

# BUSINESS OBJECTS ENABLES FUELQUIP TO REVOLUTIONISE THEIR REPORTING AND ANALYTICAL ENVIRONMENT

“We can continue to focus on our core business operations, but in the background there is a program of work that is more efficient internally and in the field. Business Objects Crystal Decisions has dramatically improved our communication with our customers, and importantly, our quality of service.”

Steve Scott, Projects Director, ECL Group



**Industry**

Product installation and maintenance for the fuel industry

**Challenge**

Fuelquip wanted a business intelligence solution to simplify the process of obtaining trusted data.

**Solution**

Fuelquip has standardised on Business Objects Crystal Decisions®.

**Benefits**

With Business Objects Crystal Decisions Fuelquip had an easy to use, web-based solution that met all its business intelligence needs including;

Frequent and ad hoc reporting for staff, external customers and service agents.

Analytical tools used by service technicians to analysts and senior management.

## CHALLENGE

Fuelquip New Zealand is one operating company of six under the “ECL Group”. Fuelquip installs and services equipment for the fuel industry including tanks, pumps and environmental equipment. Fuelquip’s core business of installation and maintenance services is based on a nationwide network of 17 service bases and workshops from which over 135 service vehicles operate. In addition a 38 seat call centre manages thousands of service and support requests each day.

The Fuelquip Business needed to undergo a rapid change and introduce new technologies for use by their service agents. Previously methods for reporting, analysis and information distribution from the new mobile system and other systems were largely manual. Producing reports was therefore very time consuming for Fuelquip staff and they were unable to deal efficiently with the number of ad hoc reports being requested by customers. The manual reporting also brought risk of factual discrepancies and limitations in terms of analysis.



Fuelquip needed a solution to simplify the process of obtaining trusted data by automating access to information from its internal systems. Reporting for customers was too expensive to offer as a value-added service.

## APPROACH

The solution had to be easy to use and flexible enough to bring about process change. Fuelquip selected Business Objects Crystal Decisions to

address the complete Business Intelligence needs of the Company. It was chosen for a number of reasons; its ease of use for the end user; it is a web-based solution; it would provide a solution to the frequent and ad hoc reporting needs for external customers and service agents; users immediately focus on analysing reports rather than producing them; Business Objects Crystal Decisions is competitively priced; and Fuelquip would be able to support the system themselves following implementation.

The implementation of Business Objects Crystal Decisions was completed in less than 90 days by Business Objects New Zealand distributor inHOUSE. inHOUSE created custom datafeeds for Fuelquip – a business data layer created in priority areas for reporting and analysis to ensure trusted, strategic decision-making at all levels of the Company. Standardised business terminologies were included in this business layer to enable regularity across the organisation.

## RESULTS

Performance started improving straight away because Business Objects Crystal Decisions was running off the business applications, data sources, and platforms Fuelquip were already using to run their business.

Business Objects Crystal Decisions gave Fuelquip flexible Business Intelligence tailored to the needs of their operations. It enables secure, easy-to-understand data to be used for rapid decisions and rapid deployment options for faster time-to-value. Fuelquip can now deliver trusted Business Intelligence to employees and customers in the tools they use every day so they can make confident decisions based on trustworthy information.



The Business Objects Crystal Decisions tools are enabling Fuelquip to produce numerous reports at any one time that are being used both internally and externally, from service technicians to analysts and senior management.

Users can now navigate through the different hierarchical structures, accessing information at a company level, service area level, regional level or back to the individual original data sources.

Importantly, Fuelquip can now identify any data anomalies so they can trace who created them, why it happened and identify a quick solution.

Another key benefit for Fuelquip has been the sheer scalability. There are so many different ways of distributing the reports that Fuelquip can use the distribution channel preferred by each of their various end users.

Now Fuelquip has the Business Intelligence solution to be able to incorporate additional functions with the support of inHOUSE. They are looking to set up a self-service customer reporting service for customers to report performance of their own assets which will give them the opportunity to produce their own real-time reports whilst freeing up Fuelquip staff. Fuelquip is also in the process of enhancing proactive service programmes for preventative servicing and proactive routing to further improve the efficiency of the service agents and equipment maintenance.



Business Objects Crystal Decisions was easy to deploy, flexible, and affordable. It made it simple for Fuelquip to get immediate insight into their business data for fast and well-informed decisions, and it included all the essential elements needed to get up and running quickly. For this reason, Crystal Reports is the business intelligence choice of growing companies that want to improve their business processes and that of their customers, discover new opportunities and get an edge on the competition.

Business Intelligence is now so critical to Fuelquip that they also want to extend the solution across the other arms of ECL Group.

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