



R &amp; M ... storing high-quality components



# Enhanced level of customer service

R & M believes the profitability and success of a project hinges on having the right materials in the correct quantities when they are needed

R & M Wholesale Electric is now firmly established in Dubai and has already received its commercial registration in Qatar. The company has already started winning projects in its own right: in Oman; in Qatar with a major US oil firm and in Abu Dhabi.

Meanwhile, the WE store is filling up nicely at R & M Electric Wholesale's regional hub in Dubai.

The WE Store at the Dubai facility offers high quality components off the shelf and building an impressive inventory of those essential elements that can delay a project – cables and ties, components, switch gear, junction boxes, control stations, lighting for industrial and Ex applications.

Procurement managers are able to access stock via the internet and order products through their company's account and will soon be able to purchase using credit cards. As Jim Graham, regional director for R & M Wholesale Electric and a 20-year veteran of the construction and oil and gas industries, says: "A multi-million-dollar project can be delayed by the smallest item that has been overlooked in the purchasing process. We aim to change that."

The establishment of the company will be celebrated by a visit by the managing director of R & M Electrical and the senior vice-president of Wholesale Electric Supply representing the partners in the joint venture. Thus R & M Wholesale Electric combines the geographic strengths and capabilities of two of the world's best electrical distrib-

utors to offer a service and capability that is unique in the Middle East if not the world.

Wholesale Electric Supply, based in Houston, is a \$300 million turnover company and a major player in the Americas and amongst the major oil and gas players that generally follow the US National Electrical Code (NEC) standards; R & M Electrical, being based in Europe, follows the IEC (International Electrotechnical Commission) standards and is itself a \$100 million business based in Southampton, UK.

Each company brings an impressive list of principals and vendors to the party and for the first time a single company can offer equipment and consumables that will match the requirements of any major oil and gas project in this area, whether it be specified to US standards such as those undertaken by the likes of Bechtel, Fluor Daniel and Foster Wheeler or EU Standards such as are applied by Shell, says Graham.

However, the synergy between the two joint venture partners goes deeper than a match between products and standards: each is a family controlled business, with the commitment to integrity, quality of service technical expertise and continuity that cannot be matched by local agents, he says.

"We aim to bring a new level of customer service to the region based on quality driven expertise to the international firms that are operating here," Graham says.

R & M Wholesale Electric acts as a conduit for oil and gas projects negotiated in the partners' respective head



Graham ... working 24/7 for clients

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offices thus offering project managers working for international oil and gas majors a local contact that is completely in tune with the major equipment vendors and their own engineering and project directors who may be thousands of miles and several time zones away.

"We will be available – and will work – 24/7 for our clients," says Graham.

"We will also bring an international level of professionalism that other regional distributors will find hard to match."

It also means that with the financial wherewithal that the

two companies offer, the joint venture can undertake significant projects and give the majors the assurance that they are backed by two of the best in the business.

The bedrock of this service is the quality of product and service: R & M Wholesale Electric offers its customers solutions based on the best quality and value for money rather than the cheapest price.

Graham also plans to install a workshop in his Dubai facility: R & M in the UK has a dedicated in-house assembly/engineering department that is licensed to drill and populate

hazardous area and industrial junction boxes including the assembly of distribution boards and control stations – which he intends to replicate while looking for other opportunities to add value to the services R & M Wholesale Electric will provide.

Another important innovation the joint venture will introduce is its internet-based construction materials management system (CMMS) concept, pioneered by Wholesale Electric Supply, which provides a complete materials management system and services system designed to reduce the total installed cost of a project by focusing on productivity and the continuous improvement of the process steps associated with the project.

CMMS links engineering, purchasing, construction, accounting, vendors and other critical functions to manage the procurement, warehousing, delivery and reporting of materials for construction projects worldwide.

In fact, the term 'construction materials management system' was coined by Wholesale Electric and has become an industry term for material management, Graham says.

CMMS creates a project specific catalogue ensuring that the same material will be used throughout the project and establishing the common link for engineering, procurement, accounting, construction and the CMMS system itself. This avoids designing in long lead-time items and reduces the number of specialty or non-stock items required.

R & M Wholesale Electric

recognises that the profitability and success of a project hinges on having the right materials available in the correct quantities when they are needed.

Within the partners and, more importantly, on the ground in the Middle East, the joint venture can apply a combination of field construction experience and product knowledge to major oil and gas projects to advise its clients.

CMMS gives project and procurement managers secure accurate and detailed data on take-offs via the Internet.

In particular, careful attention is directed to speciality, non-stock materials, helping the project avoid the liability of too much surplus, while facilitating project reporting and accounting by tracking material.

Thus contractors can schedule material deliveries in work packages when and where they are needed.

Graham intends that CMMS system will be further enhanced by the supply of commodity materials provided by R & M Wholesale Electric from warehouses and storage close to or even on site for major projects.

Thus real-time, any-time access to the project file is available via the Internet, making global project management easier and more efficient.

The system identifies and records last minute substitutions or changes immediately and provides computer-generated reports on demand as CMMS's configurable components allow customers to tailor the system to fit specific project and reporting requirements.