



## CASE STUDY COMARCH BUSINESS INTELLIGENCE

# MASTER DATA MANAGEMENT FOR BP POLAND



### BP GLOBAL

BP is one of the world's largest power companies, which provides customers with fuel for transport purposes and with power for production of heat and light. The products of this concern are available in several dozen countries. Throughout the world, the company employs over 80 thousand employees. BP's goal, resulting from over 100 years of tradition, is to generate profits not only for the company, but also for local communities wherever the company conducts business.

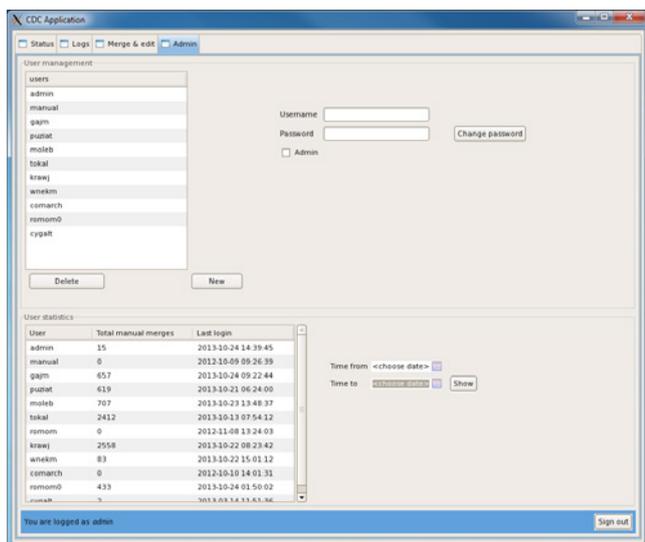
### BP IN POLAND

BP has commenced business operation in Poland in December 1991. Initially, it was only an office trading in oils for vehicles and industry. The first petrol station was opened on 5 August 1995 in Gliwice.

Currently, BP has the largest network among foreign fuel concerns which operate in Poland. It offers only unleaded petrol and diesel fuels, including modern fuels BP Ultimate 98 and BP Ultimate Diesel. All the stations have 24/7 stores, automatic and manual car



washes, as well as modern touchless car washes. An important element of the non-fuel offer are the Wild Bean Cafes, available at all the own stations of the concern and at numerous affiliated ones.



*BP's Customers can participate in a unique, multi-partner loyalty programme PAYBACK.*

Since 1991, BP has invested in Poland almost one billion USD and has become one of the fifteen largest companies; it employs over 3000 people. It is also a leader of social investments in innovative solutions between business and non-governmental organizations. BP has acquired three "Benefactor of the Year" awards, as well as the CSR Golden Leaf – a distinction awarded to only twelve of Poland's 500 largest companies.

## COMARCH BI MDM

Comarch Business Intelligence Master Data Management (MDM) is a solution enabling effective

management of the data quality and integration of the same. The MDM project includes assessment and reorganization of the internal business processes together with implementation of the MDM technology. An effective MDM solution results in centralized, structured data which can be analysed in order to gain business benefits. Master Data Management may be used to manage any field of business.

## GOALS OF THE PROJECT

The primary goal of implementing Comarch Business Intelligence Master Data Management was integration of the customer data, coming from the BP stations in Poland. The implementation was to eliminate the customers' need to provide complete details of their companies at each station for the purpose of issuing an invoice, by means of distributing information input at a single station among all the other facilities. The result of the successful project was a significant increase in the comfort of customer service, reduction of the processing time, as well as substantial increase in the capacity of the stations.

More about Comarch  
Business Intelligence

[www.bi.comarch.com](http://www.bi.comarch.com)





## BENEFITS

Comarch Business Intelligence Master Data Management integrates data of 650 thousand customers, who have 930 thousand registered vehicles, from over 450 BP stations in Poland. The new system ensures organization of the customer structure, it also enables their automatic and manual joining and processing.



Before being stored in the central database, all the data are inspected and cleared as per specified rules of validation. This prevents errors within the data and ensures high quality of the information provided. After implementation of the solution, the time of servicing the customers at the stations was reduced. This functionality won recognition of the customers, who frequently refuel at various BP stations. A customer

## Customer's perspective



**KRZYSZTOF PODOSEK,  
PROJECT MANAGER AT BP**

*The MDM project was a solution integrating company data at the BP stations in Poland, which was long expected by both the stations and the customers.*

*From the very beginning of the project – its initial phases—the Comarch design team had a highly substantive contribution towards creation of the final solution. At the later stages of the project, construction, then implementation and post-implementation support, it gained our recognition for professionalism, swiftness of response and quality of the provided system element.*

*The project was completed on time and within the assumed budget, it won exceptionally high ratings in the station and customer satisfaction surveys and it contributes to improving financial results of the BP stations in Poland.*

who arrives at the given station for the first time is not an anonymous person who must introduce itself at the cash register, but rather a customer of the entire network. The customer is under the impression that in a way, the staff know them. This triggers positive emotions in the customers and an awareness that company cares about them.

### Comarch SA

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