

Business Intelligence strategy increases bottom-line savings

How Reliance Petroleum built a single platform to improve business insights

Problem

Difficulty in integrating business intelligence data from multiple data sources

With a range of different heritage IT systems Reliance Petroleum was suffering from a lack of consistent, cost-effective business intelligence for field and head-office staff across its 300-plus depots and retail service stations network. Oakton was asked to help streamline data management for greater agility and profitability.

Approach

Stabilise the BI process with one single platform

Oakton first worked to understand the challenges and knowledge gaps within the overall architecture and business direction before the decision was taken to standardise on one database platform to stabilise the information environment.

Recommendations

Custom development and proof of concept lays groundwork for acceptance

Oakton implemented a new business intelligence and data warehouse solution, restructuring the information flow and combining data from a wide array of sources, including existing and custom-built programs throughout the company to streamline the data flow, improving efficiencies and productivity.

Oakton also worked with Reliance's developers, providing them with the skills and knowledge to design and develop methodologies to dynamically integrate data from all parts of the business.

Results

Improved reporting capabilities leading to improved business oversight

With a data warehousing system based a single platform, Reliance Petroleum has expanded business analysis capabilities to the field staff in its 300-plus retail service stations. The benefits are numerous: detailed reporting capabilities have been extended to more staff within the company, containing, and in some cases reducing, the costs of extracting, sorting, and accessing the data: a shift from monthly to daily reporting enables sales teams to review the previous day's trading, making it easier to analyse buying behaviours and patterns which translates into bottom-line savings: and, data is now integrated through an 'integration hub', propogating other systems that require it and providing much greater data accuracy, consistency and timeliness. The business outcome is clear: Reliance Petroleum has been able to reduce costs, improve business insight and speed up decision making.

Reliance Petroleum was formed in 2007 following the merger of several key BP petroleum distributors. The company operates 200 BP service stations and nearly 60 gofuel (24-hour refueling) locations for the retail sector, along with 60 bulk fuel and lubricant depots for the industrial, mining, transportation, and retail sectors.

It is currently the second-largest privately owned company in Australia, with annual revenue in excess of AUD\$3 billion (US\$2.78 billion) and each year its 2,500 employees distribute about two billion litres of BP and Castrol petroleum products.

We're an Australian consulting and technology firm founded in 1988. Our business is helping create lasting value by uniquely blending business insights and technology solutions to give our clients a significant advantage in today's rapidly changing world.

At Oakton, we think differently: instead of jumping in we step back and invest time and effort to improve our understanding of the problem you're trying to solve. We focus on examining the problem from different perspectives to master what we believe is the most important step, clearly defining the problem in the first place!

For a more indepth look at our research and expertise with some of Australia's most successful companies, visit www.oakton.com.au