



Global Chemicals Manufacturer Integrates To-Increase Enterprise Asset Management with Companywide Microsoft Dynamics AX Deployment

Company: Innospec**Number of Employees:** 950**Web site:** www.innospecinc.com**Country or Region:** Headquartered in Englewood, Colorado; active globally**Industry:** Manufacturing—Chemicals**Software and Services**

- To-Increase Enterprise Asset Management
- Microsoft Dynamics AX 2012

Customer Profile

Innospec is a worldwide manufacturer and distributor of fuel and oilfield specialties as well as performance chemicals.

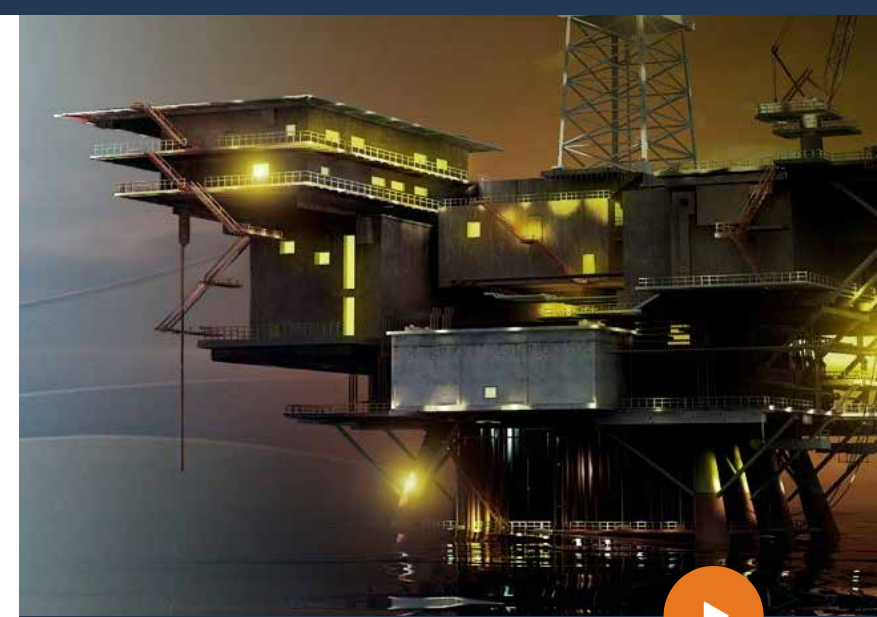
Business Situation

Having selected Microsoft Dynamics AX as the company's new ERP system, Innospec still needed an effective solution to help it manage and maintain the machinery and equipment at its production sites.

Solution

Innospec chose To-Increase Enterprise Asset Management. Once data migrations, testing, training, and deployment are complete, a large group of employees will begin using the solution in 2015.

Innospec created an enterprise-wide strategy for modern ERP and business management technology, replacing several legacy technologies. The company's new ERP system, Microsoft Dynamics AX, is extended in the area of equipment maintenance by To-Increase Enterprise Asset Management. In Enterprise Asset Management, Innospec found the sole solution to be effective in supporting both the scheduling of recurring maintenance work as well as in controlling and managing the costs of equipment maintenance.



Key Benefits

- Deployment of site asset maintenance strategy to eliminate any risks to people, plant, and environment
- Cost analysis and control at a granular and plant-wide level
- Automated, flexible scheduling of recurring maintenance activities
- Longer life spans for equipment and machines
- Support for site-specific maintenance management requirements

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Innospec is a global manufacturer and distributor of fuel specialties, performance chemicals, and oilfield specialties. Innospec products improve the performance of truck fuel, help marine shippers reduce emissions, support manufacturers in developing personal care products, extend the productivity of oil well operations, and more. Innospec serves customers in 23 different countries, and major production sites are in several locations in the U.K., the U.S., France, Germany, and Singapore. The company's ticker symbol on the NASDAQ stock exchange is IOSP; annual revenue is approximately U.S.\$800 million.

Standardizing ERP for Worldwide Operations

Several years ago, Innospec decided to replace a variety of business management systems with a unified, consistent approach to ERP and application integration in a project called Global Core. A review of leading ERP providers resulted in a decision for Microsoft Dynamics AX 2012.

Global Core is a complex, global initiative that will greatly streamline Innospec's technology infrastructure and make it less laborious and costly to operate and keep current. Innospec contracted with Microsoft Consulting Services to design, build, test, and deploy its new Microsoft Dynamics AX-based business management technology. The To-Increase service organization is providing guidance and specialized consulting in support of Innospec's global technology roll-out. The implementation in the U.S. serves as a blueprint for refining the Global Core strategy and establishing a solution model that Innospec can take to its operations in Europe, the Middle East, Africa, and the Asia-Pacific region.

With close to 350 employees and spread over an area of 85 acres, one of Innospec's larger European sites is in Ellesmere Port in the U.K., not far from Liverpool. Ellesmere Port is the company's only location where production of all three main product families—fuel specialties, performance chemicals, and octane additives—takes place. Because of its complex operations, Ellesmere Port is a meaningful proving ground for Microsoft Dynamics AX and the Global Core strategy.

Identifying an Equipment Maintenance Resource with All Needed Capabilities

Dave Bailey, Site Manufacturing Manager at Ellesmere Port, is a twenty-year Innospec veteran. In his role, Bailey is responsible for the continuous functioning of the site's equipment and machinery. "Microsoft Dynamics AX is a critical component of our Global Core initiative, and we enhance it with other technology tools in the areas where we have special requirements," Bailey explains. "When we needed to find a solution to help us take care of our equipment assets, I met with my peers across the company's global operations to define what we required in an enterprise asset management system."



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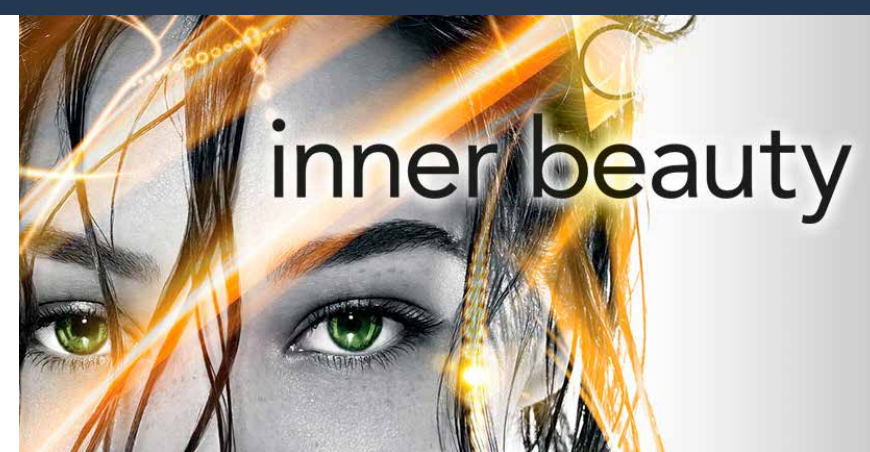
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At Innospec, all sites have their own maintenance strategies to ensure the safety of plants and machinery, to increase the life span of equipment, and to forestall environmental risks. The new asset management system would need to have capabilities for scheduling preventive maintenance in line with the company's criticality and risk assessments based on many years of fact-gathering. Innospec criticality assessments for equipment consider safe operation and the value of assets to the company as well as potential environmental impacts. Being able to analyze and control the costs of asset maintenance was also an important requirement. Bailey says, "We had many years of experience with other asset management systems. One had excellent scheduling tools and made it easy to verify the status and progress of maintenance activities, but it was not helpful in handling the financials of asset maintenance. Another was very good at supporting our financial management, but we were not satisfied with its scheduling capabilities. To-Increase Enterprise Asset Management is the only maintenance system we found that is equally strong in scheduling maintenance and facilitating effective finance management. In the To-Increase tool, we can easily track all asset-related costs and ensure that we properly execute on our preventive maintenance strategy."

At Ellesmere Port, Bailey and his team expect to make intense use of Enterprise Asset Management, a module within the end-to-end To-Increase Advanced Discrete Manufacturing solution. "In assessing our maintenance costs in Enterprise Asset Management, the tool is extremely flexible," Bailey comments. "We can review costs and replacement schedules at the level of small parts and components and go up all the way to the entire plant. This capability is invaluable in moving forward and refining our maintenance planning to mitigate any risks to our people and plant, and the environment in which we operate."

Preparing a Global Deployment

Currently, Innospec is preparing the implementation of Enterprise Asset Management to a large group of users at Ellesmere Port and at several other, less complex sites. Eventually, the solution will also be implemented in other language environments. In preparation, the implementation team is readying to migrate asset information from a legacy asset management system to the To-Increase Enterprise Asset Management solution. The process unfolds in several steps, including a download from the older system into an Excel database, followed by a quality check and data cleansing. Innospec works closely with To-Increase consultants to plan the deployment. Bailey says, "Our To-Increase contacts are extremely helpful. We ask what we think of as a challenging question and usually receive a practical response immediately. They already facilitated the successful implementation of Enterprise Asset Management in the United States, and now their experience helps us complete a straight-forward, reliable deployment project at Ellesmere Port and in our many other locations."



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Sometime around the middle of 2015, many more Innospec employees at a variety of locations will be able to use Microsoft Dynamics AX and Enterprise Asset Management. In its ERP implementations, Innospec sets up key users, performs several rounds of user acceptance testing, and trains employees on the new tools three months before go-live dates. Teams of IT and business stakeholders also take advantage of the ERP project to make business processes across the company's many locations more consistent and effective.

Based on the Innospec experience and positive user feedback so far, Bailey expects that Enterprise Asset Management will scale well to the company's global sites and their specific requirements. "Unlike the other systems we were familiar with, it is very easy in To-Increase Enterprise Asset Management to make adjustments, for instance, in the frequency of maintenance," says Bailey. "Previously, we needed assistance from a technologist to accomplish that. Now, as long as you are familiar with Enterprise Asset Management and have access to it, you can simply make those changes yourself."

We hope to reconnect with Dave Bailey and Innospec after their wider rollout of Enterprise Asset Management in 2015, and will update the story with our new findings.



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