



Achieving Optimal Returns from Your Process Industry Assets

Arnold Huffman, Sr. VP, Strategic Business Solutions

In the energy and utilities sector, the cost of measuring asset performance and events in the primary (raw material) and secondary supply chains (semi-finished and finished goods) is falling dramatically. As a result, more and different types of data need to be measured, managed, monitored and controlled - for example material composition, temperature, volume, vibration and so on. Because related activities during manufacturing and into the supply chain must be optimized, there is increasing need for collaborative, distributed decision-making and work-flow, using standards-based systems, visualization of key performance indicators (KPIs) and other metrics.

The Challenge

Current and planned investments in the sector are significant. With the construction of upgraded and new assets world-wide, a key challenge is not only to select the most promising areas for investment, but to exploit new ways of working to make those assets more efficient and profitable during their long lifetime of operations. Take just two industries, for example. Energy companies are expected to manage over \$6 Trillion in new projects in the coming years. These investments will be directed into the upstream sector, toward the Gulf of Mexico, and into the downstream US Refining sector. The sums are very large and in one petroleum province alone, Alberta Canada, around \$80 billion of projects are under way or in the planning stages.

Utilities companies will spend \$10 Trillion world-wide providing electricity (1), including significant investments in the US following the passage of the Energy Policy Act of 2005. This legislation gives new powers to FERC, clearing the way for an upgrade of the failing US electricity transmission and distribution infrastructure. Water & waste-management companies are growing rapidly world-wide, bringing on a new golden-age of utilities.

Asset Lifecycle Management and webMethods Product Suite

webMethods Product Suite has a proven track record in the following areas for the energy sector, delivering significant benefits. Our impact, however, goes well beyond these five areas, which include

- Real-Time Lean Operations - supports demand-driven businesses
- Asset Maintenance & Service - for improved asset utilization
- Field Work-Force - delivering higher service levels
- Energy Trading Enhancement - increases profitability with faster and better decision making
- Active Compliance for Manufacturing and Services - maintains your license to operate

Combining the best from information systems that are already in place with those that are planned can enhance business process productivity in many areas of the business - from procurement to control, and service. Improved asset utilization, a more efficiently deployed work-force and better returns on assets from enhanced trading operations are other benefits that customers have realized. In financial terms, the impact can also be significant: reductions in days sales outstanding and a shortened cash to cash cycle are achievable. Streamlined compliance and other improvements in key areas - where robust and auditable financial and operational controls are paramount – are also manageable goals with webMethods Product Suite.

The route to success is with smart application of technology to support new methodologies and work-flow optimization. webMethods Product Suite offers a unique, integrated solution for the management and orchestration of all this data, driving companies to quickly realize benefits - such as safer and more flexible operations and greater returns from assets - using all of the newly available near- and real-time information.