Managing of the Intelligence System at the Unipetrol´s Group

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Agenda

- Scope of project
- Project phases
- Technology
- Main parts of the system
- Users
- Trends of development
- Promotion
- Development forecast

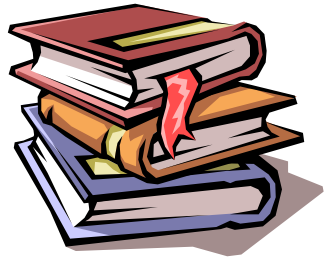
Scope of project

1. **Size of Unipetrol´s Group**
   - revenues in mld. CZK
   - No. of employments
   - business segmentation
   - No. of companies

48.9 (1996)	**94.6** (2006)	
10 000 (1996)	**5 900** (2006)	**4 000** (2007)
crude, petrochemistry, polymers, service stations		
4 (1997)	**15** (2006)	**13** (2008)

2. **Geographical information requirements**
   - information monitoring geographical determination
   - users geographical determination

3. **Types of searching information**
   - by theme
   - by information medium



Project phases

1. **Before implementation**
   - analysis (processes, current information sources, market, technology)
   - feasibility study
2. **During implementation**
   - technology setup
   - installation of information sources
   - setup rules for system and sources usage
   - users learning
3. **After implementation**
   - usage statistics
   - promotion, regularly seminars
   - system development upon users needs and comments

Technology

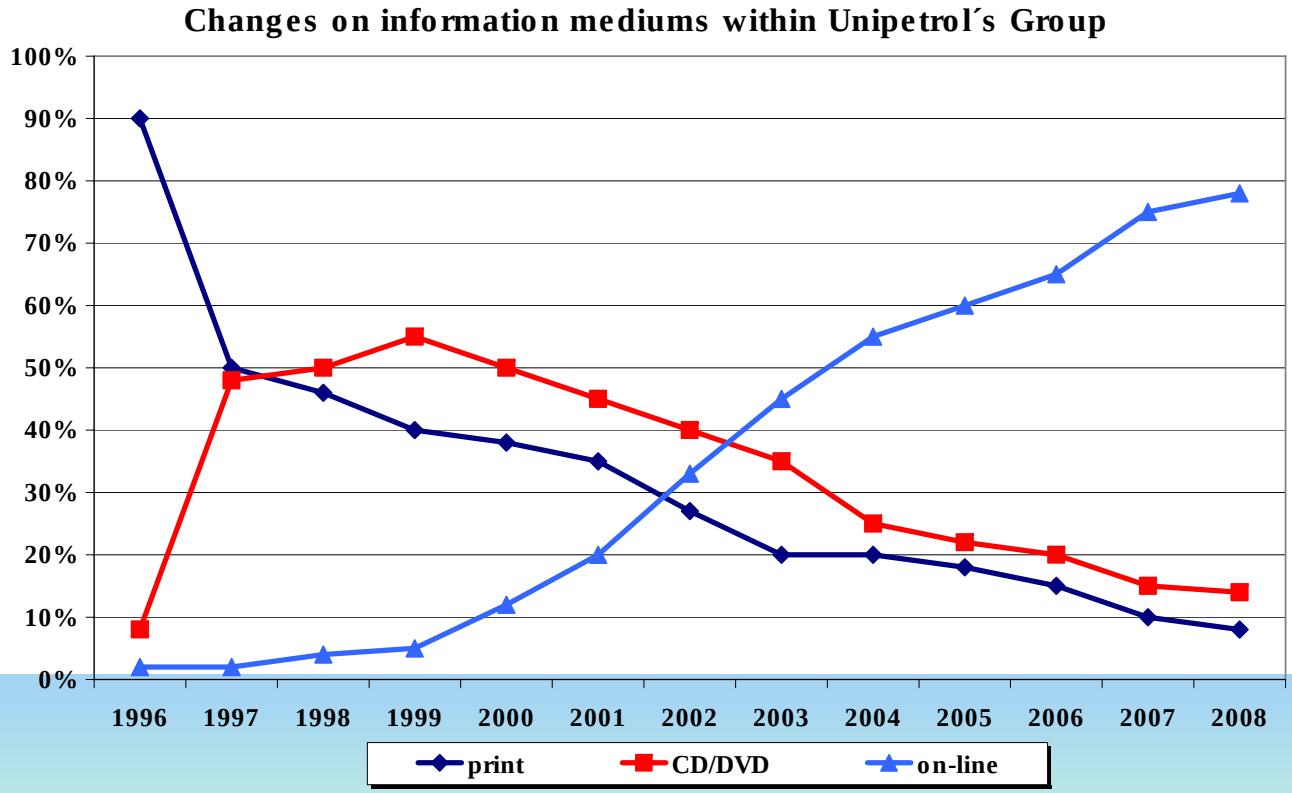
1997 – 2003

- the most of databases on CD and initially on disketes, too
- 1 server s Windows NT 3.51 + Citrix WinFRAME 1.7
- small capacity of network (from 14.4 kbit/s)
- we had some problems with old server software from 2000 year
- every company had own system for managing databases on terminal server
- access was possible only within WAN

Technology (cont.)

2003 – 2006

- we had more and more on-line access instead CD databases
- 2 terminal servers (original + „new“ with modern software)
- higher capacity of network (from 128 kbit/s)
- we started-up the first shared interface - intranet
- interface without any personalisation
- access was possible only within WAN



Technology (cont.)

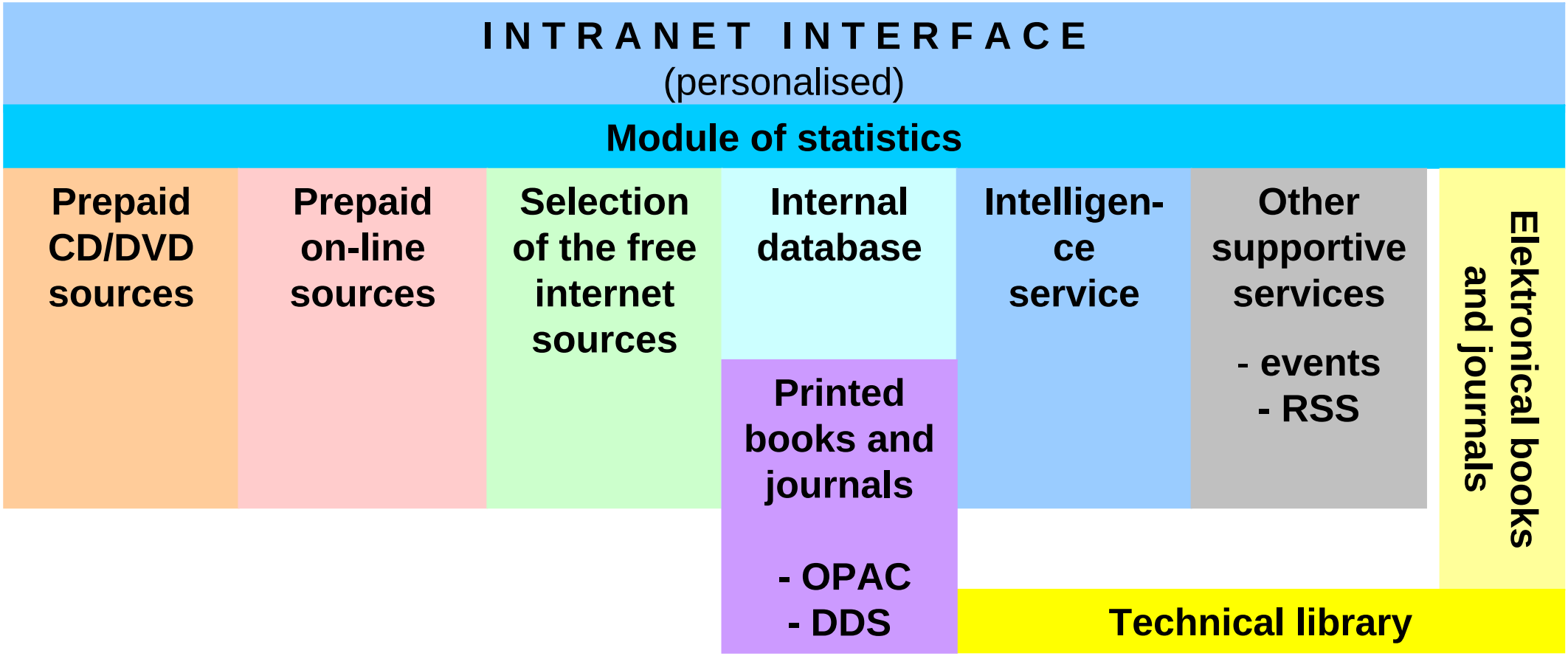
2006 – 2007

- the most on-line access databases, CD was replaced by DVD
- 2 new servers (terminal and intranet)
- the new shared interface – editorial system (CMS)
- system personalisation
- access was possible within or outside WAN

2008

- *optimisation of the system*
- *more personalisation*
- *access through mobile technology, …*

Main parts of the system



Main parts of the system (cont.)

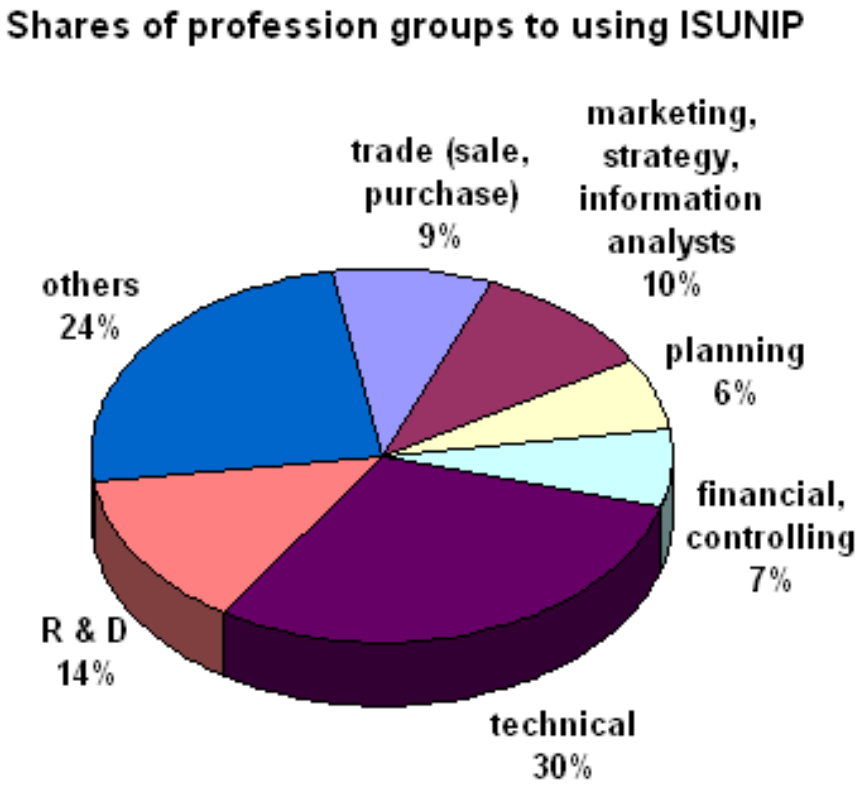
Users

Tools for access monitoring

- module of statistics
- statistics from some CD/DVD databases
- statistics from distributors of on-line databases
- log files on servers

Areas for using a statistical data

- managing of licence policy
- managing of buying the information sources
- user´s segmentation
- preparing of seminars
- managing of trial access
- managing allocation of costs to our subsidiaries



Trends of development

- changes in predomination of information medium type
- methods of using information by users
- technological development (from HTML to DHTML and XML)
- more and more personalisation
- increasing mobile access popularity
- multisources databases and services
- „Information services with add value“ (analyse, visualisation)

Promotion

- promote at all phases of project live (before-, during- and after-implementation) – each phase needs the specific methods
- everywhere inform about system (internal news, analysis, discussions, meetings, …)
- seminars (basic, advanced, miniseminars)
- interest and actual content (keeping up the functionality and effectiveness of the system)
- presentation of new interest functions which help users with their work

Development forecast

- system is „permanently live“, it is developed and responding to
  - users needs and comments
  - the new requirements, provoked by changes within Unipetrol´s Group
  - the new technological possibilities
- keeping up the actual intelligence with high professional level (rules and procedures)
- further system personalisation (except control personalisation, content personalisation too)
- set up the new access possibilities (RSS, WAP, PDA)
- implementation of many miniseminars (fast and short specific problems explain)
- set up the Help Desk service (chat) and building the new module Knowledge Base or BAT (Best Available Techniques)

Thank you for your attention

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