



Company:
Petro-Canada

Type of Business:
Integrated Oil and Gas Company

Number of Employees
Nearly 5000

Corporate Headquarters
Calgary, Alberta

Website:
www.petrocanada.ca



Toronto
Suite 502, 36 York Mills Road
Toronto, ON M2P 2E9
1.866.816.4332

Calgary
Suite 110, 308 11 Avenue SE
Calgary, AB T2G 0Y2
1.866.231.4332

Vancouver
Suite 200, 560 Beatty Street
Vancouver, BC V6B 2L3
1.866.797.4332

Edmonton
217 Advanced Technology Park
Edmonton Research Park
9650 – 20 Avenue
Edmonton, AB T6N 1G1
1.866.490.4332

Overview

Petro-Canada is one of Canada's largest oil and gas companies with nearly 5000 employees worldwide and operating in both the upstream and the downstream sectors of the industry, in Canada and internationally. It is involved in 5 diverse businesses: North American Natural Gas, East Coast Oil, Alberta Oil Sands, International Exploration & Production and Refining & Marketing. Its downstream operations include refineries in Edmonton, AB and Montreal, QC, a lubricants plant in Mississauga, ON and it is "Canada's Gas Station" with a network of more than 1600 retail and wholesale outlets across Canada.

Challenge

700 of Petro-Canada's geographically dispersed retail locations operated on a back-office system comprised of several locally installed applications. While the aging legacy, store-based applications had served the retail business well, there were recognized shortcomings; high degree of complexity for the end users – the store managers; high training and support costs; and challenges with data management.

The Ideaca project team was challenged with addressing all of these issues and ultimately delivering a solution that would be "Easy to Use, Easy to Manage and Easy to Support".

Solution

Ideaca determined that the best solution would be a .NET web front-end on top of Microsoft's Dynamics AX. Developing a highly customized .NET front-end to Dynamics AX provided the ease of use and intuitiveness Petro-Canada was looking for, reducing the amount of training required as well as costly user process errors. Furthermore, the centralized ERP system would allow Petro-Canada to effectively manage and ensure the integrity of shared data, including vendor and product information. Integration with Point-Of-Sale devices and several legacy applications was facilitated with the use of Microsoft BizTalk Server. This helped manage the large volumes of transactional data.

The iPRISM project at Petro-Canada represents one of the largest Microsoft AX implementations in the world. Upon completion of deployment scheduled for the spring of 2006, there will be 700 retail locations across Canada supported by the application.

Benefits

- Reduction in business system training costs
- Reduction in store level administrative labour costs
- Reduction in help desk and support costs
- Store managers' / district managers' focus on operations and sales vs administration
- Site P&L within 5 days of month-end