineering Limited harnesses the power of business intelligence (BI). Business intelligence refers to the process of collecting, analyzing, and interpreting data to make informed business decisions. TOSL Engineering recognizes that data is a valuable asset, and by leveraging BI tools and technologies, we gain actionable insights into market trends, customer behavior, and competitor analysis. This is directly reflected in our lead conversion of our first green project "District Cooling" in collaboration with UNDP and the Ministry of Planning. We are also eagerly looking forward to the green lighting of solar opportunities in Trinidad and Tobago as well as Guyana and are on the verge of converting a large waste recycling opportunity to a project.

By implementing a robust customer relationship management (CRM) system, TOSL Engineering effectively captures and organizes customer data, allowing us to track and monitor the interactions with potential and existing clients. This enables us to personalize communications, tailor offerings, and provide exceptional customer experiences. Specifically, we have expanded our sales team to anyone within the organization from janitor to CEO to allow for a monetary reimbursement via our "Finder's Fee" program.

Moreover, TOSL Engineering utilizes data analytics and reporting tools to extract valuable insights from its vast pool of data. These insights enable us to identify patterns, trends, and areas for improvement.

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For instance, by analyzing customer feedback inclusive of positive, negative and preferences, TOSL Engineering can fine-tune its products and services to better meet the needs of its target market. Additionally, we can identify untapped market segments and explore new business opportunities. Another significant aspect of TOSL Engineering's business intelligence strategy is competitor analysis. By monitoring its competitors' activities, market positioning, and innovations, we gain a competitive advantage. This knowledge empowers us to make informed decisions, stay ahead of industry trends, and differentiate ourselves in the market.

In summary, TOSL Engineering Limited's success in lead development and business intelligence stems from our strategic approach to customer engagement and data-driven decision-making. By focusing on personalized engagement, we attract and nurture leads, ultimately converting them into actual quotes, projects and loyal customers.

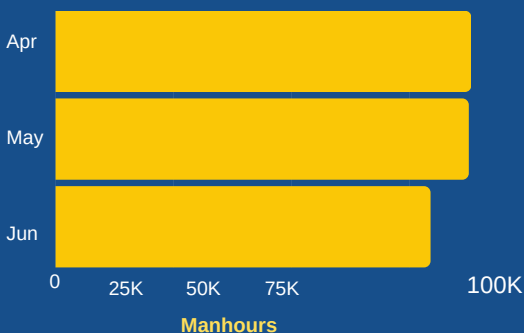
As TOSL Engineering Limited continues to prioritize lead development and business intelligence, we are well-positioned to thrive in the ever-evolving engineering industry. Our commitment to innovation, customer-centricity, and data-driven strategies sets us apart as a leader in their field and paves the way for sustained growth and success.

# INTEGRITY, INSIGHT, AND INCLUSIVENESS ARE THE THREE ESSENTIAL QUALITIES OF LEADERSHIP *-SADHGURU*



## HSSE STATS 2023 Q2:

- April - 88,002
- May - 87,452
- June - 79,353
- Total 254,807
- Restricted Work Cases - 1



## TOSL AT THE SURINAME ENERGY OIL & GAS SUMMIT AND EXHIBITION (SEOGS) 2023



*From Left: Managing Director (Ricardo Mahadeo), Business Development Manager (Russell Boodoo), Minister of Energy and Energy Industries, (Honourable Stuart Young)*

TOSL Engineering Limited was part of the Trinidad & Tobago Pavilion at the Suriname Energy Oil & Gas Summit and Exhibition (SEOGS). The event hosted over 150 exhibitors and hosted over 1,000 visitors involved in Suriname's Oil & Gas sector. TOSL's booth was manned by our Managing Director - Mr. Ricardo Mahadeo, Business Development Manager - Mr. Russell Boodoo and Team Lead, E&I Services - Mr. Rondell Dookie. Over the three days we met with local customers, industry officials, international partners and numerous university students who were inquisitive about the much-anticipated growing Oil & Gas sector.

We learned about some of the upcoming developments in several sectors, and further explored new opportunities that we hope to add value to through our suite of offerings. The TOSL team was supported by our local partner in Suriname through which many of our services are executed. We see Suriname as a modest market but believe firmly in its potential for future growth. After the three days of engagement and consistent discussions we feel confident that TOSL will further invest in Suriname in the foreseeable future.



# INCIDENT COMMAND SYSTEM (ICS) 200 TRAINING

As part of our Emergency Response and Preparedness System, in May, TOSL invested in training its Incident Management Team (IMT). This two (2) day training session was critical to provide guidance as to the manner the IMT must operate during an incident utilizing an Incident

Command System (ICS). During this very interactive session our team was provided with specifics by its facilitator, Mr. Allan Subero, with the main aspects being the identification of person's roles and responsibilities, the ICS organizational structure and its components, incident briefings and meetings, transfer of command and the Incident Action Plan.

As the IMT proceeds to utilize its learnings from this training, the next steps are identifying our

IMT to the Organization, providing a summarization of the roles, outfitting our incident command center and conducting various drill scenarios.

TOSL's IMT is now better equipped to effectively manage and respond to incidents and emergencies that may occur along with the support of our fellow co-workers.

**SAFETY IS A SMALL INVESTMENT FOR A RICH FUTURE.**



The IMT team identifying and discussing roles and responsibilities.



IMT Team and facilitator, Mr. Allan Subero (first person from the left below)

# Quality Lessons Learnt



1

## WHAT HAPPENED

- Customer Complaint indicated that the client expressed disappointment regarding high prices quoted for an emergency inspection job

2

## IMMEDIATE ACTIONS

- Survey market prices
- Provide a market value proposal to the client

3

## CONSEQUENCE

- Reduce Customer Satisfaction and lost of job

4

## LESSONS LEARNT

- Ensure the scope of work is understood and agreed upon by both parties
- Ensure there is clear communication with regard to pricing for jobs and ensure all changes are properly documented
- Assess overall risks involved in quoting prices for jobs

5

## COMMUNICATIONS

- TOSL held a discussion with the client to resolve the misinterpretation and submitted revised prices to them
- The client confirmed acceptance of the revised prices and gave the go-ahead to proceed with the job







# Product & Service Spotlight

## Finish Thompson Inc. - Leading the Way in Industrial Chemical Transfer Pumps



For 70+ years, Finish Thompson has been a trusted leader in industrial chemical transfer pumps. Originally building decorating equipment, we pivoted to drum pumps in the 1970s. Today, we provide reliable, American-made pumping solutions for corrosive fluids to customers worldwide, including drum, centrifugal and diaphragm pumps. Our pumps optimize efficiency and safety. The first name in chemical transfer pumps - Finish Thompson.

Finish Thompson manufactures a comprehensive range of industrial pumps and mixers for safe, efficient chemical transfer. Our offerings include drum, centrifugal, diaphragm, and metering pumps, as well as sump pumps and industrial mixing solutions. With 70+ years of experience, we provide customized pumping systems to optimize your operations. Discover how our pumps can meet your specific process needs.

-  **Drum Pumps:** We manufacture high-quality drum pumps that provide reliable fluid transfer for 55-gallon drums and smaller containers. Models include air-powered, explosion-proof, high viscosity, stainless steel, and chemical duty drum pumps.
-  **Centrifugal Pumps:** Our ANSI-compliant centrifugal pumps come in metal and plastic constructions for continuous transfer of acids, caustics, and chemicals. We offer mag-drive, sealless, self-priming, and hydraulic submersible centrifugal pumps.
-  **Diaphragm Pumps:** Our versatile line of air-operated double diaphragm pumps are available in plastic, aluminum, and stainless steel to handle a wide viscosity range. They are ideal for transferring abrasive and viscous materials.
-  **Metering Pumps:** We offer accurate, reliable metering pumps for precise injection of chemicals. Models include piston, diaphragm and peristaltic metering pumps.
-  **Sump Pumps:** Finish Thompson's versatile sump pumps are designed for drainage applications. We offer automatic, vertical, and horizontal sump pump models.
-  **Mixers:** Our industrial mixers include portable mixers, tank mixers, and inline mixers to efficiently blend materials.

DB Series Plastic Mag Drive Pumps    MSDB Series Plastic Mag Drive Pumps



SP Series Self-Priming Mag Drive Pumps



[Sealed Pump Accessories](#)



AC Series Stainless Steel Centrifugal



UC Series Heavy Duty Mag Drive ANSI Pumps    MSKC Series Multistage Mag Drive Pumps



GP Series Plastic Centrifugal



SF - High Performance



PF - High Performance



EF - Economy



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# Product & Service Spotlight



Founded in 1958, Taylor Valve Technology is a leader in manufacturing high-quality industrial valves for safety relief, pressure regulation, and flow control applications. Based in Oklahoma City, Oklahoma, Taylor Valve Technology was started by Julian Taylor to provide specialized valves to the oil and gas industry. Over the past 60+ years, the company has grown to serve a diverse range of industries including power generation, chemical processing, metals and mining, and more. With a focus on innovation, quality, and customer service, Taylor Valve Technology offers a wide selection of valve products including safety relief valves, control chokes, rupture discs, and liquid level controllers.

Led by a team of experienced professionals, Taylor Valve Technology is committed to continuous improvement and staying at the forefront of valve technology.

## Key Advantages: Why Choose Taylor Valve Technology

Taylor Valve Technology sets itself apart by providing industrial valves engineered for accuracy, durability, and leak-free operation. Key advantages include:

- Precise flow control with 90-degree rotation from full off to full on for accurate regulation.
- Robust construction with extended mean time between service for maximum uptime.
- Custom designs optimized for oil and gas applications, providing effective control over liquids, gases, and steam.
- Easy maintenance with balanced disc and single o-ring seal enabling service in high back pressure conditions.
- Leak-free operation to 90% of set pressure thanks to soft seat design.
- Chatter and leak-free performance due to optimized flow path and minimal seals.
- By leveraging decades of experience and continuously innovating, Taylor Valve Technology offers superior solutions fine-tuned to deliver reliability, safety, and efficiency.



### Back Pressure Regulator:

Back Pressure Regulators are excellent economical devices for relief and control of pressure in liquid and gas service. Valve control is accomplished by upstream pressure acting on a lapped piston, which is acted on by a spring. The valve will open at a determined set pressure, which is field adjustable.



### Choke Valves:

Taylor Valve Technology's choke valves deliver precise flow control and reliability for oil and gas applications. Featuring robust, wear-resistant designs and leak-proof redundant seals, these valves provide accurate regulation of liquids, gases, and steam. Taylor's choke valve line includes the R1, MCX, RB, and MC series.



### Safety Relief Valves:

Taylor Valve Technology's heavy-duty Safety Relief Valves deliver leak-free protection and reliable pressure relief across demanding oil and gas applications. Engineered for durability and easy maintenance, these versatile valves provide dependable safety and uptime.



### Plugs and Probes:

Taylor Valve Technology provides specialized probes and plugs engineered for precise pressure measurement in oil and gas applications. Both standard and customizable options are available to suit specific project needs with a focus on performance and reliability.

# Case Study

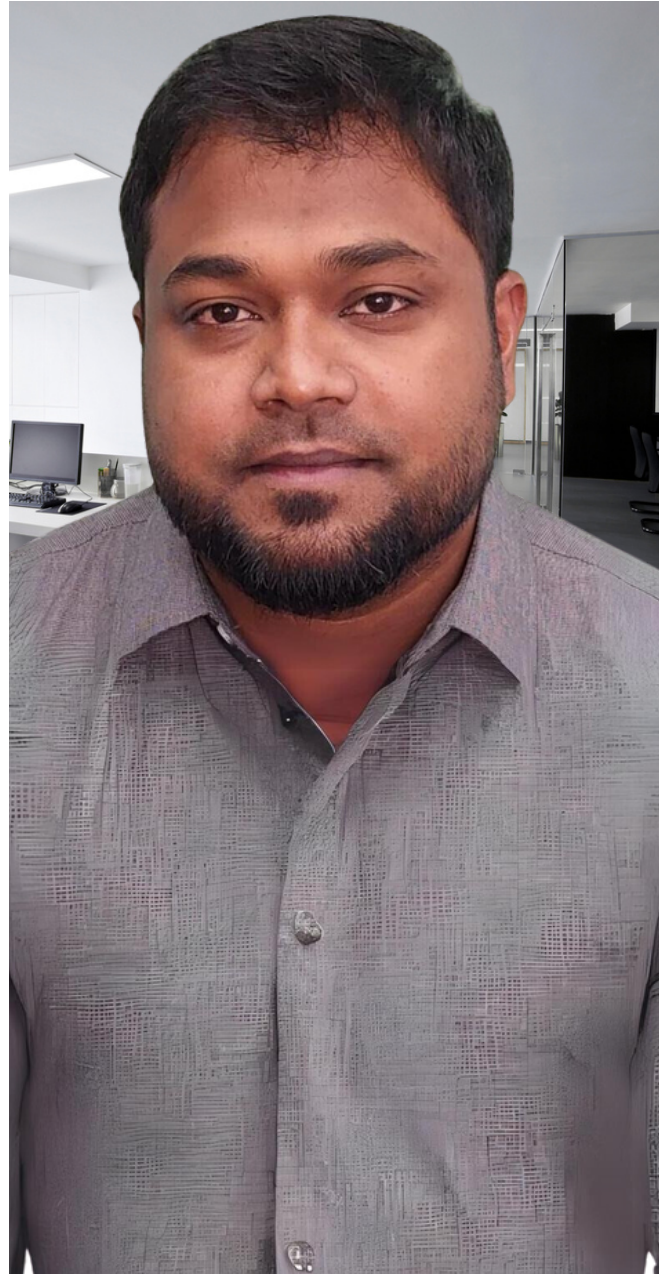
## Upstream Client's Export Pump Project

In the first half of 2023, TOSL Engineering Limited was engaged by one of its Upstream Clients to provide comprehensive support for troubleshooting, inspection, repair, and testing of three reciprocating export pumps at their site. During the initial phase in Q1, TOSL's Predictive Maintenance (PDM) and Automation teams conducted an advanced online assessment of one of the export pumps using state-of-the-art equipment, including the B&K multichannel vibration analyzer and flow meters. This enabled the teams to identify and diagnose the cause of excessive vibration levels. A detailed report was subsequently submitted, incorporating flow measurements integrated into the vibration trends to illustrate the pump's behavior under various operating conditions during testing.

Following this assessment, another export pump experienced a failure on-site due to excessive vibrations. The failed pump, along with a spare pump provided by the client, was promptly transported to TOSL's workshop. TOSL's Projects and Operations (P&O) team took charge of inspecting, assessing, and testing the spare pumps to ensure their timely return to the client's site. Rotating Equipment Maintenance (REM) conducted disassembly, inspections, and parts replacements, with the support of the PDM team, which diligently recorded findings, generated comprehensive reports, and developed procedures. Additionally, the PDM team collaborated with the foreign pump supplier to verify adherence to OEM tolerances.

In a remarkable display of teamwork, the REM, Motor shop, PDM, and Automation teams joined forces with support from the pump supplier to design and construct a groundbreaking test rig at TOSL's Site 5 location. This test rig facilitated online testing of the spare pump before its return to the client's site. The collaborative effort embodied the ONETOSL strategic initiative, fostering camaraderie among the teams as they worked together towards a common goal, with

time sensitivity in mind. Having successfully tested the spare export pump, the test rig was subsequently utilized for testing other export pumps in Q2. Moreover, TOSL made this test rig available to the client for future testing, as well as to any other clients seeking to perform online testing of their equipment during repair works at TOSL. This extended offering ensures quality assurance and acceptance of repair works conducted, further enhancing TOSL's reputation in delivering excellence.




THE HORIZON ISSUE NO. 14, JUNE 2023


# THANK YOU

THE HORIZON IS THE OFFICIAL  
QUARTERLY NEWSLETTER OF TOSL  
ENGINEERING LIMITED. IF YOU HAVE  
ANY QUESTIONS OR COMMENTS  
PLEASE FEEL FREE TO CONTACT US

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If you have a concern about TOSL  
you can report it anonymously any  
time, 24/7 in the following ways:

**Toll Free Hotline: +1 800 872-2281**

**OR**

**+1 877 RPT-LINE**

**OR**

**Report Online [www.tosl.com](http://www.tosl.com)**

**username: tosltd**

**Password: reportit**