



How Do You Take a Digital Strategy from Good to Great?

Oil and gas giant CEPSA places a high priority on responding to the needs of its European, Asian, African, and Latin American partners and customers across the hydrocarbon value chain. The company has consolidated processes for exploration, production, transportation, and sales on a single in-memory platform. That business model brings visibility into operations and helps keep prices competitive.

But success in today's marketplace is fleeting without continued innovation. CEPSA has set new strategic goals to improve service by mobilizing access for its workers worldwide and further enhance the user experience. The company has already created three iOS mobile apps for order fulfillment and payment processing and rolled them out on SAP® Cloud Platform. And that's only the beginning.





“SAP Cloud Platform supports our mobile apps in a **best-of-breed usability design** that delivers real-time insight to all stakeholders everywhere over their **Apple devices.**”

Joaquin Reyes, CIO, CEPESA

SAP® Cloud Platform and its iOS software development kit help CEPESA master technological and cultural change by creating open solutions and mobile apps. Procurement and financial processes are benefiting from dynamic dashboarding, and the Internet of Things and geolocation capabilities are enabling CEPESA to take a quantum leap in real-time customer service and predictive maintenance.



Simpler

CEPSA Order lets stations forecast need and reorder supplies with a single click



Faster

CEPSA Inbox speeds order processing, approval, and delivery



Tighter

CEPSA Pay integrates rewards data and popular mobile payment interfaces





Using SAP® Cloud Platform to Meet Emerging Needs of Oil and Gas Energy Users



CEPSA
Madrid, Spain
www.cepsa.com

Industry
Oil and gas

Products and Services
Petroleum and natural gas exploration and production, refining, transport and sale of crude oil derivatives, petrochemicals, and gas and electricity

Employees
10,000

Revenue
€17.9 billion (2016)

SAP Solutions
SAP® Cloud Platform,
SAP Cloud Platform SDK
for iOS, and SAP HANA®
database

Global energy leader CEPSA uses SAP Cloud Platform and iOS mobile apps to help developers respond effectively to emerging needs of users across the hydrocarbon value chain.

Before: Challenges and Opportunities

- Respond intelligently and profitably to the drop in world oil prices while helping customers and partners adjust
- Simplify operations and reinvent business models in the cloud to capitalize on emerging technologies
- Advance digital transformation with an accurate, context-based user experience accessible on mobile devices

Why SAP and everis

- Experience leading digital transformation
- Industry-leading in-memory and cloud business models based on the SAP Cloud Platform and the SAP HANA database
- Supportive community of existing users and partnership with Apple to support mobile app development
- Scalable and secure development environment with distributed access to integrate CEPSA operations worldwide

After: Value-Driven Results

- SAP Cloud Platform as a backbone for IT collaboration with business users to understand new requirements
- Jump-start on a portfolio of powerful, open solutions to implement a reimagined digital business model
- Significant improvement of customer experience through intuitive new services provided in the apps
- Clearer understanding of evolving customer preferences through data captured from the apps
- Foundation for future Internet of Things–related predictive maintenance, asset performance management, and stock optimization

“Our first group of customers is enjoying a number of new apps delivered securely anywhere, while we are capturing their digital identity in order to anticipate future needs.”

Joaquin Reyes, CIO, CEPSA

Featured Partner

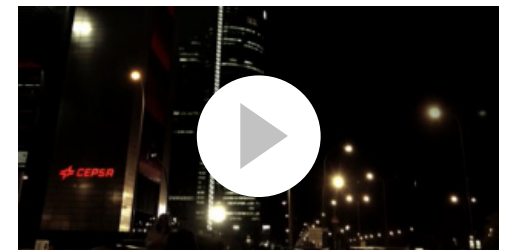


2/3 time

Reduction to complete several sales-force and administrative processes

8 weeks

Total to develop the first set of apps for the whole network of stations



Watch the customer spotlight video from the SAPPHERE NOW® conference with Joaquin Reyes, the CEO of CEPSA.

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