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EQUINOR'S JOURNEY IN MASTERING DATA AUTOMATION WITH PRECISELY AUTOMATE STUDIO

Background on Equinor

Equinor, a leading energy company headquartered in Norway, operates in over 30 countries worldwide. Known for its extensive operations in oil and gas, as well as significant investments in renewable energy, Equinor is deeply committed to sustainability and innovation. Managing vast and complex data across global operations is critical to Equinor's success, and they have continuously sought solutions to streamline these processes. Facing the challenge of handling large-scale data migrations and managing operational data for high-stakes projects, Equinor turned to Adsotech to automate and optimize their data workflows. This case study details Equinor's journey in leveraging Precisely Automate Studio's (formerly Winshuttle) capabilities to revolutionize their data management, boost efficiency, and achieve substantial time and cost savings.

Challenge

The Beginning: Initial Challenges and Adoption (2007-2008)

In 2007, Equinor embarked on large-scale data migration projects, managing between 50,000 and 350,000 records across various joint ventures. Data arrived from multiple sources and varied in quality, creating significant data mapping, restructuring, and validation challenges. Initially, Equinor used Excel for these tasks and loaded data into SAP via batch input jobs. However, this approach required numerous cycles, including reversals and deletions, to ensure accuracy, leading to slow processes and elevated risks of operational disruption due to potential data errors.

Solution

Adoption of Automate Studio

In early 2008, Equinor discovered Automate Studio at the SAP Financials exhibition in Orlando. Attracted by its capabilities, especially for journal entry uploads, they began testing a trial version. By autumn 2008, Automate Studio demonstrated its value, significantly expediting changes to WBS attributes—critical for effective data migration—and Equinor purchased their first three licenses.

INDUSTRY

Energy (Oil, Gas, and Renewables)

CHALLENGES:

- Large-scale data migrations involving 50,000–350,000 records.
- Complex data restructuring and validation across joint ventures.
- Slow, error-prone processes with significant manual steps.

RESULTS:

- Reduced JV master data setup time from weeks to under an hour.
- Saved approximately 4,000 man-hours in major migration projects.
- Improved efficiency and flexibility in supply chain operations.

Scaling Up: Expansion and Training (2009-2013)

As Automate Studio's benefits became evident, Equinor expanded its usage 150 people. By 2009, three laptops were dedicated to the software, prompting a need for broader access and training. In 2010, Adsotech provided in-house training to develop user expertise, and by 2012, Equinor implemented a Citrix solution for remote access, allowing teams to operate the software continuously and from any location—a key advantage for mobile teams.

Establishing Automate Studio as a Core Tool (2013-2016)

Between 2013 and 2016, Automate Studio evolved from a migration tool into an essential part of Equinor's daily operations. For major U.S. projects, Equinor managed data for over 1,100 equity partners and numerous joint ventures, meeting tight timelines by utilizing Automate Studio scripts to handle master data and balance setups. This approach saved an estimated 4,000 man-hours.

Standardization, Automation, and Digitalization (2017)

By 2017, Equinor sought to standardize and automate data processes further. They developed a system using an Excel template where end-users input minimal data, which, combined with Automate Studio's features, auto-populated complex master data entries. This streamlined process used 30 interconnected Automate Studio scripts, creating an efficient workflow that transformed basic inputs into complete master data entries.

Future Plans

A New Era of Migration and Configuration (2019-2023)

In 2019, Equinor began using Automate Studio for its first S/4HANA migration, marking a significant upgrade in 2023 with version 24.0 and the Evolve module. This version upgrade incorporated advanced features to standardize documentation, develop efficient data templates, and enhance script management, further minimizing the need for developer licenses. Arvid Knapskog, a key user, recorded hours saved equivalent to 70 FTEs with his license alone over the course of the last decade, underscoring the ROI and value that justified continued tool adoption.

Future Plans and Continued Optimization (2024 and Beyond)

Looking ahead, Equinor aims to deepen its integration of Automate Studio and Evolve for SAP process automation, alongside exploring additional tools like Precisely's Data Integrity Suite (Data360 Analyze module) for data harmonization and governance. With Adsotech's localized expertise, Equinor will continue optimizing its data operations, driving further standardization and digital transformation.

Conclusion

Equinor's journey with Adsotech and Automate Studio exemplifies the transformative power of data automation. Originally adopted for basic tasks, Automate Studio has become a cornerstone of Equinor's operational strategy, enabling significant efficiency gains, streamlined data management, and substantial time and cost savings. With plans to integrate further solutions from Precisely and Adsotech, Equinor is set to advance its data automation capabilities, building on a foundation of streamlined, standardized, and scalable data management practices that support its global operations.

SAP MODULES:

Financials (FI), Controlling (CO), Project Systems (PS), Materials Management (MM), and Sales and Distribution (SD).

SAP TRANSACTIONS:

Examples include FB01 (Journal Entry), CJ20N (Project Builder), and MM01 (Material Master Creation).