INTELICATION

INTELICATION HELPS SAVE $500K DURING PRODUCTION WITH GENERATIVE AI STRATEGY

A customer in the energy industry seeks to optimize capital efficiency so they can provide more jobs and bring more energy to the world to create a positive impact on our lives. Embracing digital transformation through a modern technology stack, they are able to service internal employees and owners through generative AI insights.

CHALLENGES BEFORE INTELICATION

> "Outside of the modernization and ROI we're seeing from this solution, we've uncovered that this has also helps us identify data challenges and problems that used to take days to week to uncover."
>
> Director of Data and Innovation

Complex data: Data is the biggest commodity. Using traditional visualization tools,, they experienced a 1% adoption rate because the tool was complex for the average business user to adopt. Data was complex to query and lacked consistency.

Understanding core KPIs: Users struggled to track and identify lagging and leading indicators and where to implement change. They were unable to predict their success beyond 3 months, giving them inaccurate indications of where they would be in the future.

Unpredictable reliance on IT: Users had to rely on the data team exclusively for answering their queries, which created a gap in decision making. Requests could be made during unplanned and unpredictable times, causing disruptions to IT initiatives. Executive leadership and management needs BI & Analytics tools they can leverage themselves to drive action.

Costly to integrate data: Users invested a lot of time manually to answer a limited number of questions. As a result, 99% of users relied on Excel, which is time consuming, inefficient, and not formally managed or secure.

4 REASONS TO CHANGE NOW

1. **Need for a data-driven cultural shift:** Users are transparent and vocal about their data struggles, and have expressed the need for a search-centric tool recommended by Intelication. The analytical solutions in the past had a 1% adoption rate, which resulted in a heavy reliance on IT for support.

2. **Reduction in IT costs:** IT needed to democratize data and present business users with solutions that required little to no training in order to make the business more self-sufficient as they grow at an exponential rate.

3. **Revenue-generating go-to-market solution:** In order to prepare for a go-to-market strategy for cloud data solutions, they needed to fill in skill and technology gaps to reduce an unplanned backlog of requests.

1% user adoption rate

GENERATIVE AI

40% user adoption rate

4. **Losing $ on energy production:** If production stops, it could cost ~$500k per resource.
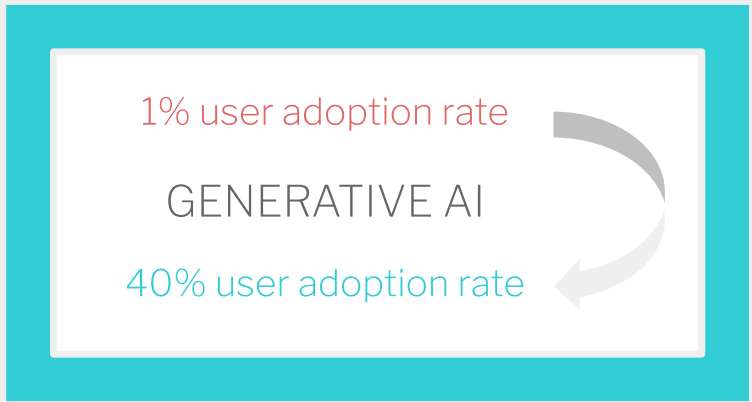
GENERATIVE AI TO THE RESCUE

Users and customers have the ability to build new insights from scratch via a Google-like search experience, thereby reducing the number of requests and the time to answer any submissions. This experience provides automated insights that automatically give new perspectives around energy production data that users didn't even think to ask questions about, leading to an increase in analytical curiosity. This solution turns the average user into an advanced SQL developer and data scientist without ever having to write a code of SQL.

Empowering executives and internal stakeholders, they can now create their own custom analyses. Through social data sharing, users can collaborate among others to compare and contrast data, or even search for what others are viewing. For example: What does one executive analyze when they ask, "what is our current production volume for this resource?" or "which customers produce the most energy?" There used to be 10 ways to answer that question and now there is consistency.

RECOGNIZING MASSIVE ROI

The energy produced comes from multiple resources working in concert with each other. The resources act like a wolf pack that need to continue producing energy, but it was complex to identify if an individual resource stopped producing. Intelication's solution immediately notifies managers when an individual resource stops producing, saving the client around $500K per each resource.

WHY INTELICATION The rate might also be tough since it's US-based.

After talking with executive leadership, Intelication identified the immediate need for a self-service analytics solution and how to make it happen, drafting a plan to execute. We were able to help negotiate a very competitive price and custom licensing model that fit with the client's strategy. We helped ensure they were on the right track to success in driving current and future user adoption, working closely with them on their roll-out plan and strategy to understand where we could provide support and how to address any roadblocks.