

INTELLIGENT OPERATIONS



Supply & Network Optimization – Shipment Central

"Our supply-chain network optimization team has really become critical right now because the supply chain is very constrained within the US."



Jason Gislason

Chief Digital Officer, Chevron Phillips Chemical

"We have about 12,000 rail cars to ship products. With multiple external factors impacting rail demand, materials are moving across the country in different ways. We can now see those movements, adjust them, and change when we deliver to our customers so we can serve them better."

The supply-chain tool ingests details provided by rail companies, aggregates the information, and then uses machine learning to visualize every railcar moving through the US. Employees can use this information to forecast when the materials will be delivered. It has improved the ability to respond to customers, rather than reacting to inquiries. CPChem can now be proactive if a shipment is delayed and reach out to the customer to discuss if delivery will impact operations. If so, they can look for solutions to keep customers running smoothly.



"Happier customers tend to buy more from you and it makes everyone's lives easier," he says. "It makes the lives of the people who work for us easier because they have the information they need at their fingertips, rather than digging for it."

The commercial pod is working with customers to develop a better order experience. Now answering the question "Where's my order?" is much easier, with the information and data more easily accessible. Customer account coordinators can reach out to customers proactively. Materials will occasionally arrive early or late but informing customers ahead of time means they can plan around it.

"Having the information readily in your hands saves time in your operations and you can work on things that are more value added, rather than digging up information from other systems," he says. "It allows you to make decisions because you can look at the overall system – whether it is your plant, supply chain, or commercial organization – and really make those decisions faster and more effectively."

"We are able to give them better indications of where orders are in the system, where their shipments are, so our customers can adjust their operations if needed and have much better predictability for their business. There are even some instances where a customer would miss an order and we can proactively call and flag it for them to make sure the miss was intentional. If we can help mitigate any errors, it helps our customers and operations."

"We manufacture globally," he says. "A lot of this information is important about who is receiving the materials, interactions with customs, and interactions with customers, so they can better understand when the material is going to be available. And if there is a disruption, we can adjust. And when demand changes, we can change a shipment to make it more cost effective for customers or speed up an order to maybe spend a little bit more money but serve the customer better."



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