



Achieve operational, process, and profitability goals

“Due to the complex nature of most petroleum product terminals, automation is no longer optional.”

Terminal Automation Strategies

Part 1: Industry Issues & Challenges, ARC April 2009

What if you could...

...improve product quality control, increase turn overs, and consistently run a profitable operation?

...ensure asset and operational flexibility and meet the changing demands of your customers?

...optimize compliance and safety performance to cost-effectively maintain HSSE compliance?

Inequities in the supply and demand of feed-stocks, fuels, and other final products have created global shortages that result in increasing complex supply chain issues. Storage terminals like yours now act as a buffer to help manage this imbalance. In addition, your terminal operation now handles a greater diversity of materials in a more unforgiving supply chain—and must continue to meet the terms of your contractual obligations which require products to be on spec and at the right location at the right time.

Add ever-changing customer and regulatory demands; complex logistics; and a group of skilled industry personnel that are hard to find and running a terminal that meets its operational, business, and HSSE goals can seem virtually impossible. Ultimately, the need for energy in today’s dynamic world will only increase. This means you can either take action to improve the accuracy, productivity, and safety of your terminal or lose the ability to compete.

PRODUCT INTEGRITY SURPRISES AFFECT MY PROFITABILITY

Controlling the variables associated with product integrity requires you to simultaneously and accurately manage time, money, personnel, assets, and customer expectations. However, standing in the way of your success are unpredictable incidents of material loss or contamination due to equipment and human error. Without a way to minimize inaccurate equipment data, unscheduled downtime, or operator mistakes you risk losing money, contracts, and the reputation of your terminal.

CHANGING MARKET & CUSTOMER DEMANDS OFTEN REQUIRE ADDITIONAL EXPERTISE & EQUIPMENT THAT WE DON’T HAVE

The dynamics of your market require your personnel to respond to changing customer requirements in real-time. Often, these important adjustments are done manually using outdated equipment, which doesn’t bode well when it comes to meeting your production and delivery goals.

ACHIEVING HSSE COMPLIANCE ACROSS OPERATIONS IS TIME CONSUMING & COSTLY

Faltering operational, accounting, and safety equipment and the pressure of ever-changing regulatory requirements put process demands on your personnel that inevitably lead to the human errors that cause incidents, accidents, and fines. Having the knowledge, systems, equipment, and manpower necessary to create a safe and compliant operation is a struggle. But for your company, the cost of not doing so is insurmountable.



Team up with a total solutions provider to minimize product integrity surprises & hit profitability targets, meet changing customer & market demands & remain HSSE compliant

IMPROVE PRODUCT QUALITY CONTROL & INCREASE TURNOVERS

The inability to control product integrity during custodial ownership, ensure its integrity throughout production activities and quickly alter your course of action when specs change, directly contributes to profit and loss. Using automated production solutions from Emerson, you can control many of the variables associated with product integrity. Ensure your operators are equipped with the insight to overcome any issues as they arise--from last-minute movement changes to contamination prevention.

ENSURE ASSET & OPERATIONAL FLEXIBILITY

Your terminal likely lacks the resources to quickly adapt to fluctuating market demands and product spec changes. This affects your profitability and your ability to remain competitive. Combining Emerson's planning and integration expertise and automated, complete Terminal Management Solution you can help your operators quickly and accurately adjust to changing conditions and give you the confidence to ensure complete customer satisfaction.

OPTIMIZE COMPLIANCE & SAFETY PERFORMANCE

Meeting your environmental, safety, and business obligations is vital to your success. But operating responsibly, efficiently, and profitably is difficult in an inherently hazardous environment with changing regulations and a shortage of skilled workers.

Implementing a combination of automated and safety solutions from Emerson can offer you the insight you need to be in complete control of your operation. Help reduce the occurrence of incidents and accidents that drastically affect the success and reputation of your terminal and provide your people with a safe, secure working environment.

Using Emerson Solutions:

“Results show faster order handling and an efficiency improvement of up to 30%. We also believe that safety has improved”

Ton van Dijk,
Global Director ICT: Vopak

“[We] shortened truck turnaround times to less than two hours, and decreased operating costs by approximately 20%.”

Shell Pernis
Terminal Director

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