Every day, more than 10 million people around the world pull into 45,000 Shell service stations for fuel. But filling gas tanks accounts for only one part of the Shell business. This global group of energy and petrochemical companies is working to develop innovative approaches to addressing the world’s current and future energy challenges. More than 100,000 employees in nearly 100 countries and territories search for new sources of energy, manufacture and market a full range of energy and petrochemical products, and create new solutions for meeting the global demand for energy.

Technology plays a central role in helping the company achieve its business goals. “What sets Shell apart is innovation,” says Jay Crotts, vice president, information technology, at Shell. “We use cutting-edge technology to bring new energy solutions to bear. Whether we are conducting deep-water engineering or developing new ways to extract energy, technology helps us address global energy challenges.”

To continue to deliver innovative solutions, Shell IT needed new tools to deliver services to the business. “Our processes were approaching a level of maturity that would suffice for our requirements,” says Mark Bartram, global process manager, downstream, at Shell. “What we didn’t have was the integrated toolset underneath that would enable those processes to be delivered consistently, reliably and repeatedly.”

A new toolset would have to provide better ways to organize and access key information. “We had a wealth of IT information and knowledge, but it was kept in too many different places,” says Edwin Freekenhorst, IT architect at Shell. “We needed to create a one-stop shop for information, where our staff could find what they needed easily.”

To address these goals, the IT group developed a new concept for information management, called the IT for IT Knowledge Management System (IT4IT KMS). “We saw the KMS as a way of
bringing many of our existing tools together and sharing the information in a standard, consistent, repeatable way, with all of the members of the support chain,” says Bartram.

Shell builds the KMS with IBM Rational Asset Manager

Shell selected IBM® Rational® Asset Manager to provide the foundation for the KMS. Rational Asset Manager enables the IT group to catalog, organize, use, reuse, manage and report on any type of information asset across the enterprise. “IBM Rational Asset Manager is the core engine for the KMS,” says Frekenhorst. “That solution allows us to manage our data as true, valuable assets. With Rational Asset Manager, we can define ownership of those assets, relate assets to one another easily and provide a simple way to find information.”

The Shell team saw a clear value in partnering with IBM. “The IBM team effectively engaged with our organization to understand what we needed,” says Crotts. “They then brought best practices from around the globe to help us implement the solution. Capitalizing on their knowledge and expertise enabled us to implement the KMS much faster, much more effectively than we could have on our own.”

IBM Rational Asset Manager enables comprehensive searches from a single entry point

The IBM Rational Asset Manager–based solution helps staff find the right information even among a vast collection of data. Using a simple Web or Eclipse client interface, they can search all sources of information across the enterprise. “In the past, our personnel were forced to use a multitude of interfaces to find the information they required,” says Frekenhorst. “With Rational Asset Manager, they now have a single point of entry. As a result, they have faster access to information.”

“The Shell team is linking development, support and operations through this single system,” says Grant Larsen, senior technical staff member, IBM Rational Software. “They allow existing business processes to continue unabated while harvesting from those business processes value and data that then gets linked together, creating a single, holistic view across the enterprise.”

By streamlining access to information, the KMS enables the IT staff to concentrate on eliminating problems and improving the quality of solutions. “We no longer spend a lot of time looking for information,” says Delia Wind, lead service manager, IT and other services, at Shell. “Instead we can focus on root cause analysis and improvement areas.”
“In the past, our personnel were forced to use a multitude of interfaces to find the information they required. With Rational Asset Manager, they now have a single point of entry. As a result, they have faster access to information.”

— Edwin Freekenhorst, IT Architect, Shell

**KMS simplifies training and enhances worker flexibility**

With a single, central repository for information, the Shell IT group can bring IT staff up to speed rapidly on new projects and provide a much faster time to value. “It is much easier for people to get trained in the new environment because they have to learn only about one system instead of multiple systems,” says Wind.

The KMS also helps to enhance the flexibility of IT personnel. “It is much easier to move people around now, because they are aware of the system already,” says Wind. “Wherever they sit, they will use the same system.”

**Shell improves IT responsiveness and business agility**

The KMS is helping the IT group reuse assets to enhance the responsiveness to business requests. “New business requirements can be translated into new solutions much faster now because we can see what already exists,” says Freekenhorst. “We can find existing solutions, see if they match new requirements and reuse those solutions. The result is much greater business agility.”

**IBM Rational software provides the foundation for future expansion**

Within just two years since beginning the project, the KMS is deeply ingrained in key IT processes. “We are currently using the KMS for the processes required to support applications—including configuration management, change management, incident management and portfolio management,” says Freekenhorst. “At the moment, we are managing around 200,000 data assets, and by the end of the year, we could reach more than one million.”

Going forward, the IT group plans to roll out the solution across all lines of business while extending the capabilities into new process areas, from the management of operational integration to the media library. As Shell expands the use of the KMS, the IT group will be able to easily integrate additional IBM Rational software. “We anticipate integrating IBM Rational RequisitePro® software to capture requirements and link them to their applications,” says Freekenhorst. “We also plan to integrate the KMS with Rational System Architect, which will enable us to link applications from a portfolio point of view with the underpinning architecture.”
IT efficiency facilitates continued innovation

By enhancing the efficiency of IT, the Shell IT group now can better support overarching business goals. “Whenever we focus on IT initiatives, our goal is enabling the business,” says Crotts. “This KMS allows us to have much more sustainable IT systems so we can focus on the core value, which is creating innovative solutions to energy challenges around the globe.”

For more information

To learn more about fueling innovation and agility with asset management solutions from IBM, contact your IBM sales representative or visit: ibm.com/software/rational/products/ram