

Red-On-Line Embarks On Mission To Expand Regulatory Content With EHS Software Strategy

OCTOBER 2020

BY YAOWEN MA
WITH RODOLPHE D'ARJUZON



ENVIRONMENT, HEALTH & SAFETY

Red-On-Line Embarks On Mission To Expand Regulatory Content With EHS Software Strategy

This report is one in a series covering vendors in the EHS software and technology markets and helps corporate EHS executives understand key vendors and offerings in this sector. Red-On-Line, an EHS vendor founded in 1999, is jointly headquartered in Paris, France, and New York City, US, with offices across major cities and serves over 800 clients across 88 countries globally. The vendor is an established global EHS regulatory content provider. In recent years, it has expanded to offer a single, integrated EHS platform encompassing seven modules available in 15 out-of-the-box languages. These seven modules are: EHS regulatory monitoring and compliance, occupational risk assessment, incident and work accidents management, audits and inspections, waste management, environmental analysis, and chemical products. Red-On-Line offers an easy-to-use, efficient solution for EHS compliance and risk management and has ambitious investment plans to further drive up the applicability of its solution with new EHS and sustainability functionality.

TABLE OF CONTENTS

Red-On-Line Embarks On Mission To Expand Regulatory Content With EHS Software Strategy 3

Red-On-Line Offers An Easy-To-Use, Efficient Solution For EHS Compliance And Risk Management

Customers Will Benefit From Red-On-Line’s Product Investments For New EHS And Sustainability Software Functionality

TABLE OF FIGURES

Figure 1. Red-On-Line EHS Software Modules And Platform Functionality 4

ORGANIZATIONS MENTIONED

ADP, ABB, ArcelorMittal, BioMérieux, CDP, DJSI, ECOLAB, Governance & Accountability Institute (G&A), GRI, Infopro Digital, ISO, Merck Sharp & Dohme (MSD), Michelin, Mondelez, Nestlé, PPG, Primark, Rockwell Collins, Saint-Gobain, Solvay, Tableau.

Red-On-Line Embarks On Mission To Expand Regulatory Content With EHS Software Strategy

This report is one in a series covering vendors in the EHS software and technology markets and helps corporate EHS executives understand key vendors and offerings in this sector. Red-On-Line, an EHS vendor founded in 1999, is jointly headquartered in Paris, France, and New York City, US, and serves over 800 clients across 88 countries globally. The vendor is an established global EHS regulatory content provider. More recently, it has expanded with software product offerings such as across incident management, audits and inspections, operational risk assessment, and environmental analysis (see Figure 1). To learn more about its strategic evolution, Verdantix spoke with Laurent Pitoun, Founder; Sebastien Beysson, Chief Operating Officer; and Navinkumar Veeramani, Marketing Manager. Red-On-Line is:

- **Delivering content, software, and services that simplify EHS user obligations.**

Red-On-Line's mission is "to provide EHS professionals with effective solutions that simplify their daily life and boost operational performance." The vendor is part of Infopro Digital, a 3,700-employee global digital information, research and events business serving the risk, financial technology and insurance markets. The vendor now offers three pillars of EHS solutions – regulatory content, software, and consulting services – and has over 800 large, multinational clients. Example customers include food and beverage firms such as Mondelez and Nestlé; chemical firms such as DuPont; pharmaceutical firms such as BioMérieux;; aerospace and defence firms such as Rockwell Collins; and other large enterprise firms such as ADP, ABB, ArcelorMittal, Michelin, PPG, Primark, and Saint-Gobain.

- **Building on a foundation of EHS regulatory content expertise.**

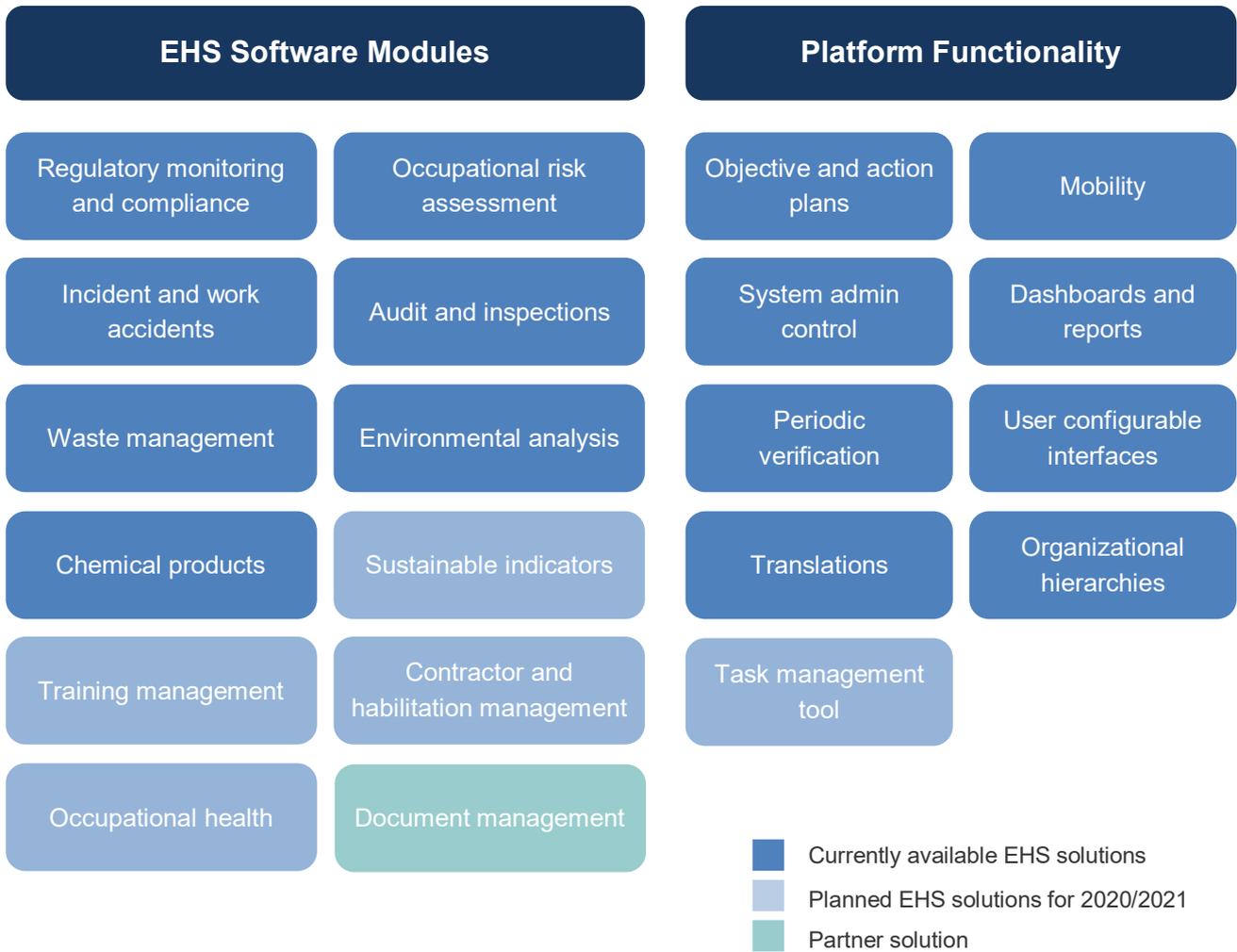
Red-On-Line's corporate customer base now includes 25,000 users in more than 16,500 industrial sites and is used for EHS regulatory content in 88 countries worldwide. In 2020, Red-On-Line delivered more than 800 bespoke legal registers covering supra national, national, federal, state, local, and internal compliance requirements. Solvay, for example, applied supplier-level air and water pollution obligations to their legal registers above and beyond what was required by law. The Red-On-Line content is accessible via an integrated compliance management platform with built-in objectives and action plans functionality, and supported by teams of local in-house EHS specialists and partners who understand the regional regulatory landscape, language, and cultural norms. Example global regulatory content solutions include a tailored site-specific legal register with on-going updates of the existing regulatory content database at every three-month interval, news updates at weekly intervals such as the 'EHS Legal Watch' newsletter which identifies emerging EHS regulatory changes including COVID-19 requirements, and quarterly updates to the questionnaire-based methodology for site-level regulatory applicability determination.

- **Delivering tailored advisory engagements with its team of 80 international EHS specialists.**

In addition to regulatory content monitoring and applicability determination, Red-On-Line delivers consultative guidance and seeks to establish long-term partnerships with its corporate customers. Example tailored services offered by its multidisciplinary teams of EHS specialists, engineers, and project managers include legal assistance, on-site compliance audits planning and execution, risk analysis methodology and scoring, occupational risk assessment walkthroughs, as well as online and in-person user training. During global roll-out, Red-On-Line EHS specialists can visit customer sites to help facility executives determine their legal requirements at the start of the implementation process as well as tailor the compliance management platform to their specific functional and organizational needs. In addition, Red-On-Line has also adapted their services to offer the flexibility of remote audits to clients due to the on-going COVID-19 restrictions.

FIGURE 1

Red-On-Line EHS Software Modules And Platform Functionality



Source: Verdantix, Red-On-Line

Red-On-Line Offers An Easy-To-Use, Efficient Solution For EHS Compliance And Risk Management

Over the past two decades, Red-On-Line has established a team of more than 80 in-house EHS specialists who guide large, multinational firms on regulatory monitoring, site applicability determination, and management of compliance risks and audits. Twenty-one per cent of EHS executives surveyed recognized Red-On-Line as having market-leading or strong capabilities for product compliance and regulatory content brand preference; this ranks the fourth highest among the 23 vendors assessed in the Verdantix survey (see [Verdantix Global Corporate Survey 2019: Product Compliance And Regulatory Content Brands Recognition](#)). To build on this success, it has now developed additional EHS software solutions to ensure its clients can efficiently manage their broader EHS compliance and risk activities. Red-On-Line has been:

- Expanding its compliance solutions to cover EHS risk and environmental management.**

As of 2020, Red-On-Line offers a single, integrated EHS platform encompassing seven modules available in 15 out-of-the-box languages. These seven modules are: EHS regulatory monitoring and compliance, occupational risk assessment, incident and work accidents management, audits and inspections, waste management, environmental analysis, and chemical products. While its traditional value proposition entails compliance management such as helping firms to harmonize regional, national, and international legal registers, Red-On-Line now also offers risk assessment tools for job safety analysis and environmental analysis to help firms meet Environmental Management Systems standards such as for ISO 14001, ISO 45001, and ISO 50001. The waste management module, for example, includes functionality for waste tracking forms completion and inventory printing.
- Enabling tracking of all types of incidents and events.**

Since 2018, Red-On-Line has also begun to offer easy-to-use solutions for incidents and work accidents management which are available on both desktop and mobile applications. The module enables users to make no-code configurations to create lists and fields to capture the desired information (see [Verdantix Best Practices For Incident Management](#)). The incident and work accidents management module provides a centralized database to track event status, assess incident root causes, identify and illustrate injuries on a virtual human body diagram, as well as conduct mono-site, multi-site, or multi-country reporting across metrics such as number of incidents, number of days without accident, and severity ratings. In addition to its incidents and events management solution, Red-On-Line provides multi-lingual training targeting three specific user profiles (EHS executives, regional EHS managers, and non-EHS staff) to help firms enhance safety culture (see [Verdantix New Approaches To Reducing Serious Injuries, Fatalities and High Potential Events](#)).
- Facilitating safety objectives and action plan management for programme heads.**

To streamline safety management activities, Red-On-Line's objectives and action plans module is dedicated to scheduling all strategic, corrective, or preventative action plans. The solution provides a simple user interface for monitoring and tracking status of all pending actions and risk prevention controls in a cross-referenceable and structured manner. ECOLAB, for example, is a 35,000-person Switzerland-headquartered water, hygiene and infection prevention solutions provider who were able to achieve safety compliance levels of over 90% through deploying Red-On-Line's solutions.

Customers Will Benefit From Red-On-Line's Product Investments For New EHS And Sustainability Software Functionality

The Red-On-Line platform currently offers seven solutions covering the full gamut of regulatory monitoring and compliance management as well as incident, audits, waste, and safety risk management. What should firms considering working with Red-On-Line expect going forward? Verdantix heard that now the vendor has covered off most of the 'must have' EHS functionality, it has ambitious investment plans to drive up the applicability of its solution. It plans to:

- Create a sustainable indicators module for reporting and benchmarking.**

According to the Governance & Accountability Institute (G&A), 90% of the S&P 500 now publish sustainability reports and related impacts analysis. With multiple co-existing reporting frameworks such as the CDP, DJSI and GRI, Red-On-Line intends to launch a sustainable indicators module in late-2020 with out-of-the-box templates to provide foundational sustainability reporting functionality for those seeking to track, report, and benchmark facilities on various environmental metrics and KPIs (see [Verdantix Smart Innovators: Sustainability Management Software](#)).

- Invest in a training management solution for tracking of skills-based certifications.**

Throughout 2021, Red-On-Line plans to build a training management module to allow users to assign and track individual employee safety trainings and skills-based certifications. While Red-On-Line currently already offers e-learning for users to train on their own and regularly updates its EHS software user guides, the enhanced training management module will enable firms to access more comprehensive, structured learning opportunities. Witness Merck Sharp & Dohme (MSD), a multinational pharmaceutical firm headquartered in New Jersey, US, who were able to reduce recordable incident rates (RIR) and lost time injury frequency rates (LTIFR) by 48% and 50% respectively in comparison to 2014 rates through adoption of microlearning training solutions (see [Verdantix Merck Sharp & Dohme Drives Strong Safety Culture Engagement Through Safety Training Software](#)).
- Build a contractor management toolkit to empower suppliers and individual contractors.**

Contractor safety management is becoming an increasingly important challenge for firms to tackle. Whilst firms are relying more on contractors to supplement their workforce, incidence rates are also higher amongst contractors in the workforce. For heavy asset and infrastructure industries such as construction, energy, and utilities, contractor safety management software is a key piece in the puzzle to ensuring contractors are properly vetted, onboarded, tracked, trained, and given access to the necessary information to do their jobs safely and productively (see [Verdantix Managing Contractor Safety During The COVID-19 Pandemic With Technology](#)).
- Enhance user experience and functionality with a focus on mobility, workflows engine, and Tableau integration.**

Red-On-Line intends to maintain its EHS regulatory content and software competitive edge by continually investing in its existing product architecture based on user feedback. Planned product upgrades for 2020/2021 include an enhanced workflow and notification engine for automation of decision-making processes, out-of-the-box Tableau software integration to enable stronger business intelligence capabilities, as well as upgrades to the existing mobile applications used for audits, inspections, incidents, and reporting (see [Verdantix Best Practices: Deploying Mobile EHS Apps](#)).



VERDANTIX CAPABILITIES

RESEARCH, ADVISORY, INSIGHTS & EVENTS

Through our research activities and independent brand positioning we provide clients with:

- Research relationships based on an annual research subscription
- Confidential advisory services such as commercial due diligence
- Thought leadership studies for brand building and lead generation
- Executive summits, roundtables and webinars
- Advisory workshops to rapidly increase your sector knowledge
- Multi-country and complex customer survey projects
- Marketing campaign support with analysts and content

VERDANTIX MARKET COVERAGE

Environment, Health & Safety

Focuses on the software and services markets that enable corporations to improve their performance across environment, health and safety including compliance, risk and performance.

Operational Excellence

Focuses on helping managers in operations, asset reliability, process safety and maintenance roles to leverage technologies which enhance production reliability, asset health and operational safety.

Smart Building Technologies

Focuses on software, intelligent building technologies and consulting services that enable real estate and facilities executives to optimize the value and performance of their building portfolios.

Industrial Wearables

Focuses on wearable devices for vital signs monitoring, location tracking and musculoskeletal enhancement. Includes analysis of virtual reality and augmented reality deployed on HMDs and smartphones.

WHY VERDANTIX?

Verdantix is an independent research and consulting firm with a focus on innovative technologies that optimize business operations. We have expertise in environment, health, safety, quality, operational risk, as well as smart building technologies.

WWW.VERDANTIX.COM