



Petrol Ofisi A.Ş.
Istanbul, Turkey
www.poas.com.tr

Industry:

Oil & Gas

Annual Revenue:

US\$9.2 billion

Employees:

1,040

Oracle Products & Services:

Oracle E-Business Suite
Oracle Hyperion Financial
Management

Oracle Partner:

Deloitte.

Deloitte Turkey
www.deloitte.com.tr

“Moving from decentralized systems to Oracle E-Business Suite and Oracle Hyperion Financial Management gives us a significant competitive advantage with increased data control and cost effectiveness. Petrol Ofisi has a constant need for developing new functions and applications, therefore Oracle solutions are the perfect framework for us.” – Verjel Sarfati, Information Technology Manager, Petrol Ofisi A.Ş.

Petrol Ofisi A.Ş. Realizes Substantial Savings with Next Generation Platform for 3,140 Gasoline Stations

Petrol Ofisi A.Ş., a former state-run enterprise, has retained its leadership position in the Turkish fuel distribution and lubricants industry since its privatization in July 2000. The company provides services to all of Turkey’s 81 cities and to more than 850 boroughs through the country’s largest retail network.

Challenges

- Collect and provide real-time stock and pricing information of petrol, lubricants, liquefied petroleum gas, liquefied natural gas, and customer data in a centralized system
- Optimize process management by implementing a solution specifically designed for oil and gas companies
- Increase the efficiency of the company’s IT organization and decrease hardware maintenance costs

Solution

- Leveraged Oracle Hyperion Financial Management and Oracle E-Business Suite to centralize and control stock and sales information, manage customer data, and monitor the company’s entire operations in Turkey
- Created a scalable, integrated, and customized platform for high technology, nonenterprise resource planning applications to be used in the company’s 3,140 retail outlets
- Replaced high cost legacy infrastructure with state-of-the-art information technology, significantly reducing hardware and software maintenance costs
- Met sector-specific requirements in a scalable and customizable manner by implementing bulk stock management supplemented with a tank management system and tank gauging integration
- Achieved a 10% reduction in manpower requirements as a result of centralizing the company’s IT department
- Leveraged Oracle partner Deloitte to successfully implement the project in 13 months
- Developed approximately 1,500 localized functions and 2,000 customized reports since the time of initial implementation
- Adopted Oracle’s applications implementation methodology as a standard for project management in all Petrol Ofisi A.Ş. activities