Petrochemical Industries Company (PIC) K.S.C. and OpenText Enterprise Content Management Solutions: A Formula for Success

OpenText ECM Suite streamlines processes, reduces paper, and controls costs

Industry
Petrochemical

Customer

Partner

Business Challenges
- Highly distributed content; no centralised document storage
- Unreliable information and loss of content
- Difficulty in locating documents due to poor search capabilities
- Impossible to report on document lifecycles

Business Solution
- OpenText ECM Suite

Business Benefits
- Reduces paper use, supports green initiatives
- Increases compliance with local record keeping requirements
- Enables reliable, instant access regardless of location
- Allows management reporting support

Petrochemical Industries Company (PIC) K.S.C., formed in 1963, was the first chemical fertilizer producer in Kuwait. In addition to chemical fertilizer, PIC also produces ammonia, urea, ammonium sulphate, and sulphuric acid from its various plants. In 1980, PIC became a subsidiary of Kuwait Petroleum Corporation.

Document loss, tracking, and a paperless office
Following years of change; the proliferation of paper and the storage of electronic documents on local computer hard drives and network shares, in 2004, PIC decided it was time to implement change.

Documents could easily be misplaced in physical file storage locations and, with no formal electronic storage structure, searching for a document often proved a fruitless task. Tracking document changes in such an environment was also a cause for concern. A desire to take control and reduce the amount of paper produced and stored to support green initiatives led PIC to investigate the possibilities further.

Having looked at the leading providers in the market—including seeking recommendations from industry analyst house Gartner®—PIC selected OpenText as one of the top providers to help solve their information and content problems. PIC selected Mediterranean Sea and Gulf Computer System (MGS), a reliable, proven, and local OpenText partner to implement and support their solution.

Establishing the project team
From the outset, PIC recognised that a successful project would require input and support from all parts of the business. Representatives were brought on board from all areas to ensure that the needs of all were considered during the design phase.

PIC followed a methodology of initiate, plan, design, implement, and project closure, with the overall project taking just six months to complete. This was partly due to the rich functionality offered by OpenText ECM Suite out of the box, with only workflow forms requiring customisation.

"We set out to involve all business stakeholders in the project and kept them involved throughout the project. We firmly believe this has been instrumental in the overall success of the project," comments Mohammad Hassan Al Kandary, IT Application Team Leader, PIC.

User reaction and adoption
As with many organisations, small and large, there will always be some resistance to change. Most of the 600 users took to the system quickly, requiring little training as they found the solution intuitive and could clearly see the benefits.

Concerns around the storing of sensitive documents in an enterprise-wide solution were initially raised, but with support and belief from senior management in the security model offered by ECM Suite, these worries were quickly realised to be without foundation.

Regular communication and updates disseminated from management to team leaders—and ultimately to all users–helped pave the way for successful adoption.

Managing change and training

PIC took the opportunity of the new system's implementation to re-evaluate their change management procedures. They were keen to ensure that users were kept informed and that their knowledge was fresh on the changes being made as the system was fine-tuned and expanded to include additional business processes.

Mohammad Hassan Al Kandary adds, "By creating an atmosphere of inclusion with our users, informing them regularly of what was happening and when, we've found that this helps ensure that they do not neglect the application and use it to its full capability."

That's not to say that change doesn't present problems; there were occasions when senior managers and team leaders had to help enforce the changes being implemented.

From engineering drawings to multimedia

A key requirement for PIC when selecting OpenText and MGS was that they were able to handle and understand how to manage a variety of document types. With a number of highly complicated industrial complexes, engineering drawings would have to be stored, managed, and made available for viewing alongside a myriad of other documentation types. Presentation material, multimedia files, and regular documents would also need to be accessed, either directly or as part of a business process managed by the system.

In such an environment as operated by PIC, quality assurance is of the utmost importance. PIC is currently undertaking a Six Sigma initiative and utilising OpenText workflow to help automate tasks. Many organisations' managerial processes have also been automated with the help of OpenText and MGS.

Performance, reliability, benefits, and growth

Assem Rashidi, MGS Executive Manager says, "With ECM Suite, PIC will meet the highest performance standards, getting on board with the new tendencies and technologies where information will be accessible quickly and effectively to end-users. Benefits in terms of return on investment are being realized across the business from a paperless environment and less procedure time at work."

PIC has noted significant improvements in performance across their business since the system went live. This includes the use of the system by contractors, something that they actively encourage which improves efficiency. By having all document assets stored in the system, time is saved, documents are easy to find, loss is reduced, and, ultimately, money is saved.

Users are able to securely access what they need from their desks, from their homes, and even when travelling or visiting other sites—such as production plants—using mobile devices. Duplicate paper copies of documents are no longer required, saving paper and reproduction cost, and also reducing the security risk of physical documents being lost or stolen.

Looking to the future, PIC is now seeking to integrate OpenText with other systems in their organisation to further streamline operations, reduce the risk of error or data loss, and capitalise on their investment. More customisation of workflows will be undertaken to optimise these further, reducing processing time, improving accuracy, and again, cutting costs.

Compliance with Kuwait record retention requirements

Through their use of the OpenText records management module, PIC is able to comply with the current legislation in regards to record retention set by the State of Kuwait. All documents that are stored within the system can be declared as records and their lifecycle managed according to the rules that have been defined.

MGS

MGS (www.mgs-tech.com) is an IT company specialising in providing Enterprise Business and ECM Solutions. MGS has partnered with International vendors such as OpenText, Kofax®, IDS Scheer, NovoDynamics®, CIC, and others to provide a wide range of unique business solutions and services in the Middle East and Gulf area.

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