

VARO ENERGY BI IN A STARTUP

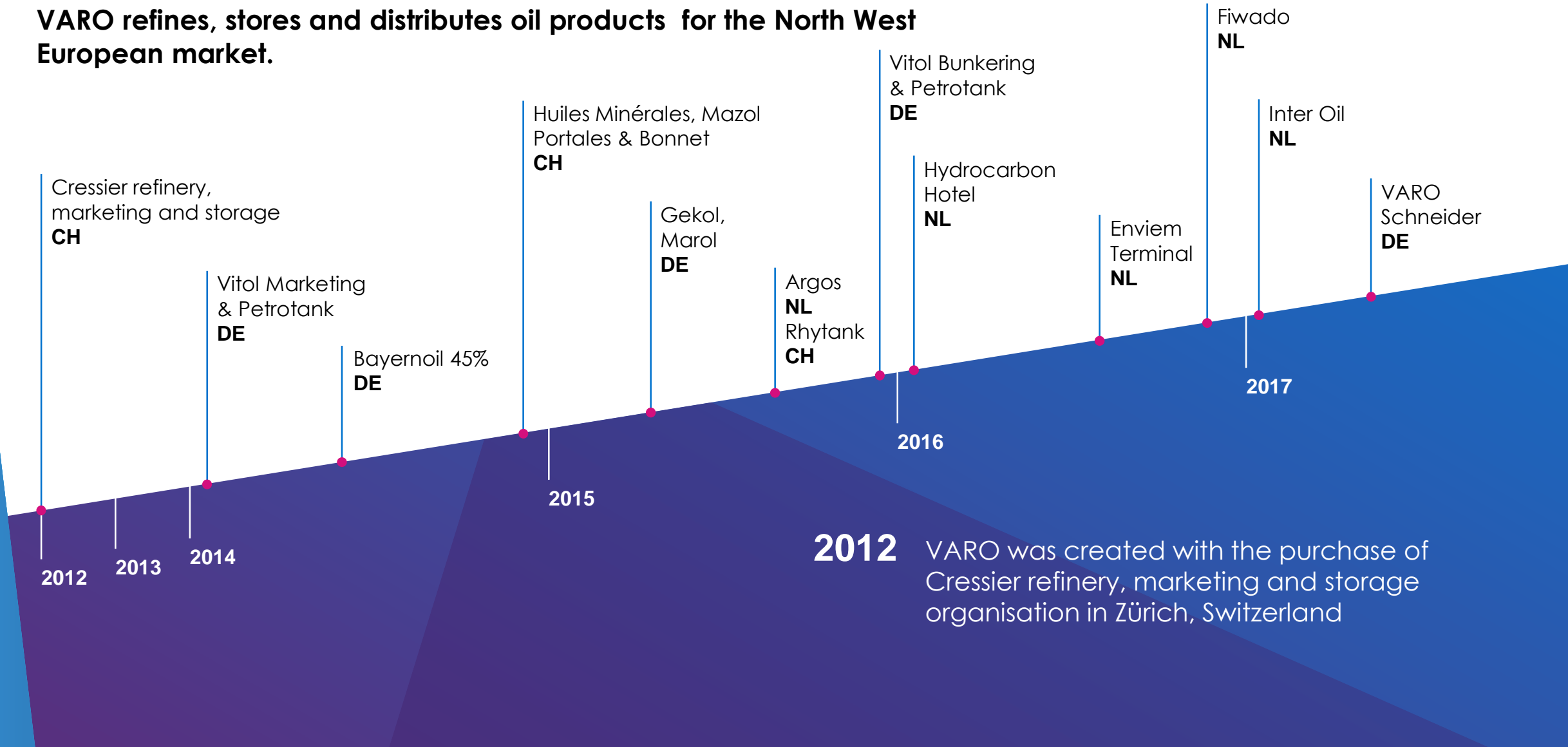
Daniel Cadete

COLOURING ENERGY



VARO ENERGY

VARO refines, stores and distributes oil products for the North West European market.



2012 VARO was created with the purchase of Cressier refinery, marketing and storage organisation in Zürich, Switzerland

VARO ENERGY

REFINING

Cressier (CH)
68.000 BBL/day

Bayernoil (DE)
97.000 BBL/day

STORAGE

CH / DE
2.2 Mio M3

Benelux
0.6 Mio M3

MARKETING

≥ 1000 B2B

≥ 150 Retail Stations

And growing...

ANALYTICS IN VARO

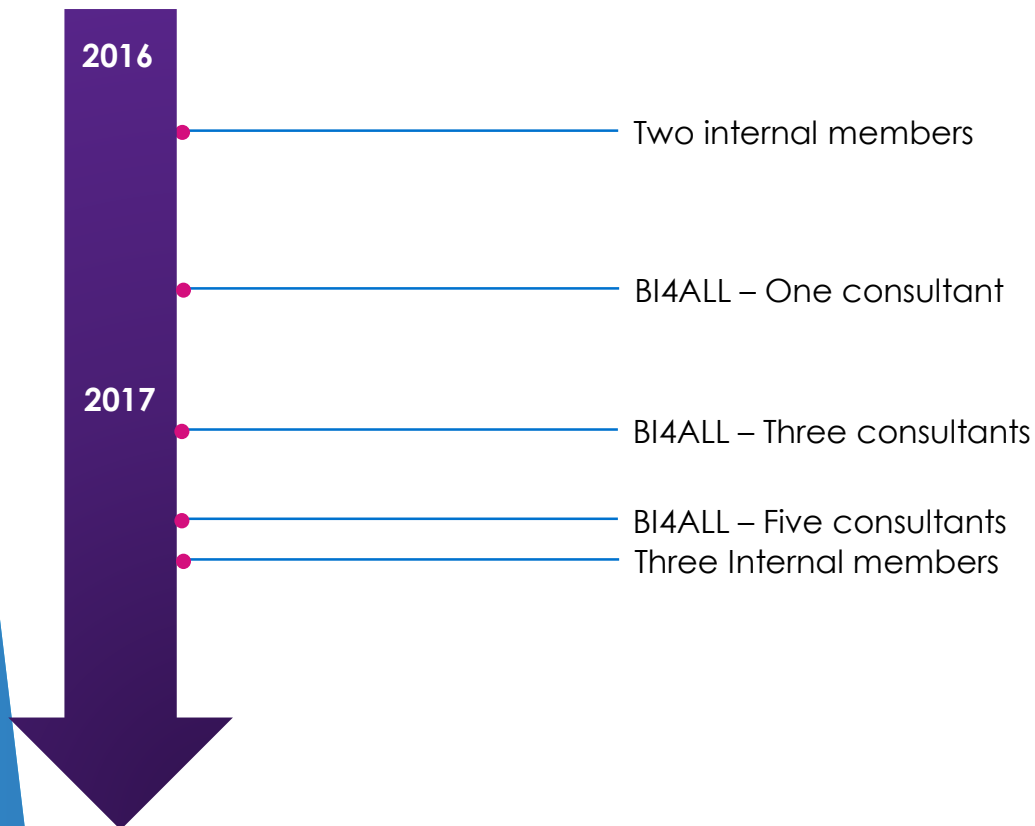
Due to rapid growth, all analytics in Varo were done by ad-hoc reporting.

IT management supported a long term vision and the creation of a data warehouse.



ANALYTICS IN VARO – RESOURCE STRATEGY

- Internal team with development capabilities and business knowledge.
- Strong external partner with excellent technical domain knowledge.

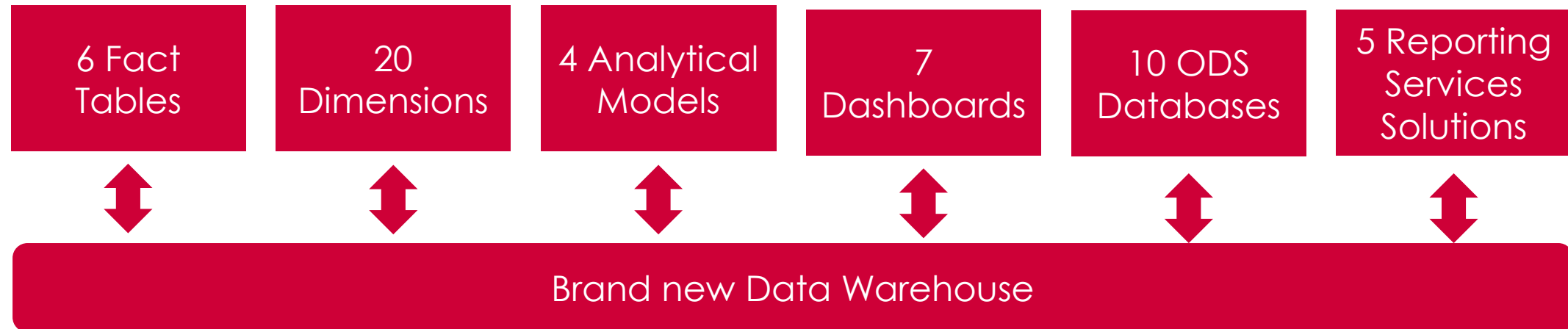


From two to eight in less than 12 months.

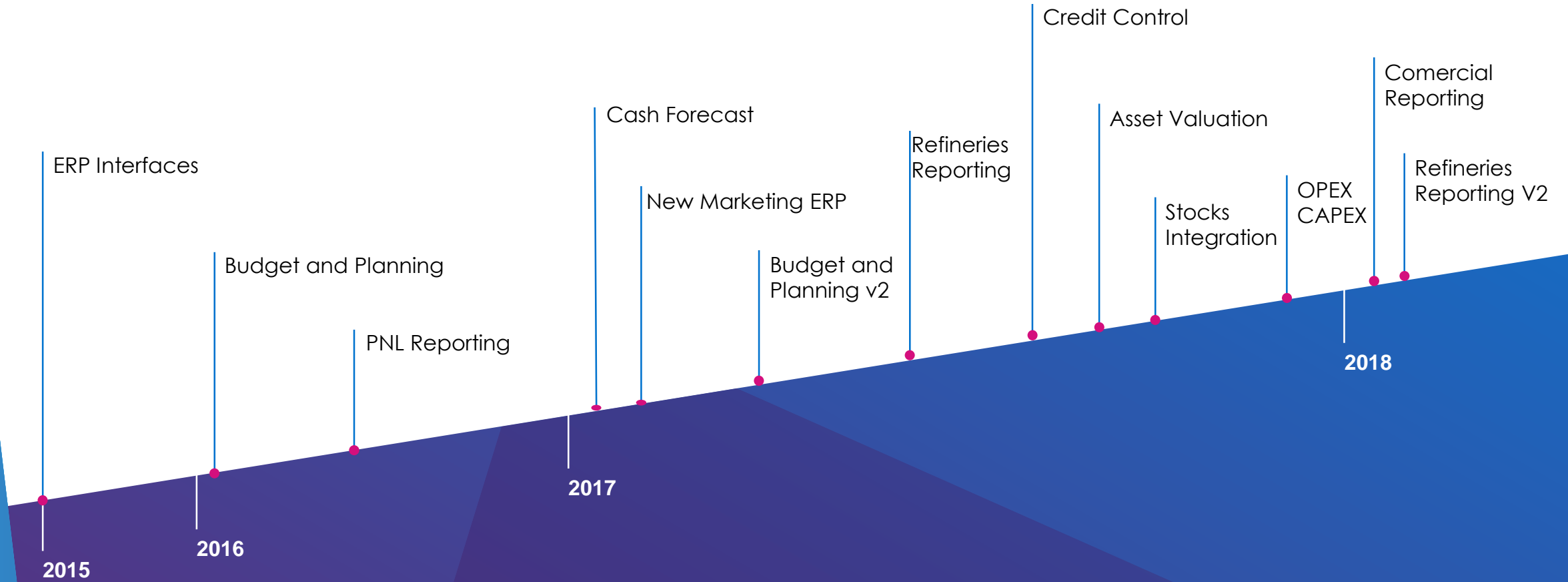
BI4ALL AND VARO

- Culturally and geographically very close to Varo.
- Extremely strong domain knowledge.
- Flexibility in scaling the team as business requires.

BI4ALL was able to help the Varo BI Team to grow dramatically in less than one year.



ANALYTICS IN VARO – TIMELINE



ANALYTICS CULTURE IN VARO

At Varo we are currently changing the way our users interact and interpret data. We believe we can do it by:

- Starting small but targeting for big deliverables.
- Get the right management support.
- Deliver with quality. There is no fourth chance.
- Explain, Explain and Explain again.
- And more important...
- Having the right partner 😊

COLOURING
ENERGY