

Case Study: INEOS Automotive

How Catalyst helped INEOS Automotive

Implement a Data Warehouse Solution Within 6 Months

Catalyst's team of consultants and data engineers embarked on a mission to empower INEOS Automotive by dismantling barriers and merging SAP and non-SAP data seamlessly. Their goal was to facilitate smarter business choices, expedite response time, and streamline operations for optimal efficiency.



Overview

INEOS Group boasts an impressive combined turnover of \$60B, surpassing even INTEL and dwarfing Rolls Royce in size. In 2017, the group ventured into the automotive industry by establishing INEOS Automotive. This move was followed by the formation of a skilled team of automotive professionals, who brought a fresh perspective to the development and manufacturing of a practical 4x4 vehicle.

Blending the ruggedness of British spirit with the precision of German engineering, INEOS Automotive proudly introduced the Grenadier. This uncompromising 4x4 was meticulously crafted from scratch, designed to conquer any terrain. With unparalleled off-road capability, durability, and reliability, the Grenadier stands as the epitome of excellence for those who rely on their vehicle as an essential tool, no matter where they find themselves in the world.

The Highlights

INEOS' goal was to maximise their return on investment from their SAP data while also ensuring efficiency and quick results.

01

Time to value

Catalyst was able to deliver a fully integrated cloud data warehouse solution for procurement within six months.

02

Increased data speed

INEOS was able to build a data pipeline 50% quicker using modern automation implemented by Catalyst.

03

Data to end user

INEOS achieved this through the enablement of self-service for business users.



“Taking on the role of Head of Data and Analytics at INEOS Automotive was an exciting opportunity for me. Not only have I been able to work on a greenfield data and analytics project, but also for a brand new series of vehicles.

With my extensive 25-year experience in data and analytics, I saw a chance to bring innovation to the table. Drawing from experience with Qlik Replicate (Attunity), I knew its user-friendly interface for creating data lakes and of its capability to acquire data in real-time from any data source. Additionally, Qlik had SAP accelerators, which could be used to swiftly create a data warehouse that integrated with our primary source system seamlessly.

To delve deeper into these options, I scheduled a meeting with Qlik. During the meeting, Qlik showcased their product capabilities in an impressive manner. After personally witnessing the capabilities of the Qlik suite of data integration solutions, I put together a comprehensive business case including my strategy, vision, and chosen solution architecture.

The project funding was approved and I moved forward with the implementation. It was at this point that I was introduced to Catalyst, a Qlik & Snowflake partner. Catalyst's Data Engineering and Data Analytics team possessed the necessary expertise to deliver our data and analytics vision using our chosen solution architecture.

By proactively developing a clear and simple analytics strategy and vision for INEOS Automotive, I paved the way for a future driven by data. Choosing the Qlik data integration solutions was a no brainer as they perfectly aligned with our business objectives.

Now, armed with a solid foundation and a clear direction, INEOS Automotive is ready to harness the power of data and analytics to fuel innovation and achieve remarkable success."

Sailash Patel - Head of Data and Analytics, INEOS Automotive

Situation

From its inception, the company was akin to a fledgling enterprise, constructed from scratch with only a handful of resources. It embarked on its journey by collaborating with Magna to develop the vehicle, swiftly followed by acquiring the SMART manufacturing facility from Mercedes. Every aspect of the company's engineering, manufacturing, and commercial information technology infrastructure and solution technology was meticulously chosen to cater to the needs of a dynamic and ever-changing business landscape.

From the outset SAP Hana and SAP Cloud for Customer had been selected as the company's ERP and CRM system respectively, utilising the following modules:

- ✓ Finance
- ✓ Inventory Management
- ✓ Order to Cash
- ✓ Procure to Pay
- ✓ Warehouse Management
- ✓ Customer Relationship Management

Partnership

INEOS Automotive was on the lookout for a reliable partner who could help them make informed decisions based on data-driven technology. Their goal was to maximise their return on investment from their SAP data while also ensuring efficiency and quick results. As a result, Catalyst was selected as the company's technology partner owing to our expertise in:

- ✓ Knowledge and experience of the solution technology
- ✓ Understanding of SAP modules and data structures
- ✓ Track record of implementing data warehouses and creating value based analytics

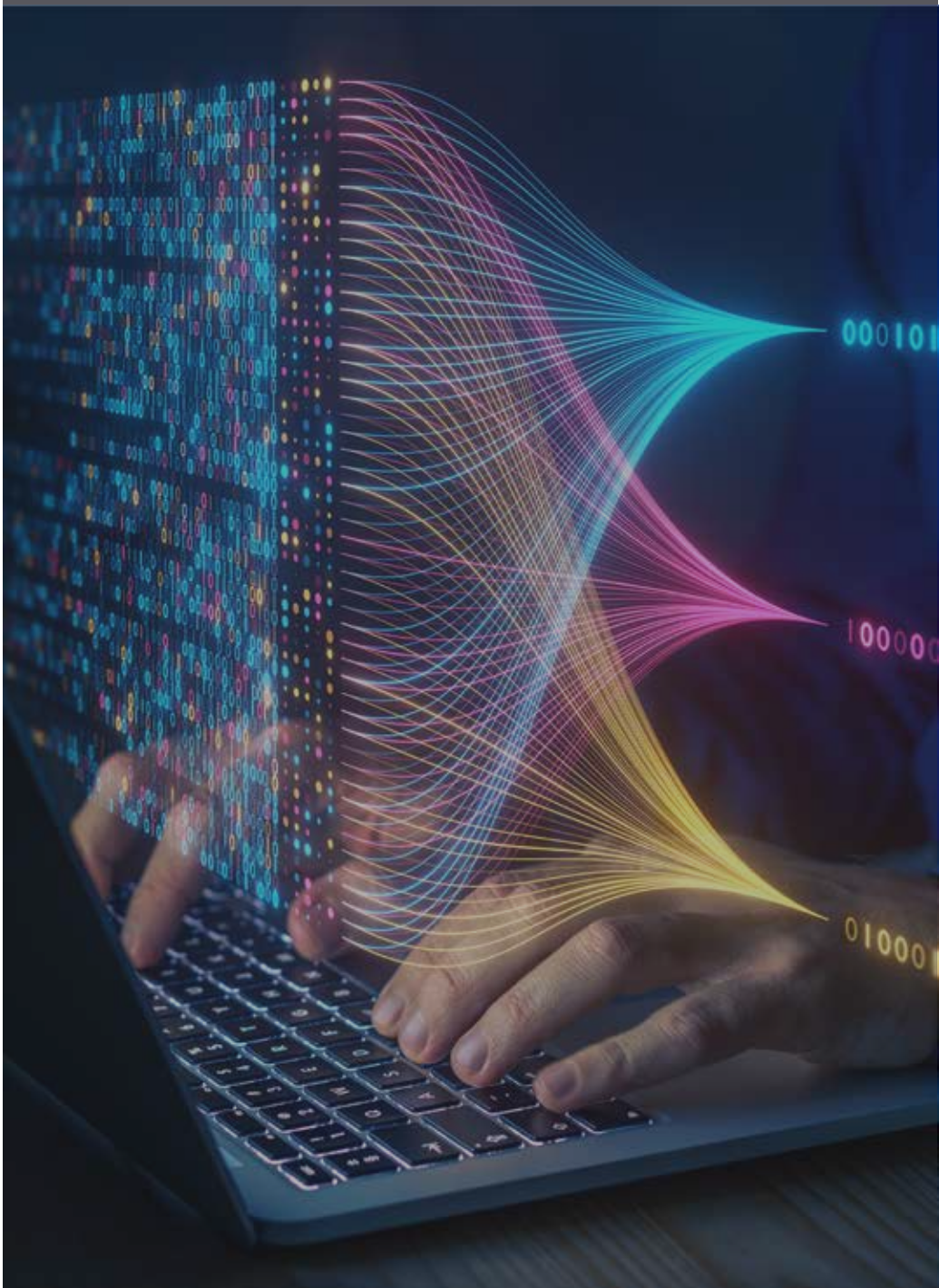
The Challenge

To empower experts across various divisions, automation became essential in delivering data as this would allow them to make crucial operational and commercial investment decisions quickly. Given the time constraints, INEOS Automotive sought a data integration partner who could collaborate with business stakeholders, comprehend their needs, and swiftly deliver top-notch data products right from the start.

“

“Catalyst truly transformed the situation, empowering the stakeholder to become fully self-sufficient. It's a remarkable success story that showcases their exceptional capabilities of end-to-end solution implementation and effective stakeholder management.”

Sailash Patel - Head of Data and Analytics, INEOS Automotive



Key challenges that INEOS faced with their data

In order to fulfill INEOS Automotive's needs, Catalyst worked closely with the departmental directors at INEOS Automotive to determine the essential performance indicators required for running the business smoothly.

Through reverse engineering the business processes, Catalyst smoothly transitioned from visualising data to fulfilling data mart and data warehouse requirements, ultimately returning to the original source data in SAP.

Despite having a small IT team and strict deadlines, Catalyst efficiently ensured that data and valuable insights were promptly delivered to the business users while meeting the complex needs of INEOS Automotive. Doing this empowered experts across all divisions of the business to make commercial decisions quickly and effectively.

“

“The Procurement Lead had a clear and powerful vision of what they desired in the form of a ‘Procurement Spend Cube’. This data cube would enable Procurement to analyse the necessary data and find answers to all their procurement inquiries.

When Catalyst joined the team, their first task was to tackle this particular project. They collaborated closely with the stakeholders, adopting a hands-on approach to ensure the delivery of their requirements.”

Sailash Patel - Head of Data and Analytics, INEOS Automotive

The Solution

INEOS Automotive chose Catalyst as their preferred delivery and integration partner due to their extensive understanding of SAP and the manufacturing sector. Additionally, Catalyst's approach and expertise in data integration played a significant role in their selection.

SAP & non-SAP data is combined using Qlik real-time integration onto a modern Snowflake data platform. This delivers a rich suite of analytics ready data that can be rapidly made available to business users through Microsoft PowerBI.

This end-to-end data platform from raw to business ready data was delivered as a turn-key solution by Catalyst.

“

“INEOS Automotive has been collaborating closely with Catalyst since 2021. Throughout this period, they have successfully executed various data analytics projects, handling everything from data engineering to data modelling, and meeting the analytical needs of different departments on a case-by-case basis.

The collaboration between INEOS Automotive and Catalyst is fantastic. Catalyst have an excellent grasp of the solution architecture and have consistently delivered impressive results. Their exceptional performance has led me to recommend Catalyst to other business lines within the INEOS Group”

Sailash Patel - Head of Data and Analytics, INEOS Automotive



The Results

Catalyst's unique approach, with a focus on delivering business outcomes, enabled INEOS Automotive to:

- ✓ Build out focussed sprints aligned to critical milestones
- ✓ Build real-time analytics to meet business requirements
- ✓ Build data pipelines 50% quicker using modern automation

In order to achieve this Catalyst:

1. Delivered a fully integrated cloud data warehouse solution for procurement within six months
2. Enabled INEOS Automotive to analyse procurement and sales information prior to the launch of the Grenadier across Europe
3. Create a repeatable solution implementation approach that could be utilised across other INEOS business lines that utilise SAP as a data source

They possess an in-depth understanding of the solution architecture and have consistently achieved outstanding results.

“

“Catalyst's expertise in data warehouse automation technologies, such as Qlik Data Integration and Snowflake data warehouses, enabled us to deliver a working data warehouse solution within six months. As a result, INEOS Automotive were successfully able to analyse sales and procurement data ahead of the launch the Grenadier across Europe.”

Sailash Patel - Head of Data and Analytics, INEOS Automotive

The Future

With the support of Catalyst, INEOS Automotive is embarking on a migration project from Qlik Data Integration on prem to Qlik Data Integration in the cloud which will also allow INEOS to increase the number of source systems from which data can be analysed.

INEOS Automotive is also gearing up to bolster their current efforts in procurement, sales, financial analytics as well as new projects for marketing and supply chain. Their aim is to deliver even more comprehensive analytics to support the CEO and CFO in making crucial business decisions.

“

Our ultimate goal and vision is to construct a comprehensive data warehouse that facilitates all the analytical needs of our business. We strive to provide them with up-to-date data in near real-time, ensuring a 24x7 functionality and empowering them with self-service capabilities.

Consequently, my current focus is on enabling users to create their own reports, eliminating the need for IT to be the bottleneck in producing analytics. This shift in approach is at the forefront of my discussions with Catalyst and aligns with the direction our company is heading towards.”

Sailash Patel - Head of Data and Analytics,
INEOS Automotive



0330 380 1609



bi@catalyst-it.co.uk



catalyst-bi.co.uk