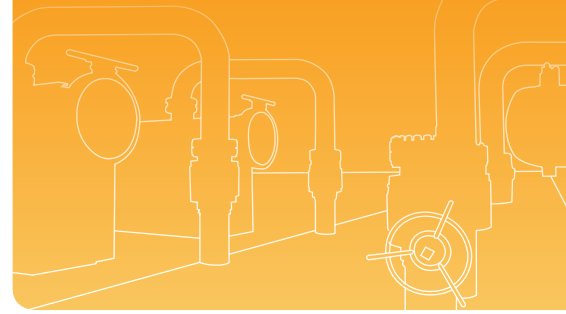


OMV Refining & Marketing GmbH manages supply chain with the help of arcplan Enterprise



SECTOR

- Oil & Gas

SOLUTION

- Supply chain-reporting based on arcplan Enterprise

COMPANY / COUNTRY

- OMV Refining & Marketing GmbH / Austria

INFORMATION REQUIREMENTS

- Standardized reporting solution along the value chain with connection to various data sources, such as SAP Business Warehouse and TM1
- Rapid access to all of the information in the SCM process

SOFTWARE

- arcplan Enterprise
- IBM/Cognos TM1
- SAP Supply Chain Management (SCM) with SAP Business Warehouse

USERS

- 180 executive staff and administrative assistants

BENEFITS

- User-specific, Web-based frontend reporting
- Access to all data sources
- Significant cost savings



OMV based in Austria is a leading integrated oil and gas group in Central and Eastern Europe. The group has been assigned a top credit rating by agencies such as Moody's and Fitch who also praise its clear strategy focused on growth, especially in the distinct business divisions of refining and marketing. OMV Refining & Marketing is the market leader in the Danube region, a growth market with more than 100 million inhabitants in 13 countries. Through the acquisition of the Romanian oil company Petrom, the division was able to achieve its target of a 20% market share set for 2008 two years earlier, in 2006. Every day, 800,000 people purchase their fuel at 2,540 OMV petrol stations.

An extensive network of filling stations and sales agencies guarantees the quality of the international sales operations. With own refineries in Austria, Germany and Romania and a share in Bayernoil, a German refining group, OMV is by far the largest refining company in the entire Danube region. Through its plants at Schwechat and Burghausen, the group is also the main aviation fuel supplier at the international airports of Vienna-Schwechat and Munich. At Burghausen and Schwechat where OMV operates one of the largest inland refineries in Europe, OMV not only produces high quality mineral oil products but also petrochemical commodities for the plastics manufacturer Borealis of which OMV is a shareholder.

Investment in information makes the difference

The refining industry has one of the most complex supply chains starting with the natural resource and continuing through to the consumer. OMV's integrated supply chain reflects these complex business requirements. At every point along the supply chain, managers need up-to-date information in order to adjust their supply, processing, logistics and sales processes to the ever changing market situations. A centralized reporting system for decision-makers in the Refining & Marketing division is therefore a key requirement for the successful strategic and operative management of the business. With the help of arcplan Enterprise, the flexible performance management software, OMV implemented an all-encompassing supply chain and Supply Chain performance reporting solution. It provides decision-makers with data and information gathered through the operative application and transaction systems.

"Our goal is a standardized reporting system that continuously captures and provides the quantity and value streams along the supply chain and integrated SCM process," stresses Klaus P. Kirnbauer, Head of Supply Chain Development, OMV Refining & Marketing GmbH.

Together with partner company J&M Management Consulting, arcplan-specialists created a holistic business intelligence (BI) solution that connects analytical tasks with real-time process monitoring functions. „The arcplan Enterprise application links the planning processes in the supply chain management with the current data from different systems so that the end user is never bothered with the complexity of the

"Given the complexity of our business requirements, the deployment of a seamless reporting system proved to be a challenge for IT firms. With arcplan Enterprise, we have been able to implement a web-enabled and upgradable frontend environment aimed at meeting the management's information needs regarding the processes along our supply chain."

Klaus P. Kirnbauer, Head of Supply Chain Development, OMV Refining & Marketing GmbH



underlying technical matters, “ adds Lars Eickmann, Partner, J&M Management Consulting. Most of the data comes from several modules in the standard software SAP Supply Chain Management (SCM), SAP R/3, SAP Business Warehouse and various industry-specific optimization models.

With arcplan, reports that are customized to the individual company’s needs increase the continuous transparency in the supply chain. They allow management to get a detailed, role-specific analysis of the target and actual figures and trends based on real-time business information from different data sources and the related business processes. Therefore, management is able to quickly see how well the supply chain is performing, identify deviations from the plan as well as the reasons for the deviations.

The reporting platform now includes data from the entire transnational OMV territory of five business units and includes the refinery and storage locations as well as other sources (e.g. sale of the finished products of other oil companies).

Huge potential for operations management

OMV’s arcplan-powered Supply Chain reporting application allows managers to analyze historical and current figures from Processing, Supply, Logistics, and Sales and thanks to the integration capability of the arcplan frontend, it was possible to create a continuous exchange of information between the sub-processes and the various business units despite the fact that many sub processes are run from different applications on the back end. In the past, each business unit had to maintain its own Excel tables, which were primarily intended for internal use and often only contained specially defined transactions. A standardized planning process with consistently defined content, data models, role definitions and a standardized database was missing but professionally prepared graphical and tabular reports were missing as well. For management, it meant a high degree of manual work to map the actual movements of goods between the various locations from the unstructured glut of information from the numerous bavis systems or to carry out comprehensive performance management.

A highly effective, user-specific frontend

About arcplan

arcplan is an established independent business intelligence solution provider delivering timely, contextual and actionable information that empowers businesses to improve business performance while leveraging existing infrastructure. Since 1993, arcplan has enabled more than 2,800 customers worldwide to achieve organizational efficiency through the powerful combination of information and analysis proving beneficial to the bottom line.

www.arcplan.com

More than 180 decision-makers rely on the arcplan supply chain reporting application and the number of users is growing every year. “The high acceptance rate is based on its value to management as a result of its well-structured frontend designs with predefined entrance views, user-specific setting options and drill-down functionality,” summarizes Mr. Kirnbauer.

Based on the centralized visualization of sub-process results, such as supply and demand planning, optimization or market allocation at the profit center level along the value chain, operations management can react faster and with more flexibility. “We have reaped great benefits from the Supply Chain Intelligence Initiative, which includes reporting and the entire supply chain management process,” emphasizes Mr. Kirnbauer.

Additional projects based on arcplan Enterprise are also planned for the future. The plans are to further expand SCM reporting, both in terms of quantity and quality, and to be able to meet the increasing information demands in the entire area. In this way, an integrated, business-oriented information system will be created, which goes far beyond controlling tasks into operational business management. “We’re talking about high-performance corporate management for the entire refinery and marketing business,” says Mr. Kirnbauer.

J&M Management Consulting

J&M is an independent, partnership-based management consulting firm with professional expertise in supply chain management and the related business processes, such as sales, marketing, finance and controlling. Since August 2001, J&M has been operating as a public company. Its headquarters and roots are in Mannheim. It has offices in Düsseldorf, Munich, Nuremberg, Zurich, Brussels, London and Shanghai.

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