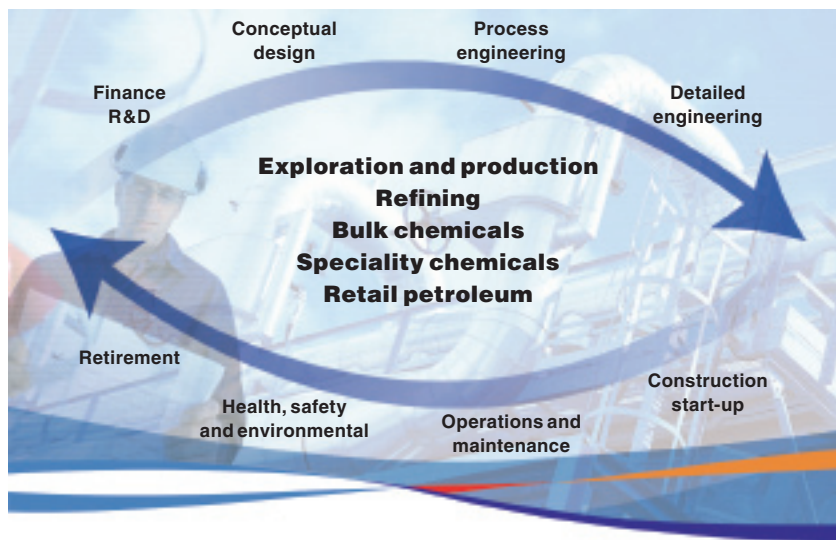


# An Executive Overview – Chemical and Petroleum Asset Lifecycle Management



## Highlights

- **Increase asset up-time and reliability**
- **Reduce project cycle time, reduce risk**
- **Reduced cost for regulatory compliance, including Health, Safety and Environmental**
- **Retain asset information throughout the lifecycle supply chain.**

Production efficiency is the lifeblood of the Chemical and Petroleum (C & P) industry. Yet neither the production, operation, nor maintenance data and processes are well integrated with the business processes and business applications. How can these complex sets of data, processes and players harness today's technologies to enable consolidation and efficient access to the organisation's lifeblood? The answer is Asset Lifecycle Management (ALM).

ALM is an offering, not a product in the traditional sense. It is a solution that integrates existing applications, business systems and work processes to create a collaborative infrastructure which enables the efficient management of assets, both physical and human. It enables the use of the existing 'data' and makes it available as 'information' to those in the organisation who need it, when and how they can use it. ALM enables relevant data to be consolidated from legacy IT systems – engineering, design, document management and production with existing enterprise resource planning (ERP), supply chain management (SCM), customer relationship management (CRM) and other business systems, thus leveraging existing IT investments. The data is then associated with process knowledge and made available to the extended enterprise – empowering those from manufacturing to marketing, from purchasing to engineering and field support to work smarter and faster. In a nutshell, ALM is a set of integrated processes, organisational disciplines and tools used by enterprises and their partners within the value chain to manage an asset's complete life span, from Conceptual Design to Retirement.

Business benefits and return on investment (ROI) from ALM can accrue in several categories:

- *Capital projects savings*
- *Manufacturing cost savings*
- *Organisational efficiency*
- *Regulatory compliance*
- *Risk reduction*
- *Asset up-time and availability*
- *Project cycle time*
- *IT savings reduction.*

IBM has a most comprehensive and integrated solution portfolio, service and integration leadership and has an unmatched capability to implement an ALM solution that meets client business requirements, drives efficiencies, and leverages knowledge to propel innovation ensuring our clients stay ahead of competition.

- *Improved process generation and asset management by ensuring that organisational knowledge is visible, accessible and reusable*
- *Accelerated project development timing by leveraging and linking assets and specifications with reusable, routine and automated workflow processes*
- *Reduced rework and content re-creation by providing enterprise-wide access to real-time, virtual libraries of intellectual capital, collateral, assets and specifications*
- *Plant management costs are reduced and aligned with asset performance*
- *Reduced redundancies and expediting costs by providing synchronous project visibility and coordination across business and operation activities globally*

- *Improved resource allocation and prioritisation ensuring only the best mix of product and plant asset activities are invested and pursued*
- *Reduced maintenance iterations and rework by enabling real-time visibility and collaboration across Equipment Suppliers, EPC and other plant locations.*

### **Why choose the IBM Product Lifecycle Management Team?**

IBM has experience of more than 10,000 successful PLM implementations across all industries, and employs more than 150,000 services professionals in 160 countries – with over 1,000 professionals dedicated to PLM. IBM provides solutions which integrate hardware, middleware, software and services to meet the challenges of the Chemical and Petroleum Industries. Specifically, IBM can identify and qualify the core changes that will drive improved business performance within a Chemical and Petroleum company and then implement the organisational, process and technology solutions that will enable and institutionalise those changes. The comprehensive ALM offerings and solutions include process assessment tools, ROI models, pain point diagnostics, solution mapping, consulting services, software partnerships, technology integration and training/implementation services.

For more information, contact your IBM Marketing Representative, IBM Business Partner or visit the IBM PLM Web site at: **ibm.com/solutions/plm**



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