

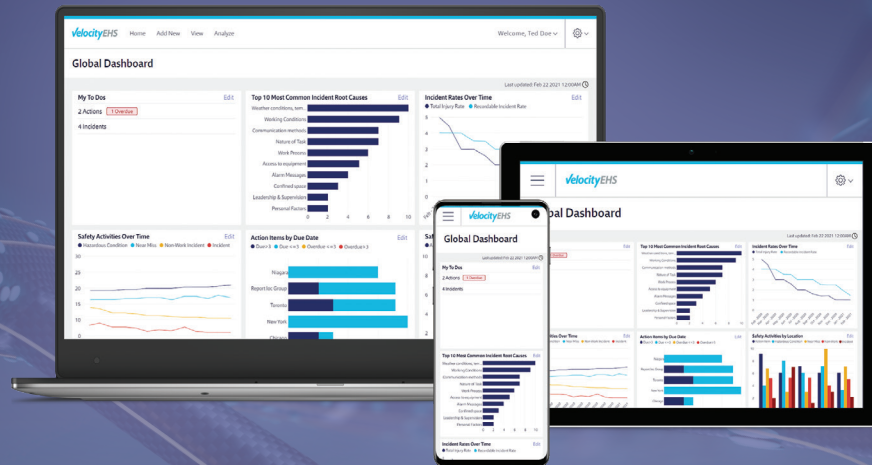
# Accelerating Operational Excellence With ActiveEHS®

VelocityEHS — Reach Your EHS Goals Faster.  
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**VelocityEHS**® | Accelerate®

[www.EHS.com](http://www.EHS.com)





**Coming Summer 2021**

**The VelocityEHS Accelerate® Platform delivers best-in-class performance in the areas that drive EHS & Operational Excellence.**

### Environmental, Social, Governance

ESG is not about “have to.” It’s about sustainability and measuring your impact because it’s the right thing to do, which is always good for business.

### Environmental Compliance

Managing air emissions, green house gases, water, and waste are the right things to do and required by law. Staying compliant doesn’t have to be hard.

### Health

People are the lifeblood of your organization, keep them healthy with best-in-class and easy to facilitate ergonomics and industrial hygiene capabilities at your service.

### Safety

Safety comes from preparation. With the right tools for JSAs, observations, risk assessments, HazOps / LOPA, and MOCs, your processes drive safety and productivity.

### Operational Risk

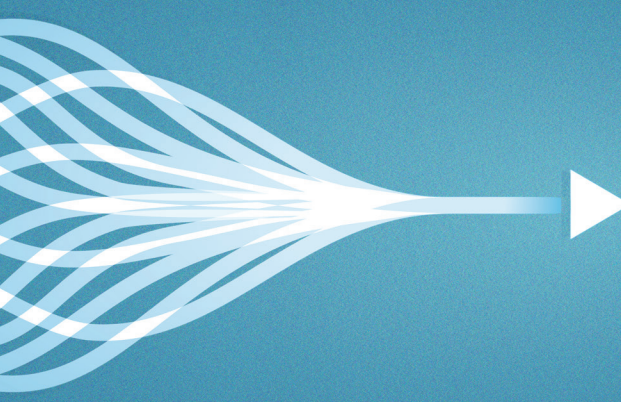
Risk is a reality in life and business, but you can control exposure with industry best permit to work, contractor management, and lockout-tagout capabilities.



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*"... EHS programs (and the EHS professionals who run them) are fundamental to Operational Excellence."*

*VelocityEHS President, Matt Airhart*

## CHAPTER 1

# A Tidal Shift

If you were listening to NPR on the afternoon of April 20, 2021, there's a good chance you heard a [news story](#) about businesses tying the compensation of CEOs and other corporate leaders to climate, sustainability and diversity goals. Marquee companies like Apple, Shell, and General Motors are embracing the movement due in part to pressure from financial shareholders and public stakeholders. Miss the goal, get a pay cut.

There's a saying: if you want to improve something, measure it. This initiative goes one better and says, if you want real change, tie the CEO's pay to the outcomes. We now live in a world where health, safety, environment, and sustainability are no longer fringe concerns pushed by the least powerful stakeholders.

Corporate boards and powerful investors are pushing the change down from the highest rungs of the corporate ladder, saying there is no difference between EHS, sustainability, social goals, and other business objectives.

While these developments increase the pressure to perform, they also give EHS leaders at every level an unequalled opportunity to advance and grow. So, what's the right response? In a word: excellence.

## Be Excellent

"Excellence" is a word that still means something — undeniable quality. While some words have been cheapened, excellence retains its integrity. That's why the conversation on the right way of doing things in an organization is centered around Operational Excellence.

Across industries, and in ISO standards, Operational Excellence (OE) is the only acceptable measure against which to judge the success of critical programs. The competitive advantages that come with this level of performance justify the lengths companies will go to achieve it.

### Two small, well known examples of OE success include:

- [Walmart](#) saving \$200M by changing its light bulbs, \$20M by switching to a new floor wax, and \$30M by providing employees with smaller, lighter step stools to use when loading trucks.
- [NextEra Energy](#) saved over \$500M in 4 years after training 5,000 employees on Lean Six Sigma.

What's surprising is that Operational Excellence, for too long, did not include EHS in a serious way. The EHS team was considered a cost center and expected to keep the company out of trouble with regulators. But according to VelocityEHS President, Matt Airhart, those days are over.

"Since the onset of the pandemic, EHS leaders have gained a seat at the executive table, and they've been showing value daily. At no point in history have EHS leaders had the ear of the C-suite to the extent they do today. They have proven definitively that EHS programs (and the EHS professionals who run them) are fundamental to Operational Excellence. Of course, the need for compliance will never go away; it's table stakes, but effective EHS Management should be so much more. The EHS teams at the most successful organizations are strategic business partners who influence and steward the company culture and drive key business outcomes such as quality, efficiency, and productivity."

That's why some 80% of Fortune 500 companies now have Corporate Social Responsibility programs and why a recent [report](#) found that companies with highly rated environmental, social and corporate governance (ESG) programs outperformed peers in the first quarter of 2020.



Public investment is following success trends, which is why global sustainable mutual funds and exchange-traded funds brought in 40.5B in new assets, a 41% increase year-over-year in the first quarter alone.

Writing for the [Harvard Business Review](#) (HBR), George Serafeim warns that efforts must be significant and not surface level only:

"Companies don't win over investors just by issuing sustainability reports and engaging in other standard ESG practices... The only way to outperform in this new era will be for companies to make material ESG issues central to their strategy and operations, to go above and beyond their competitors, and then to measure and communicate their superior performance... But if companies are bold and strategic with their ESG activities, they will be rewarded."

And there is ample evidence that many companies are choosing to be bold. In the most recent [Pex Report 2021](#) survey, 44% of respondents declared digital transformation as their top investment priority. Additionally, 39% are implementing a new operating model and 38% are accelerating the use of data as a result of learnings during the pandemic. The pandemic will likely be seen as a real turning point for operational excellence and digital transformations.

Likewise, independent analyst Verdantix reports that a recent global corporate survey showed 80% of respondents plan to increase digitization efforts for their EHS function in 2021.

Bottom line: no matter your industry, this is not the time to sit still. So, what does Operational Excellence look like from an EHS perspective?

- It looks like **CF Industries**, the world's largest ammonia producer, operating 9 complexes in 3 countries, reporting in March that its Donaldsonville facility achieved 1.5 million labor hours without an employee recordable injury and 5 million labor hours without an employee lost time injury.
- It looks like **Dyno Nobel**, a large commercial explosives firm with 32 manufacturing facilities on three continents, addressing operational risk head on to drive a 53% decrease year-over-year in their Total Recordable Injury Frequency Rate, from 0.9 in 2019 to 0.42 in 2020.
- It looks like **Komatsu Mining Corp**, with 10,000 employees in 142 countries, in the first three months of 2021 completing more than 19,000 safety observations and approximately 10,000 hazard IDs at 170 operating locations worldwide.
- It looks like **Cummins**, the leading diesel engine maker with 107 manufacturing plants and distribution facilities across 160 countries, dropping its incident rate from .8 to .12 through improved ergonomics, and saving more than \$4 million in efficiency and productivity and more than \$12 million in injury avoidance.

It's worth repeating: EHS teams at successful organizations are strategic business partners. This year, when they needed it most, many companies discovered their EHS professionals were OE superstars with exactly the right skills to meet the moment and drive outstanding outcomes.

If you're a superstar still waiting to be discovered, there has never been a better time to take center stage. Selecting the right ESG and Operational Risk technology partner will be critical. Fortunately, there has never been so much good technology at your service. On the flip side, there has never been as much bad technology waiting in the wings to waste both time and money.



## Meet John Damgaard

**John is the CEO of VelocityEHS and chief fire starter.** Though relatively new to VelocityEHS, John brings with him decades of domain expertise — because you can't fake leadership of a 600+ people technology company.

Prior to joining VelocityEHS, John most recently retired from ResMed Corporation in December 2019 following the sale of MatrixCare, the Best-in-KLAS winning electronic health records company where he served as CEO since 2012. Before MatrixCare, John served as VP & GM and SVP & COO of Medware Information Systems (now WellSky). He has also held business management and technical positions with CGN & Associates, Maytag Corporation, and IBM. In addition to his role at VelocityEHS, John also advises Waud Capital Partners on its Healthcare IT investments.

John enjoys the simple pleasures in life: family, fishing, hunting and short trips into back country, but he can also nerd out with the best of them. The technology team at VelocityEHS loves John because he gets it. You don't have to dumb things down for him. He was writing about machine learning and artificial intelligence back in 1991 at the University of Northern Iowa where he majored in computer science and mathematics.





*Not all technology is equal... When overwhelmed, it is human nature to fall back on what we think we know and to do what we've always done. Doing what we've always done, at best, will only lead to incremental improvements, if any.*

## CHAPTER 2

# Going All In: There Will Be Winners & Losers

### How familiar does this scenario sound to you?

You have a meeting in two hours where you're reporting on the numbers from the last quarter, and you're still waiting on facilities in three locations to provide you with updated data. Two of those facilities are in different time zones. You finally get through to folks just as they are leaving to go home. They promise that the data will be entered within the hour. You get an email letting you know that the data is in, but when you open your master reporting spreadsheet you find that the links are broken and you cannot generate your reports. So instead of preparing to celebrate how smoothly everything is running between locations, you find yourself in yet another meeting explaining and defending the discrepancies present in your reporting.

This is a clear case where technology should be working for you, not against you. But not all technology is equal.

Information technology has made the world both larger and smaller, more and less human, faster, more transparent, more connected, and more complex leading to **overwhelm**. When overwhelmed, it is human nature to fall back on what we think we know and to do what we've always done. Doing what we've always done, at best, will only lead to incremental improvements, if any. Overwhelm stifles innovation. It is imperative that your technology not add to your feeling of being overwhelmed.

### Now imagine for a moment that you're the head of EHS within a growing company:

You get home from work on Friday night, you sit down to dinner with your family and converse about the day, never once worrying about how you are going to integrate and onboard the new manufacturing facility your company just acquired into your enterprisewide EHS protocols.

After dinner you kick back with a book or family movie night. It doesn't even cross your mind to grab your phone to send a text to the night manger to see how the complex process change management project she is running is coming along. Then, after tucking your kids into bed with their favorite story, you settle into your own bed and quickly fall asleep — totally free of any worry about the presentation you have to give to the C-suite on Monday morning with real-time data on critical KPIs.

You enjoy the weekend, stress-free, and return to work Monday morning. There, an auto-generated, emailed report, with up-to-date information for your presentation, is waiting for you in your inbox. Your EHS dashboard shows that your people again made it home safely and in one piece from their weekend shifts. And you head to your meeting with great news: the EHS team from the acquired company has been onboarded, and are already starting their gap analysis.

What would it take to make that dream a reality, and what role should you expect your EHS software partner to play in creating that vision?



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*"Software cannot be embedded with expertise the maker does not have. But when innovation is guided by world-class practitioners, grounded in a mastery of process, and backed by data—the results can launch us into extraordinary places."*

Roger Bottum, Vice President of Product at VelocityEHS

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## Software: A Human Endeavor

Some people think software companies are all engaged in the same activity, it's just that some are a little better at it than others. That's misguided. Companies and systems may look similar on the outside, but how the software is made matters and leads to different end user experiences.

Choose poorly, and you will marvel at how quickly time and resources can be squandered trying to implement a new application. Bad software not only doesn't help fix problems, but creates *new* problems.

To be useful, EHS technology must foster empathy, leadership, strategy, and business savvy. Technology for technology's sake is not only empty, it is harmful. Data collection without the means to derive insight is just whistling in the dark, it cannot help. It pulls our attention away from what is vital and tricks us into believing we know something we don't. Think DRIP: data rich, information poor.

In other words: the opportunities available through technology will depend on the way it is architected and who does the architecting.

### **Roger Bottum, Vice President of Product at VelocityEHS, advises:**

"We know for certain that technology alone cannot save us. We need innovation, and innovation is a human endeavor. Technology is its most transformative when it mirrors an evolution that has already occurred by the person(s) engineering the change. Software cannot be embedded with expertise the maker does not have. But when innovation is guided by world-class practitioners, grounded in a mastery of process, and backed by data—the results can launch us into extraordinary places."

You must be smart and judicious when selecting a software partner to help you on your journey. Choose well, and you will be pleasantly surprised by how quickly and efficiently you can progress against not just your corporate goals, but your personal and professional ones as well.

There's a proverb, "Tell me who your friends are, and I will tell you who you are." At VelocityEHS, we have many long-term partners whose careers and success have developed in tandem with the work we've done together. We're not taking credit for their well-deserved success, and it would be just as right to say they are as responsible for our success.

The point is, as EHS software has matured, it has elevated the visibility of EHS programs. And as VelocityEHS and its partners have evolved, good things have happened. In a healthy partnership, everyone wins.



## Meet Jason Weiss

**Jason is the Chief Technology Officer at VelocityEHS. There is no one having more fun at VelocityEHS than Jason.**

Jason has been developing software professionally for over 30 years, has code in production in 10 different languages at last count, and has taught embedded systems, systems architecture, and the C programming language at the University of Illinois. Jason's background includes leading R&D and Technology for Maestro Health, serving as president of Serious Apps, and serving as Chief Technology Officer for PayFlex. His expertise spans enterprise architecture, infrastructure, and software development, including the architecture and development of e-commerce systems and b2b platforms. Jason received a BS in Computer Science from the University of Illinois and has an MBA from Northwestern's Kellogg Graduate School of Management.

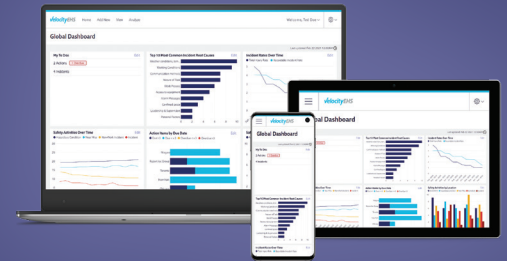
Jason is a big fish in the EHS pond, as he says, "I've spent my life integrating systems. I'm not stealing from EHS competition. I prefer to steal ideas and practices from Cisco, Google, Amazon, and the like."



We started the selection process looking for a partner who could hit the ground running with real industry knowledge in safety and compliance best practices and a system with a strong record of success. We take our safety and community stewardship responsibilities very seriously as a company and we wanted a solution that would help support a best-in-class program as we continue to grow. During the evaluation process, VelocityEHS stood out.

Cory Larson | Corporate HSE Supervisor at Crescent Point Energy Corp

VelocityEHS® | Accelerate®



## CHAPTER 3

# Newton's Third Law

## Introducing the VelocityEHS Accelerate® Platform.

As chaotic and disorienting as the modern workplace has become, an equal and opposite force rises up, delivering calm and peace of mind. The Accelerate Platform was built specifically to help you navigate today's challenges and opportunities, and to flex to the challenges and opportunities quickly coming your way.

In the next section, you'll dive into the exciting features and benefits. But first, it's important to understand the why... why the way our solution is built will contribute directly to your success. Our favorite way to illustrate our approach is using the familiar double helix analogy.

## Adaptable Life Force

In the natural world, the double helix molecule DNA is the architecture of life. Two intertwined strands give life the perfect balance between stability and innovation.

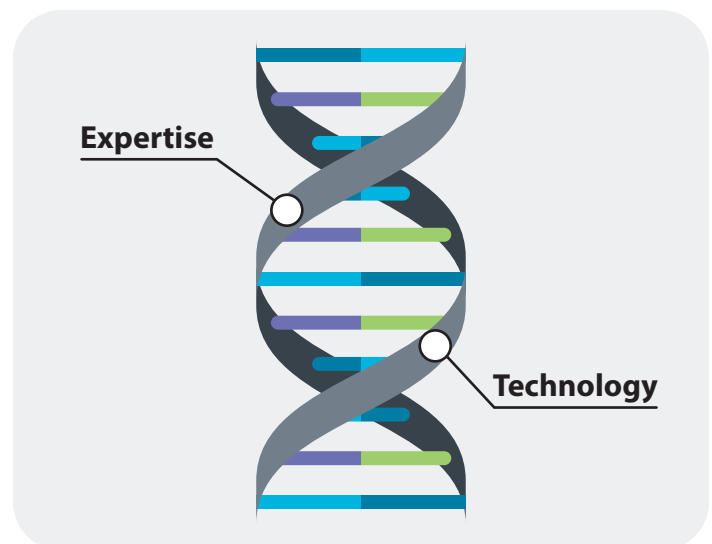
VelocityEHS has taken the example of DNA to heart, and we've built our software using a double helix of our own — in this case, of Expertise and Technology.

You can't have innovation without expertise and technology tied together.

Expertise without technology is not scalable. You can pay for an expert, but you can't place that expert in multiple locations at one time.

Technology without expertise is hollow; an expensive empty shell. It is just as likely to lead you very far, very fast in the wrong direction.

But when you marry expertise and technology together, you unleash EHS & Operational Excellence.

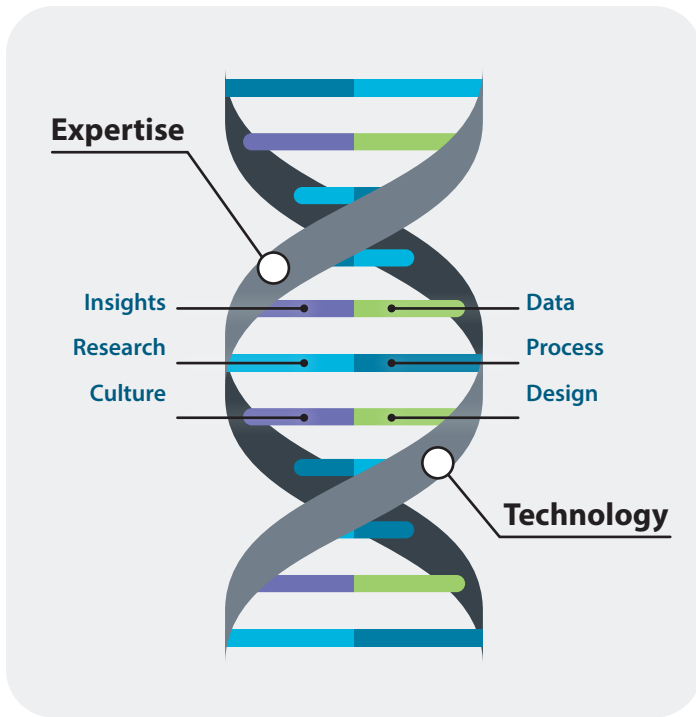


Our double helix of Expertise and Technology provides the perfect balance between stability and innovation. For you, that means software that is reliable and durable; and at the same time, adapts quickly when regulations, operations, or your needs change.

And just like a real DNA molecule, replication is easy. Once you have our platform, you can use it at 1 location or 5,000 locations and get the same experience and same performance. Taking a closer look, the nucleotides between the two strands tell another story.







The two strands of expertise and technology connect in important ways that activate a capacity that would otherwise be potential energy.

**Insights -> Data**

Strategic insight applies expertise to data to use. Data on its own is a boat anchor.

**Research -> Process**

Research drives best practices which shapes the processes embedded in the technology. Expert processes are then replicable on-demand.

**Culture -> Design**

Culture shapes the priorities that shape the design of the technology. Good design serves people. Bad design flows from bad priorities.

When you pull all of these components together, the VelocityEHS Accelerate® Platform unlocks the potential energy of your team, and drives a virtuous and continuous improvement cycle of Prediction -> Intervention -> Outcomes.

VelocityEHS calls this ActiveEHS®.

Turn the double helix on its side and you're reminded of the infinity symbol, which for us symbolizes ActiveEHS®.



With ActiveEHS®, you have flow and balance.

ActiveEHS® is the feeling of security that you know what you need to know, that your organizational resources are focused where your biggest risks are, that you and your team can prevent negative outcomes effectively, and that your EHS data is used to its fullest effect. It is the partner you need to get the respect you deserve. It is your seat at the table of Operational Excellence.

**Expertise. Technology. Stability. Adaptability. Excellence.**

ActiveEHS® is not an add-on, it is in the bones of the software. But let's dig deeper into the features on the horizon and how they will transform your efforts.





*The time has come to expand our ideas of what automation can mean for EHS: best-in-class solutions connected to other best-in-class solutions, operating in concert.*

## CHAPTER 4

# EHS Done Right: The Case For VelocityEHS

## Automation: Your Own Personal Time Machine

What separates championship caliber athletes from others is how automatically they execute the fundamental skills of their sport. Repetition and muscle memory provide the freedom to focus and adjust to changing conditions, seizing opportunities as they arise and enabling them to win.

Looking at EHS programs, there are a diverse range of fundamental skills that an organization must execute efficiently and flawlessly. These include: tracking people and training; assessing for risk and auditing for compliance; completing action items; coordinating safety meetings; and meeting regulatory reporting and permit deadlines.

Today, companies can automate these tasks, freeing up people to see the big picture. Being freed, they have the chance to anticipate risks in time to intervene, and to recognize opportunities in time to capitalize on them.

Simply put, automation is a time machine. It can take us to the identification of a hazard, and the assignment of corrective actions, faster. It can also increase the time you and your people have available to attend to other critical activities.

Yet, automation as practiced in EHS today is still in its infancy. What comes next will be revolutionary: insightful automation. The auto-identification of risk and the implementation of safety protocols in appropriate measure to contain and control hazards before they endanger people, processes or property.

Imagine a world where, when new risks present themselves in the workplace, your EHS software automates the organizing of people and resources in response.

You step away from your desk to take your safety team to lunch. As you sit down to order, a new — very hazardous — chemical arrives at a plant you oversee a few states away. While you take the first few drinks of your iced tea, your EHS system automatically checks the chemical against regulatory lists applicable to the location, and an SDS is placed into the appropriate online location folders. At the same time, an alert is sent to employees letting them know a hold is placed on the use of the chemical until JSAs have been conducted and employee training modules have been completed — all of which have been scheduled and assigned.

As you take your first bite of dessert, your EHS software compares the chemical's intended use with the existing qualitative exposure assessments. If needed, the system sends a message to the Industrial Hygienist and notifies her of the new chemical and what process and location it will be used. By the time lunch is over, you have confirmation from 100% of your people that they understand the necessary steps to take before putting the new chemical into use.

Waiting for you in your inbox as you return to the office are additional recommendations and best practices for controlling the hazards of this particular chemical based on quantitative and qualitative data collected from thousands of other companies in your industry and others that employ your same software provider; as well as recommendations for greener, safer chemical substitutions.

The time has come to expand our ideas of what automation can mean for EHS: best-in-class solutions connected to other best-in-class solutions, operating in concert.



It is important to remember that just like in sports, it is possible to learn bad habits. Repetition of the wrong processes can also compound and become a very real impediment to success. For insightful automation to work, it must be based on expert practices that are engineered by professionals with both the relevant EHS experience and software building skills.

Another key benefit of insightful automation is the opportunity companies have to sustain thought leadership and expert level approaches beyond the tenure of any individual. As people come and go, your hard-won expertise should remain. Better still, a new employee coming into your organization should be able to pick up where the former employee left off.

This capability will be game changing within industries like Manufacturing where it's estimated that 58% of employees will leave or retire in the next two years. Each generation should build upon the one before without loss of operational integrity. That's continuity.

## Predictive Analytics: A Return to Sanity

The benefit of ActiveEHS® (Prediction, Intervention and Outcomes) can be summed up in one word: focus.

What would you give to once again have control over your train of thought? How valuable is an EHS solution that quiets distractions, serves up the items most deserving of your attention, and makes it easy to take next actions?

Imagine going through your day with a smart assistant acting as a personal concierge guiding you to the items that will have the biggest impact on improving not just EHS, but your operational excellence and business performance.

"Look at this, not that. Fix this. Spend time here. Leave that alone for now, and give this your immediate attention."

This is the reality VelocityEHS is building, a place where real-time data and machine learning combine to provide the kind of predictive analytics that will completely transform the role of EHS practitioners.

If yesterday's goal was to see how quickly you could identify and react to hazards, tomorrow's goal is the conservation and judicious use of time, energy and effort.

In the way an electrical smart grid controls the flow of energy, distributing power where it is needed and away from areas it is not, predictive analytics will transform the flow of attention in EHS.

### Network Effects

The backbone of Predictive Analytics is information, which is why the EHS software vendors with the best information have the best shot at bringing this vision to life.

In the same way that self-driving cars have a major advantage over their human counterparts by plugging into data from the millions of hours and millions of miles driven by fleets of self-driving vehicles — companies whose EHS programs are joined together through an intelligently designed network will have unthought of advantages.

With VelocityEHS, you're in a community with tens of thousands of customers across all industries. And not just any companies; big blue-chip companies — one-third of the Global 1000. Thousands of manufactures. Thousands of healthcare facilities. A thousand municipalities. All of which translates into data fed by millions of incidents, millions of risks and millions of risk controls.

But data volume alone is not enough. Every company today is already awash in data. The key to delivering on the promise of predictive analytics is conformity and standardization around the right processes and KPIs.



## Meet Julia Penfield, PhD

Julia is part of the Research & Development team serving as the Principal Machine Learning Scientist.

Throughout her career, Julia has worked on a diverse range of machine learning and data science projects. She brings to VelocityEHS expertise in risk assessments, failure prediction, anomaly detection, long-term and short-term forecasting with proper uncertainty estimations, root cause diagnostics, and optimizations. Julia comes to VelocityEHS from BC Hydro, one of Canada's largest energy suppliers where she worked as a Lead Senior Research Scientist. Julia earned her PhD in Application of Machine Learning in Electrical Engineering from the University of British Columbia.



Apples to apples comparisons across companies allows machine learning to pinpoint the areas of inflection where action and intervention can improve outcomes. Here again is an area where the expertise of the people behind the software matters much more than any technical innovation. Where the benchmarks are placed matters. How data is interpreted and adjusted matters. How companies respond to the insights uncovered matters.

Whatever your industry, VelocityEHS will be able to help guide your activities. To say, "In your category of business, your biggest safety risk is X. Here's what you should be looking at. Here are the top 10 recommend actions."

With best practices at your fingertips, based on learnings from millions of users, you'll have a serious competitive advantage — the ability to get it right, sooner.

## End-to-End Processes Crafted by Experts

Building software is hard.

Developing expert processes for your EHS programs is really hard.

Crafting beautiful EHS software featuring end-to-end processes embedded with deep domain expertise is a monumental task.

That is, unless you have expert EHS practitioners with decades of software building experience actually building the solutions.

You can't build the right software without the right expertise, and when it comes to EHS, you can't fake expertise you don't have. To give you the best tools, VelocityEHS has spent years acquiring the undisputable EHS software leaders and their experts with proven records of dual domain expertise in EHS and software design. Our mantra is:

- We seek and aggregate information from academia, industry experts and our own research.
- We translate that information into knowledge our customers can use.
- We transfer that knowledge into our software solutions and implementations services.
- And, that knowledge transforms into value for our customers.

The result goes beyond a collection of best practices jammed into a SaaS environment. Taking the wheel of the VelocityEHS Accelerate® Platform gives you the opportunity to implement elegant and sustainable processes around complex challenges like operational risk management, industrial hygiene, and industrial ergonomics.

Why should you care about elegance? Ask any engineer and they'll tell you the best designs are elegant. Steve Jobs agreed:

"Simplicity is the ultimate sophistication. It takes a lot of hard work to make something simple, to truly understand the underlying challenges and come up with elegant solutions. [...] it's not just minimalism or the absence of clutter. It involves digging through the depth of complexity. To be truly simple, you have to go really deep. [...] you have to deeply understand the essence of a product in order to be able to get rid of the parts that are not essential."

**With EHS software, you have to get two designs right:**

**1).** the steps or process for executing the task in the appropriate way;

**2).** the user interface to facilitate the execution of the right process in the right way.

Again, Jobs was absolutely correct when he said, "What's not there is just as important as what is."

## Dream Team of Experts

In a recent letter to shareholders, **Amazon** founder Jeff Bezos talked about his company's plans to improve employee safety. He said musculoskeletal disorders (MSDs) accounted for 40% of Amazon's on-the-job injuries, which is basically on par with confirmed industry averages. But a couple of sentences later, when outlining the steps Amazon would take to improve conditions, Bezos stated they would be investing in innovations that improved job rotation and improvements to employee mechanics.

These are big red flags to certified professional ergonomists. In response, VelocityEHS ergonomist Blake McGowan CPE, stated,

"Across the US, about 40% of non-fatal occupational injuries are MSDs caused by poor ergonomics. I applaud Bezos's awareness of the societal and financial burdens of workplace MSDs. His mention of MSDs in a shareholder statement will elevate awareness and prompt other CEOs to respond too. Unfortunately, most MSDs are caused by forceful exertions, not repetition. Also, job rotation is shown to be an ineffective solution, at best. So, [re: Amazon] wrong problem and wrong solution to reduce their injuries. Unfortunately, pretty common miss... I have always believed that ergonomics is an analog for quality. Good ergonomics, good quality. Poor ergonomics, poor quality. So... if this was a quality problem... it would be unusual to suggest to quality professionals that operator repetition is the problem, and job rotation and body mechanics as the solution to your internal manufacturing quality issues."





## Meet Dave Risi, CIH, CSP

**Dave Risi is the Principal Solutions Strategist of Industrial Hygiene for VelocityEHS.** He is a board-certified industrial hygienist and safety professional, with over 30 years of EHS experience.

Dave started his career as a Sr. Industrial Hygienist for Exxon, before moving to Oracle to help build their EHS application. In 2001, Dave acquired the application and formed Spiramid, to bring it to the broader marketplace, expanding its use to over 60 countries. In 2019, VelocityEHS acquired Spiramid and brought Dave in to oversee the industrial hygiene solution.

Dave has a Bachelor's in Occupational Safety & Health from Ferris State University and a Master's in Industrial Hygiene from UCLA.

Here we have one of the biggest companies in the world, with all the experts and resources available to the modern global enterprise, making a very well-intentioned misstep. Money and good intentions will not buy you safety or performance. And applied incorrectly, the combination will move you further and faster in the wrong direction.

Either you get it right, or you are wasting money and putting people at risk. Research paired with tested and proven methodologies are the only viable path to success.

You may feel that path is out of reach, but you have every right to be optimistic. This moment in time is special, because until now, it would have been nearly impossible for a single company to assemble the Hall-of-Fame caliber talent of EHS and software professionals VelocityEHS has brought together.

This is what the VelocityEHS Accelerate® Platform offers: the opportunity for you and your team to be in alliance with our team of experts as we build beautiful solutions and refine processes to deliver a safer, more sustainable world.

### **BI Built-in: Your Information Your Way**

It's time to get excited about data: how it's stored, accessed, visualized, shared — and most importantly — used. You will do things with your data and information you've dreamed about, but dismissed as unlikely.

First, you'll find all of your information in one place. You will have the access and flexibility to build and run any report... at your whim... and without logging request tickets, without having to pay for a custom build, and without having to wait.

Second, your requests for greater configurability are being answered. You'll have the ability to make changes on the fly to things like field names so that they align with your company lexicon. But you'll be able to do it in a way that doesn't disqualify your software from continuing to receive updates without worry.

Next, your data will be minable. You'll have the tools to cut across your information in whatever way makes sense for the questions you're trying to answer and the problems you're trying to solve. And because you own your data and have complete access, you'll be able to use it to do your own machine learning, if that's the sort of thing that excites you.

Best-in-class data visualization tools and native access to PowerBI and Tableau? Standard. Create your own newsfeeds, feed your own dashboards? Absolutely. Pre-built templates, dashboards and example sets to get you started? Naturally.

And data mining + AI + machine learning means the Accelerate Platform will help fuel learning and growth on a scale not previously possible. Benchmark KPIs, proof points, and outcomes from thousands of companies will help identify areas where the solution is not being as effective or used as expected, or where additional training and attention could be beneficial.

To be clear, your information is your own and will remain safeguarded and in your control. But at a high level, this automated feedback will drive the flywheel of continuous improvement.

## **Data is Queen**

Why is this so important? Because, as EHS professionals jockey for a seat at the table, or even offices in the C-Suite, Business Intelligence is the key to a VIP fast pass.

Too many corporate leaders and EHS professional still don't speak the same language. It's one of the reasons EHS departments operated for so long in the shadows as a support function rather than as a critical component of corporate performance.

The Accelerate Platform enables EHS leaders and C-Suite executives to speak the same language – through data.



Thankfully, today, with the right reporting and analysis, EHS professionals have been welcomed out into the open. And in some cases, companies are grafting EHS into the marrow of their organizations. For instance, [NIKE](#) set a new ambitious health & safety target for 2025, that:

"100% of our strategic suppliers are building world class, safe and healthy workplaces for people making our products."

This comes on the heels of a pilot project, which found manufacturing control lines, where health and safety systems were piloted, had 85% lower injury and illness rates compared to traditional manufacturing lines.

Educating people on the front lines and in the boardroom on how and why to care about EHS is important. That conversation gets a lot easier when your EHS data is accessible and compatible with any of your other systems.

Your data side-by-side with data from operations, HR, or any of the systems your company relies on, puts EHS into the most important conversations people in your company are having. BI is the wedge that will crack open the toughest doors.

## The VelocityEHS Accelerate® Platform

In a world of ever-changing risk, it's never been more important to be right. That's the promise of the VelocityEHS Accelerate® Platform. EHS done right.

Precision. Accuracy. Consistency. Simplicity. Measurement. Judgement.

Operational Risk Management is glue that holds it all together, but capabilities include: Safety Management, Industrial Hygiene, Industrial & Office Ergonomics, Environmental Management, Chemical Management, Training & Learning, Action Management and Control of Work.

So, why Velocity? Why Accelerate? What does speed have to do with it? For us it's about *direction* and *speed to value*. It's about getting you pointed and moving in the right direction and how quickly you can start to see benefits.

It's about helping you reach your EHS goals faster. It is *not* about rushing integration or trying to make complicated processes lightning fast. It's about ensuring you have the right tools at the right time.

It's about creating consistent, repeatable processes and being able to do it right every time.

To accomplish all of the above, VelocityEHS completely rearchitected both the frontend and backend of the Accelerate Platform. On the frontend, you'll notice it's a warm experience where intuition is rewarded and users feel taken care of and supported.

On the backend, our microservices architecture is the engine that will turn product updates into tools you can use now. Benefits include: faster innovation, less downtime, maximum scalability and flexibility, and the freedom to quickly fold in new people, facilities, and acquisitions as necessary.

If you want to get better, no matter where you are in your EHS and sustainability journey, VelocityEHS can help you move up the maturity curve.

In the David vs. Goliath story of EHS professionals going up against giant EHS and operational challenges, our Accelerate Platform is the one smooth stone you've been searching for.

 <b>Quick:</b> Implement in weeks not months	 <b>Insightful:</b> Business Intelligence & reporting
 <b>Fast ROI:</b> Accelerated time-to-value	 <b>Simple:</b> All actions & tasks in one place
 <b>Effortless:</b> Easy to update & upgrade	 <b>Mobile:</b> Highest mobile adoption
 <b>Helpful:</b> Built-in guides & training	 <b>Friendly:</b> 3rd party integration ready
 <b>Informative:</b> Auto alerts, emails & texts	 <b>Multilingual:</b> 20+ languages
 <b>Attentive:</b> Committed customer support	 <b>Secure:</b> GDPR & SOC 2 Compliant





*The result is faster, easier, and more accurate ergonomics assessments than any human could perform.*

## CHAPTER 5

# Put Your Trust in VelocityEHS

Why should you have confidence in us to bring this future to life? The quick answer is because we've already commercialized the technology others are just starting to talk about.

Industry 4.0 is exciting, and hardware is neat, but in the rush to plug things into their systems and create "smart factories," many software vendors are putting their needs ahead of yours. A great example of this comes from the field of ergonomics.

Performing musculoskeletal risk assessments in an industrial setting used to be a rigorous manual process. It required a trained ergonomist to watch an employee perform tasks in person while taking precise measurements of movements to capture all of the data necessary for analysis. Then, the advent of motion capture made it possible to collect the data automatically through video.

However, every vendor performing motion capture assessments, besides VelocityEHS, requires the employee being assessed to put on a special body suit and/or to attach sensors to specific points on the body. These wearables and sensors require you to invest more time and energy in maintaining hardware than is necessary to achieve the results you are after.

VelocityEHS, on the other hand, demonstrating the broadest deployment of machine learning in the EHS industry, already has companies like yours using AI and motion capture to do workplace ergonomics assessments, and they're doing it with their phones.

The result is faster, easier, and more accurate ergonomics assessments than any human could perform.

Do you still buy your music on CDs? Or did you ditch the hardware for MP3s and streaming? We're taking the technology that's already available and widely deployed (i.e., your phone camera), and we're teaching it new tricks. No extra hardware to buy. No expensive sensors to manage and replace. The ability to use cameras – that's future proof. Be sensor independent.

But it's not just the technology that matters. What matters more is the database the information flows into, how it is benchmarked, and how it is used. Real value comes from the marriage of deep domain expertise + deep machine learning expertise.

Someday, another company may copy our ergonomics assessments via motion capture on a phone, but it won't have the 40+ years of ergonomic and MSD data VelocityEHS has at the ready from working side-by-side with the most advanced manufacturers in the world. And they won't have the largest consulting team of Board Certified Professional Ergonomists to help ensure you design the right solutions to your specific industrial setting and processes.

As another example, customers like you are already taking advantage of our SDS library that uses Natural Language Processing (NLP) to automate the cataloging of documents. NLP is cool, but it only works because we have the largest evergreen SDS library in the world, and the architecture that underpins it is embedded with best practices that make the NLP invaluable to you.





## Meet Shannon Harrison

Shannon Harrison is the Director of User Experience and Front-End Design.

She began her career doing web design for Getronics, a leader in information and communications technology (ICT), before moving into the airline industry, with stints at Continental Airlines as UX Manager and then United Airlines as Director of UX Research and Design. At VelocityEHS, Shannon leads a team of six UX designers and runs cross-department projects on design, brand, and customer journey.

## Seeing Around the Corners

You have to pay attention to the world around you. Your EHS software vendor should do the same, anticipating your needs and making adjustments before you even know they are needed. If you need a vendor that is SOC 2 and GDPR compliant and that has secured a bronze EcoVadis rating (you can't even get a rating if you're not already putting in the work), VelocityEHS hits the mark. If you don't need that in a vendor yet, just wait... you will.

Are privacy rights an important issue at your company? Would you like to work with a company that is already developing the functionality to blur out backgrounds of videos to protect intellectual property (IP), as well as protect people's identities by blurring out employee faces? VelocityEHS is already in the trenches so you don't have to be.

A benefit of working with a world-class EHS software company is that you can relax knowing your people are taken care of as they navigate the software. Whether it's their first time through the software or their fifty-first, built-in guides and training are walking your people through tasks with on-screen prompts and assisted workflows. Video demos and additional help resources are just a click away.

## VelocityEHS Mission and Values

For us, a benefit of working with so many outstanding companies is the opportunity to see first-hand how culture drives operational excellence. In a literal way, our culture is shaped and influenced by our interactions with you.

Hopefully when you work with us, you see the best of you reflected back in our Mission and Values.

### **Mission:**

**Make workplaces safer and more sustainable.**

Our Mission is incredibly important to our team members, many of whom majored or minored in areas related to industrial safety, health and environmental studies.

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*Our mission is not tied to revenue or number of customers. Those things come along naturally when you do things the right way.*

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It's the secret to our ability to attract and retain people of outstanding caliber, for whom caring about people and the planet comes naturally. They have the talent to be successful a range of professions and industries; however, they come here to work with you, knowing their work will make a difference.

Our mission is not tied to revenue or number of customers. Those things come along naturally when you do things the right way. So, what does it mean to us?

It means improving the lives of your global working population and enhancing your operational excellence and (business) performance.

It means putting you first. It means hiring the best people to build our products and service our customers, supporting them with the best tools, and never settling for good enough. It means never being satisfied.

### **Values:**

- **Champion Customer Success** — Because Outcomes Matter
- **Build Open & Honest Relationships** — Because Expectations Matter
- **Choose Simple** — Because Speed Matters
- **Be Humble** — Because Respect Matters
- **Make a Difference** — Because Happiness Matters

Without you, there is no VelocityEHS. That's why at their root, our values are all about your success.





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*When you put your trust in us, you are putting your trust in people who are innovators in their field, including leading data scientists, artificial intelligence geeks, machine learning gurus and user experience evangelists.*

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## Your Partner in Excellence

### What makes VelocityEHS the partner who can deliver?

With your success in mind, VelocityEHS has curated the best and brightest people with both EHS experience and software experience.

When you put your trust in us, you are putting your trust in people who are innovators in their field, including leading data scientists, artificial intelligence geeks, machine learning gurus and user experience evangelists.

Our ranks include more certified experts by far than our next five competitors combined. You'll find board certified ergonomists (CPEs), certified safety specialists (CSPs), certified industrial hygienists (CIHs), folks with masters or PhDs in public health, occupational health and safety, environmental law, industrial hygiene, and more.

Another company could have 100 experts and still not do what we do because translating expertise into software is unique and difficult skill. We've done it. We've mastered it with solutions for chemicals, ergonomics, air/water/waste, industrial hygiene, risk, training and learning and more.

## Research & Development

VelocityEHS is committed to industry thought leadership and to accelerating the pace of innovation. Beginning in 2020, VelocityEHS raised its sustained innovation spending as a percentage of revenues to the highest levels of any EHS software provider. This aggressive spending level, compounded with our very large global scale, ensures that VelocityEHS will lead the industry and its customers into the exciting future of ActiveEHS.

Plus, our microservices architecture means we can bring new solutions on line quicker and move that innovation into your facility faster. Your partnership with VelocityEHS puts you in good company with our industry partners like Enhesa, STP, Kinetica Labs, Avery Label, and Brady Label. Add to it our active Customer Advisory Board, and the industry's largest customer base, and you'll find VelocityEHS is better positioned to push forward real, meaningful innovation than anyone else in the industry.



## Meet Blake McGowan, CPE

**Blake McGowan, Director of Research at VelocityEHS**, leads the Ergonomics Research group to incorporate the latest technical and scientific data into the Humantech® Ergonomics software solutions. He also consults with academia to transfer current research knowledge into the company's approach, systems, assessment methods, and guidelines.

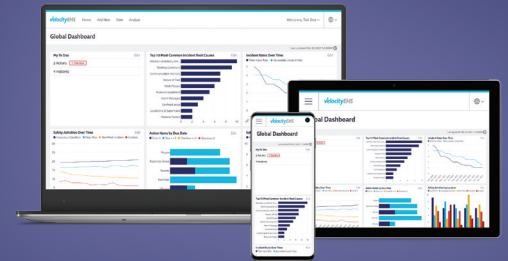
Blake received a Bachelor of Science degree in Kinesiology (Biomechanics and Neurophysiology) and a Master of Science degree in Kinesiology (Human Neuromechanics) from the University of Waterloo in Waterloo, Ontario. Blake has achieved recognition as a Certified Professional Ergonomist (CPE). He is a member of the National Occupational Research Agenda (NORA) Musculoskeletal Health Cross-sector Council, the American Conference of Governmental Industrial Hygienists (ACGIH) Physical Agents Committee, and Human Factors and Ergonomics Society (HFES). Blake has been with the company for over 20 years.



ISS understands the value this system can add to our business. A company as large and diverse as ISS needs a system that is fully configurable, multilingual, web-based, and maybe most importantly, intuitive for end-users. With over 500,000 employees worldwide, we appreciate the fact that VelocityEHS does not charge based on the number of users so we will be able to leverage the system for corporate-wide safety and sustainability culture change.

Joseph Nazareth | Vice President of Health, Safety, and Environment at ISS

VelocityEHS® | Accelerate®



## The Ball Is in Your Court

At the end of the day it's not about the software, technology or innovation. It's about the people. Not ours; yours. Chief Revenue Officer for VelocityEHS, Jamie Mallon, CPE (yes even our CRO is a board-certified ergonomist), explains it this way:

"Our benefit to the market is our thinking. Getting EHS right matters because people matter. We don't let budgets get in the way of safety. We especially don't let short term challenges get in the way of long-term success. I don't want people out there calling us because I heard VelocityEHS has this great technology. I want people to say I'm calling because VelocityEHS will help. VelocityEHS will know. VelocityEHS is my partner. That's who we are."

Like you, we're looking for partners in EHS. Folks whose philosophies line up with ours. Don't choose VelocityEHS because we have the most customers, choose us because we're the best fit for what you're trying to do. Choose us

because our definition of excellence aligns with yours. It's one of the most important decisions you can make. It will determine the experience you and your team will have for years. John Damgaard, CEO of VelocityEHS puts it this way:

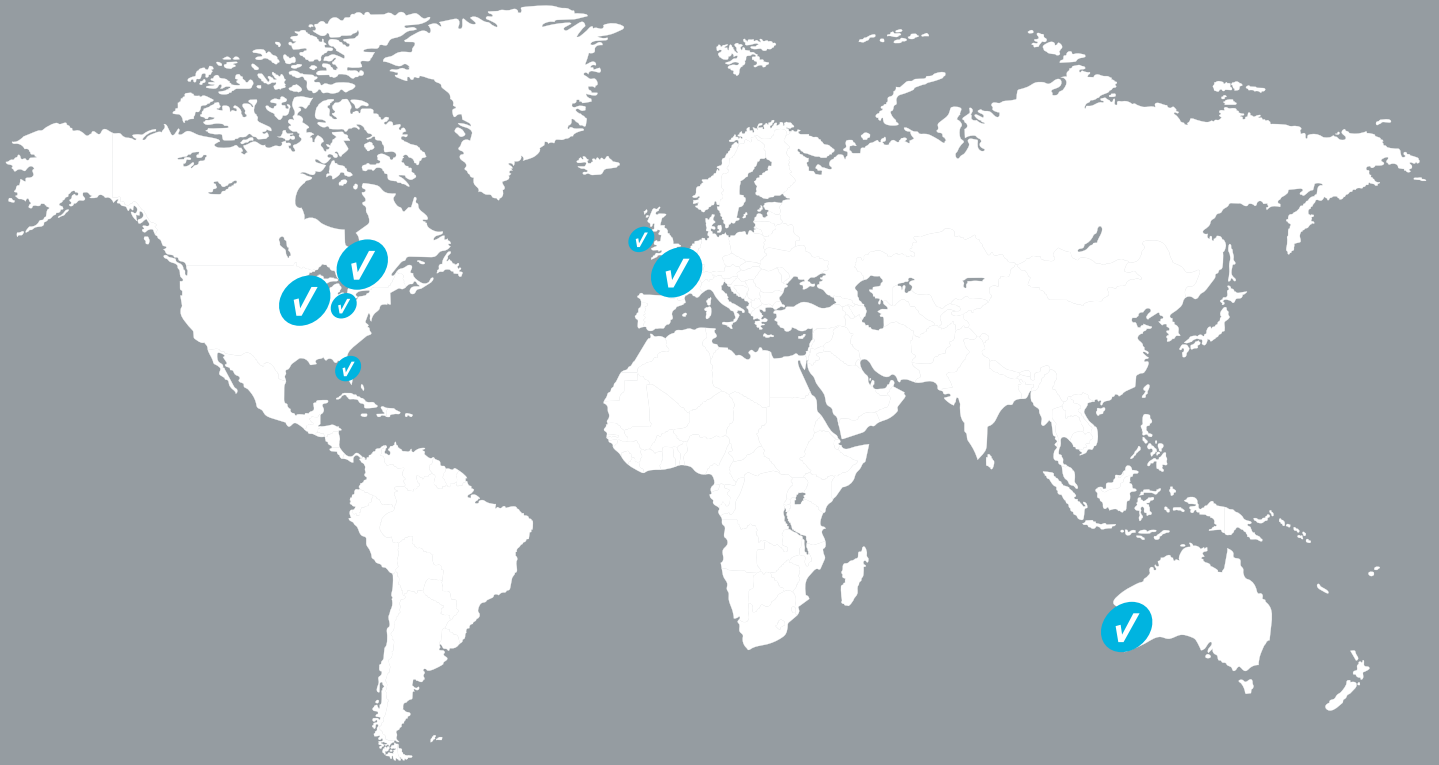
"We've just shared how we do things. If that agrees with you, let's get started. If we're the right fit, we can go places... If not, no worries, we're maybe not for you. It's critical that you have confidence in your vendor's methodology and philosophy. You're never just buying software. You're buying a relationship with their people, not their products."

**If that sounds good to you, give us a call.**

Toll Free: 1.866.919.7922

Or visit us online at: [www.EHS.com](http://www.EHS.com)





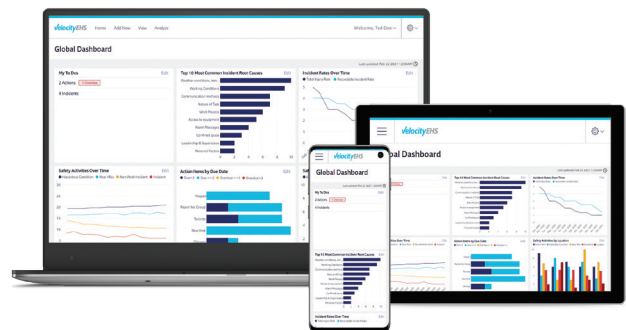
## Wherever you operate, the VelocityEHS Accelerate® Platform is there.

VelocityEHS is your global partner, with offices around the world, serving customers in over 140 countries and in 20+ languages.

**Contact us, today!**

Toll Free: 1.866.919.7922

Or visit us online at: [www.EHS.com](http://www.EHS.com)



**VelocityEHS** | Accelerate®

VelocityEHS — Reach Your EHS Goals Faster.

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