

IronHub System Description

IronHub Inc

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Table 1: Document history

Date	Comment
feb 5 2025	Initial document
aug 19 2026	Rewritten to describe the IronHub materials management platform

1 Overview of Operations

1.1 Company Background

IronHub Inc, founded and incorporated in October 2015, is a materials management company serving the oil and gas industry, based at #300, 207 9th Ave SW, Calgary, AB T2P 1K3. IronHub combines a software platform with expert field services to help energy operators recover value from surplus equipment through assessment, internal reuse, and marketplace sale.

IronHub positions itself as the energy industry's materials management partner, managing over \$1 billion in surplus inventory on behalf of North American energy companies. The company addresses an estimated \$10.2 billion of idle equipment across the Canadian oil and gas sector, where operators face limited inventory visibility, barriers to internal reuse, and burdensome disposition processes.

IronHub's customers are major North American energy producers and service companies, including Cenovus, Keyera, MEG Energy, ARC Resources, Petronas, Paramount Resources, Suncor, and SECURE.

1.2 Overview of the System

IronHub provides a web-based platform, operated at **theironhub.com** and **marketplace.theironhub.com**, through which customers catalogue surplus equipment, make it searchable across their own organization, and list it for sale to qualified industry buyers. The platform is supported by IronHub personnel who perform on-site equipment assessment, cataloguing, valuation, and transaction management.

The IronHub system is designed to help energy operators:

- Gain visibility into surplus equipment held across multiple yards, facilities, and business units.
- Establish defensible fair market valuations that finance teams and auditors can rely on.
- Redeploy equipment internally to avoid redundant purchases and reduce procurement lead times.
- Dispose of genuinely surplus equipment through a marketplace of vetted buyers.
- Report on capital recovery and emissions avoided through reuse.

2 Key Features of IronHub System

IronHub delivers four primary service lines:

1. Capture & Assess – On-site assessment by IronHub personnel, mobile field data capture, equipment photography, engineer-grade specification and condition documentation, and audit-approved fair market value estimates.
2. Manage & Reuse – A searchable internal catalogue of idle equipment spanning locations and departments, with white-labeled storefronts that give business units visibility into assets available for redeployment.
3. Sell to Ready Buyers – Listing, marketing, and broadcast of equipment across multiple marketplaces, inquiry screening and buyer qualification, viewing logistics, negotiation, and transaction management.
4. Buy from Trusted Sellers – Access for qualified buyers to verified surplus equipment with condition reports, photographs, and complete specifications.

Equipment categories transacted through the platform include tanks, separators, compressor packages, valves, pumps, heaters, buildings, and miscellaneous equipment.

Supporting capabilities include automated reporting on capital recovery and carbon savings, and a transparent audit trail of transactions.

3 Principle Service Commitments and System Requirements

IronHub has designed its processes to meet its objectives for its materials management platform and services. These objectives are based on the service commitments IronHub makes to energy operators, buyers, and sellers, as well as operational and compliance requirements.

IronHub's security commitments are outlined in customer agreements, its Privacy Policy, and its Marketplace Privacy Policy, covering:

- Data Protection: Ensuring encryption of customer data both in transit and at rest.
- Customer-Controlled Disclosure: Equipment documentation and historical financial records, including invoices and purchase orders, are held internally and are not published publicly by default; customers control what becomes visible on the marketplace.
- Secure Infrastructure: Restricting access to production systems and customer data to authorized personnel.
- Fraud Prevention: Screening inquiries and qualifying buyers before they are connected to sellers.
- Incident Response: Establishing plans and processes to quickly respond to security incidents, notify affected users, and remediate threats.

- **Data Retention:** Retaining customer data while an account remains active and as needed to deliver services, meet legal obligations, and resolve disputes.
- **Transparency:** Providing clear privacy policies and service agreements, and honouring user requests for access, correction, deletion, restriction, and portability of personal data.

IronHub aligns its operational requirements with security, compliance, and user experience objectives. These requirements are documented in system policies, procedures, design documents, and customer contracts.

4 System Components

The IronHub system consists of five core components:

4.1 People

IronHub's team is structured across functional areas:

- **Leadership** – Guides company strategy, vision, and operations.
- **Materials Management and Field Operations** – Performs on-site equipment assessment, cataloguing, valuation, and customer delivery.
- **Engineering and Product** – Develops and supports the platform and marketplace.
- **Account Management** – Manages customer relationships, buyer qualification, and transaction support.
- **Finance and Administration** – Handles financial management, reporting, talent acquisition, compliance, and employee training.

4.2 Data

IronHub employs a **multi-tenant architecture** with **logical separation of customer data**. Production data access is restricted to authorized senior technical personnel.

The system holds the following categories of data:

Data Category	Examples
Account information	Name, email address, phone number, company, job title
Equipment records	Specifications, condition assessments, photographs, location, valuations
Customer financial records	Historical invoices and purchase orders supporting valuation

Data Category	Examples
Communications	Inquiries, offers, messages, and attachments between buyers and sellers
Usage data	IP address, browser type, pages visited, and session duration via cookies

IronHub does not store payment card or bank account information for the purpose of transacting.

Data Security Measures Include:

- **Encryption:** Customer data is encrypted in transit and at rest.
- **Access Controls:** Role-based authorization governs access to records within the application; production data access is limited to authorized personnel.
- **Data Retention:** Customer data is retained based on account status and contract terms, and securely deleted when no longer required.

4.3 Infrastructure

IronHub leverages Heroku and AWS cloud services to host and manage the platform, utilizing:

Infrastructure Type	Purpose
Heroku	Application hosting and process management
Heroku Postgres	Primary production database
Heroku Redis	Data caching
AWS S3 (ca-central-1)	Secure storage for equipment images and documents
AWS IAM	Identity and access management
Cloudflare	DNS and Web Application Firewall (WAF)

4.4 Software

IronHub's platform operates using a mix of cloud-based and security management tools, including:

Software	Purpose
Ruby on Rails	Application framework
Bitbucket	Source control and code repository
Rollbar	Error alerting, log collection, and analysis
Delayed Job	Asynchronous background job processing
Flying Sphinx	Search indexing for equipment listings

Software	Purpose
SendGrid	Transactional email delivery
Twilio	SMS notifications

4.5 Processes

IronHub follows security and operational protocols to maintain system integrity, including:

- **User Authentication & Access Management**
- **Change Management Procedures** (SCRUM-based development lifecycle)
- **Data Backup & Disaster Recovery** (Daily automated backups stored for 30 days)
- **Incident Response & Risk Assessment**
- **Compliance with Vendor Management Policies**

5 Security and Compliance

IronHub ensures compliance with **industry security standards**, including:

- **Secure data encryption** for all stored and transmitted information.
- **Access controls** preventing unauthorized data exposure.
- **Error and log monitoring** to detect and investigate anomalous system behaviour.
- **Incident response and recovery protocols** for handling security threats.

IronHub's system is designed with privacy and compliance in mind, ensuring that **customer equipment, commercial, and personal data is securely handled** in accordance with applicable regulations.

6 Conclusion

IronHub helps energy operators convert idle, undocumented equipment into visible, valued, and redeployable assets. Through **expert on-site assessment, engineer-grade documentation, internal reuse tooling, and a vetted marketplace**, IronHub enables its customers to **recover capital, avoid redundant procurement, and reduce the emissions associated with new manufacturing**.

By adopting IronHub, **energy companies gain a defensible view of what they own, where it is, and what it is worth, and a structured path to reuse or sell it.**