Case Study

Petrobras Rolls Out Babylon in Business Transformation Project

About Petrobras

Petrobras is an integrated energy company that explores, produces, refines, markets and transports petroleum and its by-products worldwide. Brazil's largest industrial corporation, Petrobras also operates in 11 other countries, and is the world's eighth largest publicly traded petroleum company. In 2003 the company published net earnings of US$ 30.8 billion and net income of US$ 6.6 billion. The Company has four different business areas: Exploration & Production, Supply, Gas and Energy, and International, assisted by two support functions, Finance and Services, and various corporate units reporting directly to the CEO. Distribution is handled by a separate subsidiary.

Petrobras S.A. headquarters in Rio de Janeiro (source: Petrobras S.A.)

Petrobras Supply Division Deploys Babylon

Petrobras' Supply Division, the Company's first business area to deploy Babylon-Corporate, is responsible for oil, by-products and petrochemical refining, trading, and logistics. "The Babylon application is enabling our employees to learn new procedures and their related terminologies more quickly," says Fernando S. Braga, Petrobras Supply Division IT Manager.

Babylon Solutions

Petrobras utilizes various information systems throughout the company, each with its own mode of access. In most cases, to retrieve the desired information, users must recall several passwords, or interrupt their workflow to activate another application and browse menus or enter queries. Petrobras sought an application that could present content from several sources on a single platform, and found that Babylon offered the best solution. "With Babylon, information is retrieved in a single click of the mouse, saving time otherwise spent on getting past the particular obstacles of each information system. The use of Babylon-Corporate results in considerable time saving and therefore increases productivity," says Braga.

Petrobras is now implementing a software policy that defines standards for applications and software tools. For instance, Petrobras has deployed the SAP R/3 system to replace the various applications developed separately by its departments. To make the transition to the R/3 system more efficient, Petrobras uses internal glossaries generated by Babylon to deliver information and show the correlation between data in the former applications and in the new R/3. The result is accelerated learning of the new system and new terminology.

Any system that Petrobras may deploy in the future will be subsequently included in the Babylon application and made available to users through its centralized administration.

"The internal company glossaries are generated from our own metadata, so the search and retrieval of information is very fast," says Braga. In addition to the glossaries containing internal business and technical data, Petrobras has created a company glossary of abbreviations and acronyms, and will soon have a company directory available on the Babylon platform.

Every Petrobras user enjoys single-click access to Babylon's dictionaries, including a bi-directional Portuguese-English translation dictionary as well as the Melhoramentos Michaelis Modern Portuguese dictionary. These capabilities, specifically required by Petrobras, mean employees have critical language tools immediately at their disposal.

Braga notes other advantages of the Babylon solution, such as the user's ability to set up a personal contact list from either Lotus Notes or Outlook within the Babylon application. "In addition, all the other Babylon features and tools are available to users through a webpage on the Petrobras intranet. This facilitates access to the company's many internal glossaries, and makes the distribution of specialized glossaries even easier," says Braga.

Implementation
Babylon-Corporate in the Petrobras Supply Division provides simple and unified access to information from diverse systems and databases, and serves to bridge communication gaps within the organization. Since Babylon is being rolled out in stages throughout Petrobras, teams from Babylon and Petrobras are continuing to review, define and develop the information glossaries and tools that will be available to users on the Babylon platform.

Babylon-Corporate: Pop-Up window with results from CRM glossary configured by Petrobras (source: Petrobras S.A.)