



## Multi-Year Program Consolidates Data, Redefines Processes, and Implements RightAngle to Improve Daily Operations

### HIGHLIGHTS

capSpire transformed an operating environment from one of fragmentation, in which no single business function saw the full data picture or adhered to the same processes, to consolidation, in which data could easily flow across the organization in real time and the company acted as a single, cohesive unit.

### QUICK FACTS

- The client gained a central repository for operational data that was updated in real time and visible across the organization, as well as a high-performing CTRM system that was customized to align with new, streamlined business processes.
- This large, multi-year project covered three phases: redefining business processes, implementing new systems, and managing the change program.

### THE CHALLENGE

Lack of connectivity between business functions made it difficult for a midstream company to perform at optimal levels. The inaccurate, inconsistent, and missing data that resulted from each group operating in independent silos hampered efficiency.

One of the largest distributors of petroleum products in the Northeastern U.S. needed to overcome two main issues: its inability to share departmental data in real time across its organization and inconsistent processes used by different functions of the business. Because of this, the midstream logistics and marketing company risked data lacking in integrity, information falling through the cracks, and efficiency declining.

To reverse this trend, the client sought a commodity trading and risk management (CTRM) system that would consolidate all of its fragmented data-management systems, enable a better flow of data in real time across the organization, and **integrate streamlined business processes**. Through a large, multi-year program, capSpire worked with the client to redefine business processes, implement RightAngle, and successfully transition all stakeholders to the organization's new way of conducting business. The result was **revolutionized business practices centered on transparency, accuracy, efficiency, and profitability**.

### The Problem

A midstream company lacked integration and cohesiveness across its organization. First, the client had several separate data-management systems governing critical functions of the organization, including marketing, trading, risk management, scheduling, inventory, credit, and accounting. These systems were several years old and didn't have the functionality of today's CTRM systems, such as providing data in real time and transmitting it across the organization. Inaccurate, inconsistent, or missing data resulted. Second, each business function deployed its own unique processes. Many processes crossed business functions, which created confusion and delays when processes conflicted. Both of these factors prevented the company from performing at optimal levels.

## The Solution Covered Three Main Phases:

### Business Processes

capSpire redesigned business processes to be more efficient and to include controls, and ensured that these new processes were followed consistently by each business function within the crude, propane, and refined-products divisions.

### System Implementation

Known for expertise in CTRM systems, capSpire introduced RightAngle s15 into the organization to serve as a central data repository and to enforce new business processes for all divisions. The implementation included interfacing RightAngle with several existing data-management systems to ensure the consistent flow of all operational data into one location, where it would be available on demand to all personnel across the organization. capSpire also customized RightAngle to align with new business processes and account for the vastness and complexities of the client's supply chain, which included barge, pipeline, rail, and truck. As an added consolidation service, capSpire replaced the company's numerous legacy customer portals with Gravitare, a self-service customer portal that enables users to buy products and access a full spectrum of transaction data and documentation on any device, 24/7.

### Change Management

In addition to a full training program in which all users within each business function received group-specific training focused on the new processes and systems, capSpire offered an extended period of on-site technical and functional support leading up to the launch of RightAngle.

## Business Benefits

- RightAngle consolidated operational data from previously fragmented systems and made it accessible to all personnel in real time, which has improved data availability and accuracy across the organization.
- Personnel no longer have to reconcile data, which has made daily operations more efficient.
- Because all data has been integrated into RightAngle, the client can easily and quickly perform critical tasks:
  - Access timely position, P&L, customer credit, and mark-to-market reports
  - View margin reporting and analyze customer buying and lifting patterns
  - Measure the profitability of each business function to better understand which units perform more optimally than others (RightAngle's in-house and transfer pricing rules engine segments P&L without increasing the burden on marketers and schedulers)
- The client gained consistent, streamlined processes, which are modeled in and enforced by RightAngle, across all its business functions.
- RightAngle's automation capabilities have resulted in straight-through processing for 90% of all transactions.
- capSpire's Gravitare solution enhanced customer engagement in the form of 20% higher log-ins and 40% higher sales volume among existing customers.

capSpire provides the unique combination of industry knowledge and business expertise required to deliver impactful business solutions. Trusted by some of the world's leading energy companies, capSpire's team of industry experts and senior advisors empowers its clients with the business strategies and solutions required to effectively streamline business processes and attain maximum value from their supporting IT infrastructure.