



TURNING COMPLEX DATA INTO CLEARER BUSINESS DECISIONS

AT A GLANCE

Company: Preem

Industry: Petroleum & Biofuel

Employees: 1,500

Objectives:

- . Give teams access to trusted business information.
- . Improve planning, forecasting and sales decisions.
- . Support progress towards climate neutral operations.
- . Simplify data management and control costs.
- . Establish a foundation for future AI projects.

BACKGROUND

Preem is a Swedish petroleum and biofuel company with 1,500 employees. The company wanted to use data more consistently across the business and give teams clearer information for planning and decision making.

Sustainability forms a central part of Preem's strategy. In 2021, the company brought its climate target forward by ten years. Preem aims to achieve a climate neutral value chain by 2035.

Tracking progress requires accurate information from across operations, finance, sales and customer activity. Preem decided to establish a shared data platform that would bring this information together.

The platform would support current business decisions while helping Preem understand resource use, environmental impact and demand for more sustainable products.

CLIMATE-NEUTRAL OPERATIONS WITH NET-ZERO EMISSIONS BY

2035

CHALLENGE

Preem needed to manage large volumes of information from different systems, teams and parts of the business.

This created challenges when teams needed a consistent and timely view of performance. The company wanted to reduce manual work, improve event analysis and support more accurate planning.

Preem also needed to balance customer demand, pricing, sales volumes and the composition of renewable and non renewable products.

Existing investments in Microsoft Azure and Databricks provided a starting point. Preem needed a simpler structure that connected those investments, followed established standards and avoided unnecessary cost.

SOLUTION

Holisticon Insight worked with Preem to understand its business priorities, information needs and existing ways of working.

Discovery workshops helped define how information should be collected, managed and shared across the organisation.

Holisticon Insight created a simplified structure that followed recognised Microsoft and Databricks practices. The design reduced unnecessary overheads while meeting Preem's requirements.

This work supported the development of a shared data platform and provided a foundation for planning and forecasting. The aim was to give finance and other teams clearer information and support better product sales decisions.

BENEFITS

Business reporting and the central data environment remain in testing. The platform has already provided a foundation for work across planning, forecasting and customer management.

Preem is exploring how shared data will improve financial planning and provide a consistent view of end customers.

The company is also testing machine learning alongside the platform. Hundreds of possible uses have been identified across Preem's operations.

An initial pilot will help Preem understand where machine learning delivers clear value. Lessons from this work will guide future projects and investment decisions.

RESULTS

Preem has significantly shortened the time needed to analyse events.

The company has established a more consistent approach to managing data and connecting information from across the business.

This foundation supports Preem's work to improve product sales, strengthen planning and measure progress towards its sustainability targets.

Preem plans to continue developing reporting, forecasting, customer insight and machine learning. Future projects will build on the same shared approach.

WANT TO KNOW MORE?



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