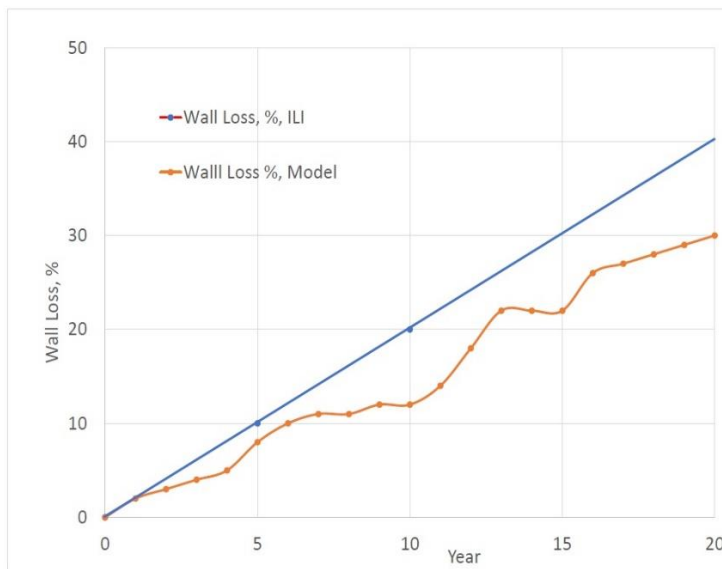


## 2022 May Edition: Newsletter 20

### Can we go from Point A to Point B in a Straight Line?



Logically we think that the distance between two points can be travelled in straight line. And we use the phrase "as the crew flies" to mean a straight, direct route, as opposed to longer, circular route. But in reality, neither crews nor airplanes fly in straight line for various reasons including wind, topography, and spherical shape of our planet, i.e., operational conditions determine their paths!

Similarly, projecting future wall loss from only ILI runs assuming linear growth may underestimate or over-estimate corrosion growth rate. The most appropriate and practical approach is to project growth that includes ILI findings and operational conditions (including coating deterioration rate and cathodic protection conditions for external corrosion and including changes in fluid changes, flow rates, temperature, and pressure for internal corrosion). Integrating ILI data and operating conditions, using models, will enable realistic projection of growth rates.

**iFILMS™** enables integration of ILI data and internal pitting corrosion model and **Expedition™** enables integration of ILI data and external pitting and stress-corrosion cracking (SCC) models.

## Raising Star of This Newsletter:

### Rasika Nimkar



#### My Story

I graduated with a Master's in Chemical Engineer from Missouri University of Science and Technology in 2012.

I began my career at large software company in USA as a Technical Support Engineer. My love for teaching and my profile as an Engineer helped me connect with our clients at a deeper level and drive utilization of our niche electrolyte simulation platform for a variety of projects.

Downstream refinery overhead corrosion prediction, reverse osmosis, water treatment were some of the areas I gained my expertise in. Process simulation was one of my absolute favorite things to do and learn. I prioritized learning all the Process Simulation software packages that helped our clients with any issues related to creating a simulation in that space. Eventually, with the growth of the term "Customer Success" in the Software as a Service industry, I wanted to be more proactive in how we approached our client's issues as opposed to being reactive. The natural transition for me was to be a Client Success Consultant.

When I moved to Canada in 2017, I continued working towards becoming a better Customer Success Consultant for our clients. Client onboarding and Retention were topics that I was extremely passionate about.

I joined a Canadian company in January of 2020 as a Customer Success Manager. This is where my true transition from being an engineer to being in business and sales took place. It has been a very interesting journey for me so far and I have learnt so much. In Feb 2022, I joined another firm as a Virtual Client Success Partner (VCSP) and I am excited to see what the next chapter brings.

#### My Style

Empathy is a value I live by everyday. This is a core value for a successful Customer Success professional in any industry. My parents are my true source of inspiration. They believe in sustainable processes and that translates to any work that I do. If I see a process that looks broken, I always ask, why did it break? What can be done if it

must be scaled up? This type of critical thinking is helpful in engineering and business both.

### **Things That Excite Me to Continue in the Industry**

I am a relationship builder. I look to continue to grow my network, connect people with each other and pay kindness forward. When I was changing my industry from Chemical engineering to Customer Success, I received a lot of help, advice, and guidance. I am always willing to pass it on. I am excited about how the Customer Success industry will grow and scale in the upcoming years. Post Covid, the Customer Success world has expanded at a very rapid scale as everyone is requiring a proactive touch in addition to technical support.

### **Changes I would Like to Make in the Industry**

Today in 2022, We are moving towards a virtual world much faster than we were in 2019. The pandemic has accelerated digitization. It is very important that with so much data being available in the modern world, all generations and industries advocate for and maintain privacy and data safety. I would also like to continue my efforts towards STEM education of the young generation and mentorship of women in STEM.

### **Advice to Attract Youngsters to the Industry**

Explore as much as you can when you are young! Identify a career or a profile that employs both your skills and your personality. Try to make a positive impact anywhere you go for the betterment of yourself, your organization and if applicable, your clients. It could be in the form of advocacy, creating and building sustainable processes, identifying gaps in knowledge transfer. Keep learning from your mentors and seek out mentors as you go forward in your career!