



ERG Petroli
Rome, Italy
www.erg.it

Industry:

Oil & Gas

Annual Revenue:

US\$12 billion

Employees:

2,679

Oracle Products & Services:

Oracle Database
Oracle Partitioning
Oracle Application Server
Oracle Real Application Clusters
Oracle Enterprise Manager
Grid Control
Oracle Developer Suite
Oracle Business Intelligence

Oracle Partner:



Confor Age
www.confor.it

“The Opera IT tool marks a change in attitude at ERG Petroli, allowing our sales network to respond to the changing demands of an evolving market in real time.”

– Sergio De Vicariis, Information Systems Manager, ERG Petroli

ERG Petroli Enhances Regionalized Marketing Capabilities to Increase Customer Service and Sales

ERG Petroli is a subsidiary of ERG, Italy’s first independent energy and oil company that manages 22% of Italy’s national refining capacity. Publicly traded since 1997, ERG provides crude oil refining, distribution of petroleum products, and electricity generation. ERG Petroli manages ERG sales and logistics, which include approximately 2,000 fuel distributors. Additionally, ERG Petroli sells gasoline, diesel oil, fuel oils, bitumen, and liquefied petroleum gas (LPG) through a separate network of resellers in Italy and Switzerland.

Challenges

- Gain visibility into profitability across all business areas
- Provide distributors and partners with flexibility to implement local marketing programs throughout the distribution network
- Provide marketing network with strategic support
- Enhance IT and data security
- Improve market insight

Solution

- Implemented Oracle infrastructure software to create a cost-effective, high-performance IT platform as the foundation for the company’s Opera system
- Empowered network assistants, the staff most familiar with territory requirements, to make sales and marketing recommendations quickly
- Streamlined operations using Oracle, thereby enabling ERG Petroli’s Opera system to permit implementation of network assistant recommendations—from simulating new discounts to invoicing pricing changes
- Enabled real-time simulations, comparisons, and analysis to improve business intelligence
- Enabled budget construction based on quantitative and economic elements linked with commercial levers identifying key decision-making variables
- Worked with Confor Age, an Oracle partner, to accelerate deployment and reduce risk