

COMARCH BI



BP GLOBAL

MARKETING PERFORMANCE FRAMEWORK FOR BP GLOBAL

ABOUT BP

BP is energy provider, operating in over 100 countries around the globe and employing over 117 thousand people. BP is a leader among corporations which generate the highest profits. The BP company is in the business of oil and natural gas extraction, as well as distribution of oil derivatives. BP is also world's largest manufacturer of photovoltaic solar systems. 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 they conduct business.

ABOUT BP POLAND

Initially in Poland the company only had an office trading in oils for vehicles and industry. Currently, BP in Poland operates in the following fields: fuel, gas, modification of asphalt, grease and oil, as well as fuel wholesale. The first BP petrol station in Poland was open on 5 August 1995. In the following years, BP built more petrol stations, both own BP stations, and affiliated ones. Currently, BP has the largest network among foreign fuel concerns. Since 1991, BP invested in Poland over 800 million USD, it is ranked among the leading 20 Polish companies, and employs over 3000 people in 5 departments.

Customer's perspective:



The purpose of the MPF project was to collect information on the customers' behaviour and the market trends. Thanks to successful implementation, the station management and managers gained access to the necessary management information. The data made available via the Comarch Business Intelligence platform enable planning and management that are much more effective than they were before. Thanks to the fact the Comarch Intelligence regularly provides the necessary reports, we can have full insight into the company situation during weekly meetings of station managers. This allows us to easier identify and prevent undesirable phenomena as well as to take advantage of all opportunities as they arise. Thanks to implementation of the Comarch Business Intelligence platform, we are able to perform the task of managing a petrol station network while focusing on making the right decisions instead of making periodic reports.

COMARCH BUSINESS INTELLIGENCE

Comarch Business Intelligence is a universal analytical platform for construction and implementation of data warehouses - a Business Intelligence class application. This solution can be based on various technologies, both SQL and ORACLE. In Comarch Business Intelligence, we often employ solutions based on OLAP analytical areas, used for multidimensional analyses. We cooperate with various suppliers of analytical tools, e.g.: Microsoft, Business Objects, Cognos, or Oracle.

GOALS OF THE PROJECT

The primary goal of implementing Comarch Business Intelligence was to generate operational reports and to enable collection of sales data from all stations "in one place", so that the station managers could have easy access to the operational performance of their own stations. The purpose of the implementation was to enable a comprehensive assessment and comparative analysis of all the economic parameters (e.g. fuel sales volume, turnover generated by the store, etc.), to enable the process of forecasting the probable perfor-

mance of the given station at the end of the calendar month and year, to predict the sales situation in the incoming period, and to assess the potential “poor” areas of station management. This has colossal significance for the daily operational activities and significantly facilitates early commencement of appropriate corrective actions in the case of noticing an unfavourable situation (e.g. concerning sales, costs, etc.). Apart from the sales data, information on stock levels is stored as well, enabling more complete presentation of information.

TECHNOLOGIES APPLIED

The technological basis of the solution developed for BP is the Microsoft SQL Server 2005 platform, using Analysis Services. Moreover, the Comarch Data Warehouse Manager tool was used to manage the data warehouse, the uploading process and to record the

entire process. The final reporting tool selected by BP were the xls sheets, generated by the system automatically. The solution developed for BP is the first one to be fully outsourced on Comarch servers. In order to facilitate assessment of the station management effectiveness, the universal tool for budgeting of working hours was applied. This allows to make much fuller analyses.

GLOBAL SCOPE OF THE PROJECT

The Comarch Business Intelligence was applied not only in Poland. After initial implementation, this universal solution was also transferred to other countries in which BP has petrol station chains. Apart from Poland, the solution has also been implemented in Spain, Portugal, Luxembourg, France, Germany and Switzerland.

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BUSINESS INTELLIGENCE
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