

Case Study

Oil and Gas | Fuel Retail Digital Transformation



Client Background

Shell is well known as one of the major national suppliers of petroleum products.

Shell supplies their fuel and convenience products through a 400 retail and commercial site network across South Africa. Pragma maintains these through the Facilities Management Centre (FMC).

Pragma embraced the digital transformation process to adapt and transform asset management business processes in line with the unprecedented development of technology. This transformation has contributed towards cost reduction, improved compliance with regulatory requirements and enhanced overall efficiency, ultimately improving the customer experience.

Embracing the dynamics of partnerships is a key enabler to ensure a win-win outcome is realised for the client, Pragma and the contractor base.

*Digital transformation is the process of developing **organisational and technological capabilities** to enable a company to **continuously improve its customer experience and margins while sustaining a competitive advantage.***

Opportunity

- Use digital transformation to optimise asset management activities.
- Overcome the challenges of digital transformation and develop strategies to drive successful implementation.
- Optimising the work management processes using digital tools.
- Gain practical knowledge about implementing digital solutions for work requests, document validation, work permitting and invoicing.
- Explore the benefits of digital transformation, including improved operational efficiency and reduced costs.



Value Add

- The maintenance management of the Shell fuel retail network is managed via an end-to-end digitally transformed process.
- Workflow and the associated cost of each cost element of the work is fully traceable by all parties.
- Contractor performance is strictly managed according to service level agreements that are embedded in the digital process, and poor performance can quickly be identified and corrected.
- Quality of work and compliance is strictly adhered to due to inherent requirements enforced by the digital work progression and sign-off process.
- Pragma, retailers and contractors are all in a much better position to budget for planned maintenance based on detailed records of past work.

Pragma Intervention

- Pragma created and delivered a mobile-based platform for work requests, enabling faster and more efficient work requests.
- Fuel dispenser maintenance work is allocated with a best-of-breed planning and scheduling tool, Optimise My Day. As a result, travel is optimised, based on service level agreement (SLA) requirements and geographical locations of staff members.
- The quotation process is now managed through the Pragma Work Portal, a web-based application. This creates efficiencies in the quotation upload and approval processes.
- Using Laserfiche's artificial intelligence (AI) capabilities, legislative and financial documents are reviewed, approved, rejected, or flagged for review, creating efficiencies and assuring document submission.
- On Key's function is used as a digital platform to enable contractor HSSE management systems to streamline and create efficient contractor accreditation.

Tools and Technology

- Digital transformation process
- Acumatica
- On Key
- Moodle
- Optimise My Day
- Outsystems
- Qlik
- Laserfiche
- IoT.Nxt
- DellBoomi