

INFORMATION CONNECTED

Business Solutions for the Chemical Industry

Primavera Project Portfolio Management Solutions



ORACLE IS THE INFORMATION COMPANY

Succeeding and Profiting in the Complex Chemical World

As chemical companies scale back capacity to meet slowing demand, they face ongoing pressure to decrease costs and improve profitability. Determining the optimal direction is critical to sustained viability.

Decreasing demand. Heightened competition. Accelerating globalization. Mergers, acquisitions, and joint ventures. These are the face of today's chemical industry. With a drop-off in demand for products, chemical companies, under ongoing pressure to decrease costs and improve profitability, are streamlining and optimizing their business models for the challenging market. Many are incorporating newer technologies, and others are still expanding global operations to leverage growth markets while decreasing their costs and risks. At the same time, market gyrations continue while experienced labor diminishes. Determining the right investment opportunities, aligning stakeholders, and optimizing execution are critical to sustained viability.

In an environment this complex and uncertain, you need sophisticated, intuitive tools to achieve your strategic objectives and ensure plant efficiency. You need Primavera project portfolio management applications from Oracle.



Meet the Pressing Needs of a Retrenching Global Economy

“We have found that repeat winners of the NorthFace ScoreBoard Award, such as Primavera, make it a priority to exceed customers’ expectations. They understand that this requires a continual commitment and see these investments as a prerequisite for long-term success.”

John Alexander Maraganis
President and CEO
Omega

Oracle’s Primavera solutions for the chemical industry help companies gain operational efficiencies through better management across expansion, maintenance, and turnaround projects of all sizes and complexity. By standardizing across the business, you can build real-time measurements for tracking time, costs, resources, risk, and changes with one enterprisewide solution. And by integrating with your other critical systems, Primavera applications help ensure accurate, accessible information for each organizational area touched by a project.

More than 76,000 customers worldwide use Primavera solutions to

- Selectively invest in the best projects
- Efficiently execute expansions, maintenance, and turnarounds
- Better leverage scarce resources to handle complex projects
- Standardize across the enterprise to reduce costs
- Manage relationships with owners, suppliers, and subcontractors
- Predict and mitigate project risk
- Gain operational efficiencies across the entire organization

Real-World Answers to Your Toughest Issues

Primavera project portfolio management applications provide the comprehensive project information necessary to answer all of your critical business, investment, and operational questions.

“Costs are increasing, with projects averaging 40 percent over budget due to inefficiencies, increased outsourcing expense, and costs of raw materials.”

Source: **Booz Allen Hamilton**



Which Capital Projects Should You Authorize?

Remaining competitive and addressing long-term global demand require expansion and capital investment—both “greenfield” and “brownfield.” Primavera applications provide you with a repeatable method for identifying, prioritizing, and selecting the right capital investments so you can successfully meet your business objectives. The solution enables you to make efficient go/no-go decisions based on the probability of success through risk exposure, cost/benefit analysis, and historical trends.

How Well Are You Addressing Routine Maintenance, Turnarounds, and Shutdowns?

A heightened focus on existing assets is necessary during a market downturn. As such, how you optimize routine and major maintenance work can have a profound impact on the ability to reduce costs. Primavera applications help you plan, coordinate, and schedule resources that can help drive productivity and efficiency gains.

How Can You Stay Within Budget with Soaring Project Costs?

Most projects exceed their budgets by more than 40 percent. Primavera applications empower you to effectively execute projects on time and within budget by providing immediate insight into budget information, resource allocations, and project status across all business units. Customizable dashboards track performance against key performance indicators to quickly identify problems so you can make timely decisions to manage change.

How Do You Minimize the Effects of a Diminishing Labor Pool?

Experienced labor continues to diminish, with more than 50 percent of workers due to retire in the next 10 years. Primavera applications help you increase employee productivity through better planning, better allocation of skilled resources, and improved cross-training capabilities. With global visibility into all resources, you can track resource demand and address staffing requirements across all projects.

“The underlying principle of innovation is change. Whether it’s a change in product, process, policy, or organization, innovation is fundamentally about doing something or thinking about something differently. AMR Research recently surveyed more than 100 chemical companies, spanning the entire industry, about their views on innovation and their capabilities. The message that came through was simple yet powerful: innovate and grow, or risk competitive stagnation.”

Source: **Bill Polk**

“Innovation in the Chemical Industry: What, Why, and Challenges,” AMR Research



Award-Winning Solutions

Primavera solutions have received the Omega NorthFace ScoreBoard Award for superior customer satisfaction for the seventh year in a row. Omega Management Group measures customer satisfaction and loyalty levels in numerous categories, including technical support, field service, customer service, and account management. The award is presented to companies that achieve a 4.0 or above on a 5-point scale. Competing companies are rated at least twice each year.

Robust, Innovative Project Portfolio Management Solutions

Oracle has a long, successful history of providing project and portfolio management software solutions to the world's largest chemical companies. Oracle's Primavera project portfolio management applications are powerful and easy to use, and they scale to support programs and projects of all sizes. With the applications' flexible infrastructure, chemical customers can configure the solution they need, to provide everyone with the necessary information to ensure program and project success.

As a leading provider of project and portfolio management solutions to the chemical industry, Oracle understands your industry-specific challenges and delivers solutions that enable effective planning and execution of projects that drive your business, no matter how large or small. Using Primavera project portfolio management applications, you can evaluate each investment and track its business performance, determine confidence levels for project success, and proactively track resource demand and address staffing requirements.

Primavera P6 Solutions—Enterprisewide Project Planning, Management, and Control

Primavera P6 Enterprise Project Portfolio Management and Primavera P6 Professional Project Management are the most powerful, robust, and easy-to-use solutions for globally prioritizing, planning, managing, and executing projects, programs, and portfolios. The technology enables the chemical industry to meet budget and deadline commitments by managing schedules, resources, and costs across all projects and programs. Primavera P6 Enterprise Project Portfolio Management and Primavera P6 Professional Project Management are integrated project portfolio management solutions comprising role-specific functionality to satisfy each team member's needs, responsibilities, and skills. So, whether you're engaged in a major turnaround or routine maintenance, these solutions can manage projects of any size; adapt to various levels of complexity within a project; and intelligently scale to meet the needs of various roles, functions, or skill levels in your organization.

Primavera P6 Enterprise Project Portfolio Management and Primavera P6 Professional Project Management provide executives with a real-time view of their organization's project, program, and portfolio performance. They equip managers with the right blend of usability, power, and flexibility to effectively and efficiently execute projects and enable individuals across all levels of an organization to analyze, record, and communicate reliable information and make timely, informed decisions.



Fact: Fact: Primavera was named by Forrester Research as a leader in the project portfolio management (PPM) market.

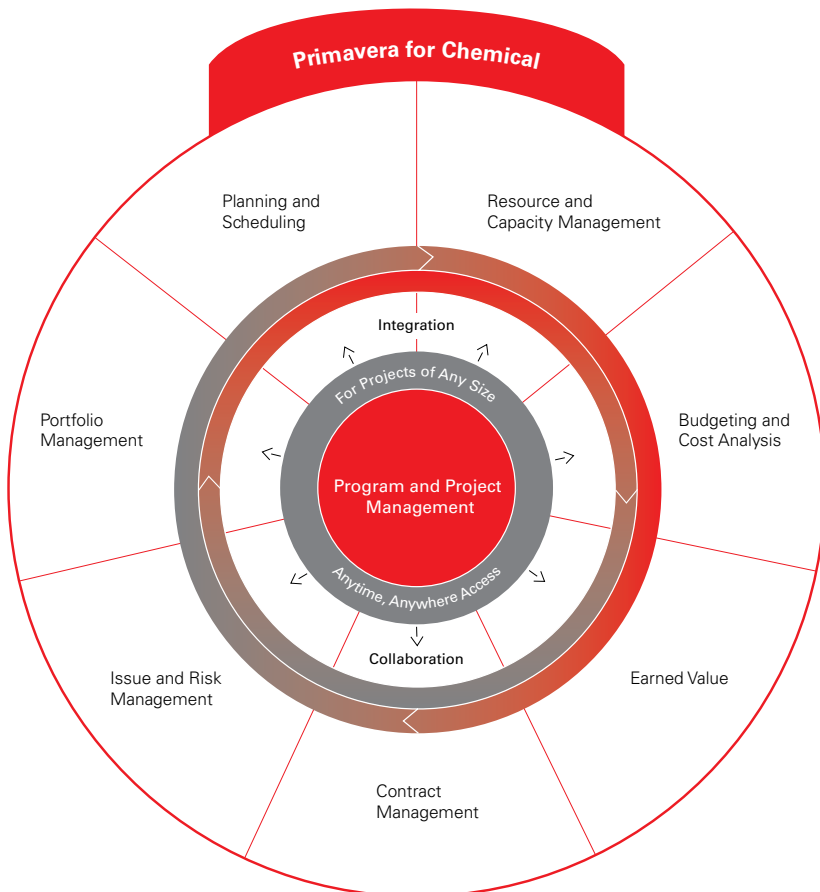
Source: "The Forrester Wave: Project Portfolio Management Tools," Q4 2007

Primavera Portfolio Management—Enterprise Portfolio Management and Analysis

Primavera Portfolio Management enables executives and managers to analyze, modify, and reprioritize portfolios and other strategic investments quickly and effectively in response to rapidly changing business strategies. The application facilitates global collaboration and prioritization of an organization's project, financial, demand, and resource management tools and people. Using powerful analytic capabilities, chemical companies and suppliers can prioritize investments, eliminate initiatives that are inadequately aligned with strategy, and propose new ones that maximize business results.

About Oracle's Primavera Solutions

Oracle is the leading worldwide provider of project portfolio management solutions for project-intensive industries. Its Primavera project portfolio management software helps companies propose, prioritize, and select project investments and plan, manage, and control the most-complex projects and project portfolios.



Fact: Spending for governance, risk management, and compliance (GRC) will have increased by 7.4 percent in 2008.

Source: AMR Research, "The Governance, Risk Management, and Compliance Spending Report, 2008–2009: Inside the \$32B GRC Market," March 25, 2008



“The process of assessing and managing risk in any project is vital to achieving consistently successful project results but unfortunately is underutilized by most organizations. In addition to assessing obvious contractual risk, organizations need to focus on the broader spectrum of potential uncertainties that can ultimately affect project schedules or cost performance. The key to risk management is that it’s always forward-looking. Part of the process of starting a risk assessment is to look at the qualitative, subjective issues and opportunities as well as the quantitative ones. Where there’s uncertainty, there’s risk, and it’s important to go through the process of understanding not only plans and budgets but also those things outside the company’s control that can affect it.”

Larry E. Smith
Principal
Analytical Management Solutions

Primavera Portfolio Management provides everything from data entry forms for details about a single investment to scorecards for evaluating a set of investments in a portfolio, to investor maps for reviewing and analyzing a portfolio of investments or even evaluating a portfolio of portfolios. Combining this unique functionality with real-world enterprise scalability and unlimited configurability makes the application ideal for managing nearly any type of portfolio from ideation through execution.

Primavera Risk Analysis—Enterprise Risk Analysis and Mitigation

Primavera Risk Analysis is a full lifecycle risk analytics solution that helps organizations understand and plan for project and portfolio uncertainty by using advanced Monte Carlo-based cost and schedule analysis. The application provides a comprehensive means of determining confidence levels for project success, together with quick and easy techniques for determining contingency and risk response plans.

Organizations can support project governance and financial planning by modeling risks, calculating most-likely completion times, and analyzing the cost and schedule impacts of mitigation scenarios. Together, these form the basis of a “risk-adjusted schedule,” which today is becoming critical within the planning and scheduling process, especially given the uncertainty of the current economic environment.



Primavera for ERP Applications: Business Process Integration

Primavera for enterprise resource planning (ERP) applications aligns project budgeted costs and schedules in user-friendly applications that integrate easily with Primavera project portfolio management solutions and your ERP applications. Primavera solutions help organizations reduce project risks and meet critical delivery dates by effectively forecasting and managing costs, schedules, and resources.

Primavera Contract Management—Contract Control

Finishing on schedule and within budget requires complete project control. Construction project management involves groups of people representing different disciplines, from project managers, contract managers, and division managers to subcontractors, architects, engineers, suppliers, and owners—all trying to collaborate on a multitude of issues and changes while juggling multiple documents and contracts. Primavera Contract Management is a document management, job cost, and project controls solution that provides visibility into and change management for contractor, vendor, and supplier agreements and enables timely payment for completed work to avoid claims.

Oracle Gets You Up and Running

When you choose a Primavera application, you get more than just an industry-leading project portfolio management solution. You also get a full range of services and support to ensure your operational success. Oracle—as well as its extensive network of Primavera authorized representatives and service partners—offers a full range of services and support to ensure your operational success.

With decades of experience represented among its members, Oracle's Primavera project implementation team has learned vital lessons about the realities of implementing project management systems. When you purchase a Primavera application, you'll benefit directly from this experience as the team helps you implement, roll out, and maximize the use of your Primavera solution.



Fact: Worldwide, 2.5 million people have used Primavera project portfolio management solutions to manage projects worth US\$6 trillion dollars.

Source: AMR Research, IT Portfolio Management—Making Technology Investments.

Fact: 25 percent of the U.S. gross domestic product is spent on projects.

Source: *The PMI Project Management Fact Book*, 2nd ed. <www.pmi-projectimpact.org/>

Optimize Investment and Project Success with Chemical-Specific Applications

Extensive, Tangible Business Benefits

Primavera project portfolio management applications provide organizations with a robust platform for efficiently and effectively optimizing the outcome of their project planning and investment decisions, enabling them to

- Identify and select the right projects
- Quantify project risk, cost, and timeframes
- Assess business performance across multiple projects for improved planning and decision-making
- Measure progress against key performance indicators (KPIs)
- Manage capital expansions with greater control
- Increase employee productivity through better resource planning and allocation
- Schedule projects collaboratively
- Implement earned value management (EVM)
- Control contracts and documents
- Achieve enterprise-wide cost, schedule, and resource visibility

You don't face the same project and resource management challenges as everyone else. So why use one-size-fits-all software? Only Oracle has a comprehensive chemical-industry-specific project and resource management platform to meet your unique business needs.

Deploying Primavera project portfolio management applications from Oracle will help you successfully navigate complex chemical industry challenges, including

- Optimizing existing operations and investments in the current economy
- Increasing the efficiency of existing assets to minimize costs and maximize profitability
- Expanding operations globally to tap new markets and lower risk
- Meeting environmental, security, and increased compliance requirements, which are forcing plants to adopt newer technologies
- Addressing the shrinking skilled-labor pool, due to huge retirement numbers in the next 10 years

Oracle is currently helping companies around the world successfully identify and deliver value-added programs and projects, even in the most complex operational environments. We can help you do the same. Whatever your challenges, you can rely on one name for the right solution: Oracle.

CONTACT US

To see how Oracle customers have achieved the savings cited in this brochure, please visit oracle.com/solutions/mid and click on any of the customer references, or call **+1.800.ORACLE1** to speak to an Oracle representative.

Outside North America, visit oracle.com/corporate/contact to find the phone number for your local Oracle office.



Oracle Corporation

Worldwide Headquarters

500 Oracle Parkway
Redwood Shores, CA
94065
U.S.A.

Worldwide Inquiries

Phone

+1.650.506.7000

+1.800.ORACLE1

Fax

+1.650.506.7200

oracle.com



Oracle is committed to developing practices and products that help protect the environment

Copyright © 2009, Oracle and/or its affiliates. All rights reserved. Published in the U.S.A. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor is it subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.