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Wong Siew Yoon, Financial Controller, Boustead Petroleum Marketing Sdn Bhd

AT A GLANCE

Summary

Following its divestiture from BP p.l.c., Malaysia-based Boustead Petroleum Marketing Sdn Bhd (BHPetrol) introduced the mySAP™ ERP Financials and mySAP ERP Operations solutions, plus the SAP® Downstream Marketing and Logistics for Oil & Gas package. Thanks to SAP Consulting, the implementation was completed a month ahead of schedule.

Web Site

www.bhpetrol.com.my

Key Challenge

Complete implementation within a tight time frame

Project Objectives

- Introduce new enterprise resource planning (ERP) software
- Implement integrated standard functionality for industry-specific processes

Solutions and Services

- mySAP ERP Financials and mySAP ERP Operations
- SAP Downstream Marketing and Logistics for Oil & Gas
- ASAP methodology
- SAP Project Management service from SAP Consulting

Why SAP Solutions and Services

- Best fit in terms of functionality
- Most favorable for total cost of ownership
- Most extensive industry expertise, plus unparalleled resources of SAP Consulting

Implementation Highlights

- Excellent working relationship between BHPetrol and SAP Consulting
- Fast, efficient implementation thanks to detailed project planning and the proven ASAP methodology
- Proactive project management from SAP Consulting – ensuring achievement of milestones

Key Benefits

- Project completed in fewer than 5.5 months
- New software fully operational within hours of go-live
- Very few modifications required to standard software
- Training requirements and scope for errors reduced, due to user-friendly functionality
- Interruption to business minimal
- Time savings thanks to more straightforward reporting

Implementation Partner

SAP Consulting

Existing Environment

Oracle ERP software with industry-specific enhancements

Database

Oracle

Hardware

Hewlett-Packard

Operating System

UNIX

BOUSTEAD PETROLEUM MARKETING

SAP® Consulting Helps Oil and Gas Player Pull Off Rapid Implementation

When Malaysia-based Boustead Petroleum Marketing Sdn Bhd (BHPetrol) introduced new enterprise resource planning (ERP) and industry-specific software, it opted for the mySAP™ ERP Financials and mySAP ERP Operations solutions, plus the SAP® Downstream Marketing and Logistics for Oil & Gas package. Thanks to expert support and project management skills from SAP Consulting, the initiative was completed ahead of schedule – and without disruption to ongoing business. Now BHPetrol is enjoying a wealth of tangible benefits – including easier reporting and more user-friendly functionality.

New Start, New Solutions

Headquartered in Kuala Lumpur, Malaysia, BHPetrol was formed in 2005 when Boustead Holdings acquired a 70% stake in BP Asia Pacific (Malaysia) Sdn Bhd, assuming responsibility for some 245 gas stations throughout the country. With around 200 employees, the company posts annual revenues of some US\$658 million.

Following its divestiture, the company had one year to introduce its own solutions and migrate its data from its legacy systems. As a result, BHPetrol required ERP and industry-specific software capable of supporting a wide variety of processes – from back-to-back transactions (where stock is taken directly from suppliers and sold to customers) to transportation.

SAP Software: Tops for Functionality

After assessing products from a number of vendors, BHPetrol chose mySAP ERP Financials and mySAP ERP Operations, plus SAP Downstream Marketing and Logistics for Oil & Gas. The standard SAP software not only won out in terms of functionality, it also called for fewer modifications than the other solutions, reducing long-term total cost of ownership.

SAP Consulting: The Right Resources for the Job

To make sure everything went off smoothly, the company teamed up with SAP Consulting. “We chose to partner with SAP Consulting because it could provide the expert resources needed to complete our project within the stipulated time,” says Fardzi Shah Razali, project manager at BHPetrol. “And SAP consultants are naturally committed to ensuring the success of SAP implementations.”

BHPetrol’s business users and SAP Consulting worked hand in hand from an early stage. SAP Consulting and BHPetrol collaborated closely on a detailed and carefully coordinated timeline.

Tried-and-Tested Methodology

The project kicked off in late February 2006. From the outset, SAP Consulting leveraged the proven ASAP methodology, which ensures a structured, step-by-step implementation approach. “ASAP is simple but extremely effective,” says BHPetrol’s financial controller, Wong Siew Yoon. “It allowed us to give our key users a very clear overview of the implementation.”

Tasks were divided between SAP Consulting and BHPetrol. Because BHPetrol did not have their own in-house IT unit, they couldn’t commit full-time resources to the project. Experts from SAP Consulting assisted with the business blueprint. They handled configuration in line with BHPetrol’s real-world requirements. And they provided support with user acceptance testing and data cleansing.

The SAP consultants created essential documentation, including a training manual and functional specifications. And during the final month of the project, they delivered knowledge transfer in the form of train-the-trainer sessions.

Proactive Project Management

The SAP Project Management service was key to meeting the challenging schedule. “We had an excellent project manager from SAP Consulting,” says Siew Yoon. “She not only made sure we had the right resources but also stepped in proactively if there was a risk of timelines slipping. What’s more, she coordinated activities and ensured that any issues were resolved quickly.”

Tangible Benefits from Day One

Thanks to the concerted efforts of the SAP Consulting and BHPetrol teams, the project was completed in under five and a half months – one month ahead of schedule. “Our new SAP

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BHPetrol now has an integrated, end-to-end solution that streamlines a wide range of day-to-day tasks. “For example, creating reports is much simpler – saving us a lot of time,” says Siew Yoon. “And uploading reports to Microsoft Excel is far more straightforward.” Moreover, the software supports a large number of industry-specific processes – from procurement to transportation and distribution.

Around 100 users are currently working with the new solution in areas such as sales order processing, distribution, and stock management. “The SAP software is much more user-friendly than our legacy solution,” states Fardzi. “It clearly guides employees through transactions. This reduces scope for error – and the need for specialized training.” Moreover, very few modifications to the standard software were required.

Looking Ahead

In the wake of the successful implementation, BHPetrol is now considering additional SAP software. “We are looking at SAP plant maintenance and payroll functionality – and examining how it can help our business,” says Fardzi.

And the company will continue to benefit from its partnership with SAP Consulting – SAP specialists will provide BHPetrol with expert support until it has established its own IT unit. Looking back on the project, Siew Yoon underscores the contribution of the SAP consultants: “I’d like to congratulate the SAP team – they really did a great job.”

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