



Shell

Putting the Show on the Road for LubeAnalyst

Project Brief

On the 28th October 2008 the largest Pilot country deployment (Brazil) went live for the LubeAnalyst programme, marking a very significant milestone in the evolution of the service for the Shell Lubricants business. Brazil was the third in a series of pilot countries with earlier successes in Malaysia and Singapore going live in August 2008.

LubeAnalyst has been a difficult programme for Shell and their chosen offshore partner WIPRO to deliver. As with all successful projects, the final delivery was a team effort involving all the business and technical groups, both locally and centrally, working together to achieve the objective. Barnsnape consultants were brought onto the project to ensure a successful delivery in both the development of the LubeAnalyst solution and the final deployment into the pilot countries.

So smooth has the rollout been that the team has now brought forward the launch into China and some parts of Latin America.

Shell LubeAnalyst is an important value-adding oil monitoring service offered by Shell Lubricants to customers, which helps to strengthen and differentiate Shell's Customer Value Proposition. The initial feedback from the lab and local businesses has been very positive and encouraging.

The plan is for a global roll out of the service. Not only does this involve a standard IT platform, but also a major team effort to ensure processes and invoicing are Streamline compliant, brochures and campaign materials are available, service champions and administrators in place and target customers identified.

The deployment of this programme has been a significant challenge for the Project Team. The team's attention is now focused on the deployment of 5 countries (Indonesia, China, Philippines, Thailand and Vietnam) in the East for the 22nd November, and the European countries for Q2/Q3 2009.

For more information

Call Barnsnape Consulting on:

+44 207 993 6560

Or email:

info@barnsnape.com

www.barnsnape.com