



# Rompetrol

## Industry

Oil and Gas

## Customer



## Processes Enabled

- Sales Order Automation
- Product Operations Management
- Fuel Supply Management
- Invoice to Payment
- Daily Compensation Process Management for Franchise Partners

## Customer Benefits and Results

- Decreased human errors by 100%
- Reduced losses from 8% per month to less than 1% per month through sales order process automation
- Gained ability to monitor the inventory process in real-time
- Improved control over fuel delivery process and reduced manual work by more than 70%
- Enhanced credit control system for franchise partners through increased information visibility

## Overview

The Rompetrol Group N.V. is a multinational oil company headquartered in Amsterdam, The Netherlands. Rompetrol operates in 13 countries, with the majority of its assets and operations based in France, Romania, Spain, and southeast Europe. Rompetrol Group focuses primarily in oil refining, trading and marketing, with additional operations in exploration and production, and oil industry services such as drilling, EPCM, and transportation. The company strives to become one of the largest independent oil companies in Europe and obtain a strong position in the Black Sea and Mediterranean areas.

Rompetrol Downstream is the retail arm of the Rompetrol Group in Romania and manages a network of approximately 350 gas stations at a national level, and was the first to sell exclusively Euro standard fuels since 2003. Rompetrol Downstream is the only retailer to offer “at-the-pump” payment services through its Fill & Go card. The “Hei” brand – the most up-to-date store concept in Romania – offers customers a wide selection of high-quality products in Rompetrol gas stations, as well as other amenities such as café food service and Internet access.

## Challenge

The challenge that led Rompetrol to investigate Business Process Management (BPM) technology was the need to integrate its various software applications with the human tasks that support them in order to have a complete overview of process parameters and control exceptions.

Rompetrol was looking for a BPM solution that was stable, flexible and supported a wide range of interfaces. The company had previous experience with BPM software that ended with its server crashing several times while processing a large number of daily mission critical transactions. Experience using unreliable technology helped the company become more aware of exactly what it wanted and needed in a BPM software provider and after considering the leading players in the market, Rompetrol selected OpenText Metastorm BPM® (MBPM).

Rompetrol had a proven track record with OpenText’s software as it had successfully been using OpenText ProVision® for Enterprise Architecture (EA) and Business Process Analysis (BPA) activities and OpenText Knowledge Exchange® as a collaborative work environment.

Key factors leading to Rompetrol’s selection of OpenText MBPM included:

- The ability to leverage models and process analysis in OpenText ProVision directly into OpenText MBPM for automation
- Powerful user interface design

- The high degree of scalability for the deployment of multiple processes, and support for clustering and load balancing across servers
- Intuitive process-building programming language and powerful systems integration Wizard
- A pre-populated and extensible library of service functions support for Microsoft development tools

OpenText's local partner BPM Wave serves as the outsource provider for all of Rompetrol's BPM, EA and EAI initiatives as well as post-implementation support.

## Solution

The combination of OpenText ProVision and OpenText MBPM now provides Rompetrol stakeholders traceability from strategy to results. The company now has a high degree of control over its most sensitive and critical business processes and a single process layer that ties together its various applications with the human-centric tasks they support.

To date, Rompetrol has successfully automated the following processes using OpenText MBPM:

**Sales Order Automation** – This process is focused on providing a complete enterprise order management solution for wholesale orders to dynamically link credit control parameters, invoice processing and a delivery control mechanism. For Rompetrol Downstream, this process is the most mission critical. Prior to automation in OpenText MBPM, sales orders were not entirely secured, and Rompetrol Downstream was realizing significant losses each month. Since implementing OpenText MBPM, the electronic and manual order entries have been improved by linking the client order details with the client data stored in the ERP system and the company now has real-time support data for credit control representatives to increase order approval efficiency and speed.

**Fuel and Dry Product Operations** – This process tracks and manages the sales activities of both fuel and dry products sold in gas stations. Prior to using OpenText, this process was managed by manually entering large amounts of data into two different systems. The manual approach was extremely time consuming and resulted in human error and delays. Rompetrol can now dynamically link purchasing and sales activities deployed by gas stations with its centralized ERP system located in Rompetrol headquarters – increasing the ability to efficiently monitor the inventory process.

**Fuel Supply Management** – This process monitors and transmits real-time information about fuel delivery to gas stations using a customized OpenText MBPM process application. Prior to OpenText, all work related to fuel expedition from the warehouse and the fuel delivery to gas stations was done manually by a significant number of employees with considerable operational costs. Now using OpenText, the process is managed through the integration of OpenText MBPM and Oracle. Gas stations can now be supplied without a person in attendance, fuel stock information is now registered automatically into its ERP system in real time, and fuel receipts can now be electronically signed by people in different geographic locations without having to send the original paper documents across the country.

**Invoice to Payment** – This process manages the scanning and payment of supplier invoices and is now automated in OpenText MBPM. Invoices issued by suppliers are scanned and relevant metadata is indexed. If an invoice has an issue, such as missing metadata or incorrect calculations, an exception is triggered so that a person responsible for liaising with the respective supplier can resolve the issue through a OpenText MBPM process. Once complete, the invoice is exported from Documentum to an Oracle interface, and OpenText MBPM starts its process of generating tasks for accountants to distribute the invoice. In the end, the allocation of a certain expense on a cost center is validated through OpenText MBPM by the owner of the respective cost center, and this validation is the trigger for the invoice to be archived in Documentum and imported from the interface into Oracle.

## Daily Compensation Process Management for Franchise Partners

– This project focused on building a system that allowed Rompetrol to track, manage, calculate, collect, and allocate settlement and cash balance amounts received from its franchise partners. The increasing number of partner stations required the need for Rompetrol to build a customized application that would ensure the proper response time and accuracy in calculating fees generated from the sale of fuel. The company needed a secure and accurate process by which fees are allocated among Rompetrol and its partners. The automated process in OpenText MBPM now links sales activities with Rompetrol's ERP system and a customized OpenText MBPM process with the role of automatically computing the franchise partner's daily commission.

**Process and System Integration** – Rompetrol has integrated OpenText MBPM with a number of its existing applications to manage the newly automated processes. Systems integrated with OpenText MBPM to date include Oracle EBS, Oracle Siebel CRM, Websphere Portal, InRule for business rules management, EMC Documentum, as well as some specialized applications including Orpak, (gas stations retail system), Aspen (receivables collection application), Capone (debt collection application), Billing (invoicing and fleet management application), IBM Maximo (asset management), My Staff (HR management) and other customized applications.

## Results

Prior to the selection of OpenText MBPM, OpenText ProVision had become Rompetrol's standard modeling tool at the Group level and several business and IT divisions have been using the product for design and analysis purposes. All EA models – strategy, organization, process, data, system and technology models – are stored in OpenText Knowledge Exchange repositories so that they can be viewed and modified whenever necessary by Rompetrol employees. OpenText ProVision has been thoroughly used for business process modeling based on BPMN standards and for UML based software design.

By incorporating OpenText MBPM into its business processes, Rompetrol now has an easy to use tool that has significantly decreased processing times. OpenText MBPM provides an efficient mechanism for implementing notifications and alerts based on the business rules currently enforced. At the same time, OpenText MBPM facilitated the opportunity to update current business rules and to develop a notification system.



Alerts and notifications have proven to be a critical tool for mitigating potential risk in core processes. For instance, the notifications and alert systems were used to enforce credit control checks during order approval (sales order automation project) and to prevent inventory discrepancies over the tolerance limit (Fuel and Dry Products Operations project). In the past, untreated errors often resulted in serious financial losses. OpenText MBPM now enables real-time transaction monitoring and detection for fraudulent behavior.

Rompetrol has realized a number of significant benefits through its automation of the aforementioned processes as outlined below:

**Sales Order Automation**

- Streamlined wholesale order entry process and decreased number of human errors related to incorrect sales order processing
- Eliminated client data inconsistency in its ERP systems
- Increased order approval speed and efficiency with a 50% average increase in the daily processing of orders
- Reduced losses from 8% per month to less than 1% per month – every sales order is now checked by the credit control department before the fuel delivery is made
- The average validation time of a sales order in the Credit Control department has been reduced from 90 min to 60 min
- There has been no system failure in five months of production (the previous BPM Suite crashed every month)

**Fuel and Dry Product Operations**

- Decreased 100 percent of human errors related to sales transaction recording
- Increased the ability to efficiently monitor the inventory process in real-time
- Enforces stock control by providing real-time synchronization of fuel stocks data with inventory data recorded in the ERP systems
- Increased the speed of generating accounting statements
- The ability to automatically transfer daily product sales data from gas stations’ specific applications to the ERP system
- Reduced payroll expenses by more than 500,000 euro/month (253 employees have been relocated)

**Fuel Supply Management**

- Decreased the number of human errors related to fuel reception recording and time spent on fuel reception procedures
- Increased control over fuel delivery process and reduced manual work by more than 70%. Fuel stock information is now registered automatically into Oracle in real time (as opposed to having this operation done manually by the station’s accountant with a one week delay)
- Operational losses have been reduced by more than 5% per month to less than 2% per month

**Invoice to Payment**

- Automation has increased the speed at which it can now record incoming invoice processing
- Added electronic and physical archiving of invoices and accompanying documents
- Now has budget control built into the process (validation of expenses distributed on cost centers by the owners of the respective cost centers)

**Daily Compensation Process Management for Franchise Partners**

- Decreased the number of human error by 100 percent related to commission calculation for the franchise partners
- Increased the control over the compensation process by using its new ability to use information obtained on a daily basis about cash deposits made by the partners
- Improved the credit control system for the franchise partners through increased visibility into the information available

Rompetrol Group has plans to expand its use of OpenText ProVision and OpenText MBPM in other business units including Refining, Trading, and Industrial Services. The company has already begun working on several other BPA and BPM projects in France and Bulgaria, with the help of the local OpenText partner, BPM Wave.

In Romania, another major data governance project has just started for which OpenText ProVision will be used as a data modeling tool and all the models will then be exported to IBM Rational Suite.

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