



# Challenges and Organizational Model for the Establishment of a New Information Service

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International Conference for the Information Community

Barcelona, Spain  
23 – 26 October 2011



# Agenda

- Styron a New Company with a Bold New Direction
- The Establishment of a New Information Service
- Experience and Observations after one year
- Conclusive remarks

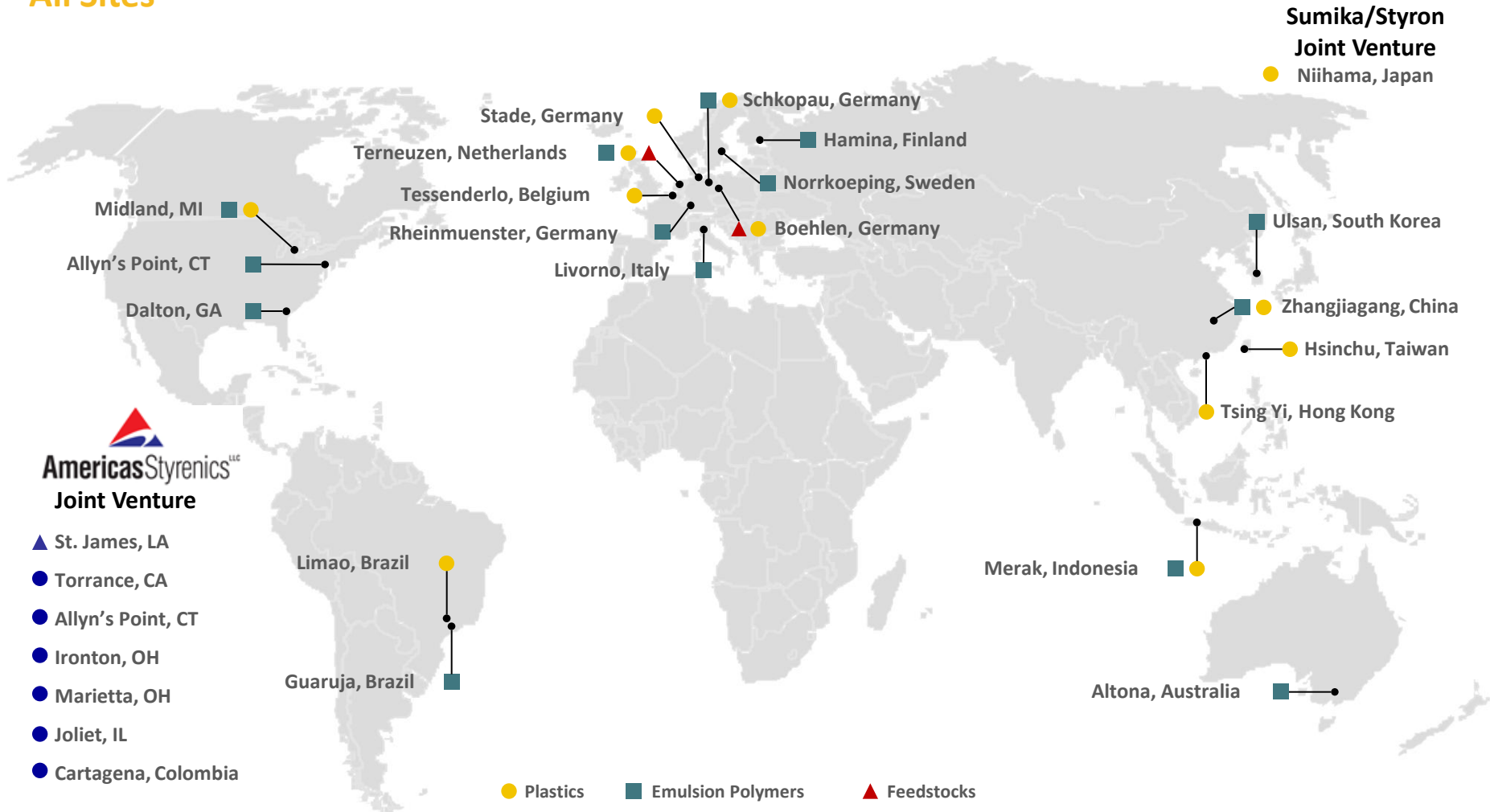
## Styron: Born June 17<sup>th</sup>, 2010

- Bain Capital Partners completed purchase of Dow's Styron division for US\$1.63B.
- Deal included Dow's global manufacturing assets, technology, commercial activities.
  - Raw materials (Styrene Monomer)
  - Finished products (latex, synthetic rubber, PS, ABS, SAN, EPS, PC and compounds & blends)
- New company, owner, growth and innovation ambition
  - \$5B Sales (2010)
  - 2,100 employees
  - 20+ manufacturing worldwide



# Global Scale & Geographic Reach

## All Sites



## Wide array of Products: Beyond a Styrenics Company

### Emulsion Polymers Division

### Plastics Division

Businesses and  
Key products

**Latex**

Styrene butadiene (SB) Latex  
Styrene-acrylate (SA) Latex

**Rubber**

Solution styrene-butadiene rubber (SSBR)  
Lithium Polybutadiene rubber (Li-PBR)  
Emulsion styrene-butadiene rubber (ESBR)  
Nickel polybutadiene rubber (Ni-PBR)

**Styrenics**

Polystyrene (PS)  
Acrylonitrile Butadiene Styrene (ABS)  
Styrene Acrylonitrile (SAN)  
Expandable Polystyrene (EPS)  
Feedstocks

**Engineered Thermoplastics**

Polycarbonate (PC)  
Compounds & Blends (C&B)  
Automotive Plastics

Brands

LOMAX™	MaxCoat™	ProForte™	ENVERSA™
FOUNDATIONS™		MaxFoS™	EVEREST™
HPL™	MaxForte™	ProWeb	SPRINTAN™

CALIBRE™	EMERGE™	MAGNUM™
STYRON™	INSPIRE™	PULSE™
TYRIL™	VELVEX™	CELEX™
SCONOPOR™	STYRON A-TECH™	STYRON C-TECH™

End uses





**the experience of establishing a new  
information service:  
Business Intelligence**

# Setting up a Business Intelligence function...

## Many questions to answer.....Why? What? How?

### Why

- Why having it and what is it, really??? 15 million references and one million definitions. So what?
- The ongoing debate: different opinions and understanding of B.I.
- An exclusive privilege (i.e. *duty*) of one function? All functions do various forms of business intelligence!
- An internal capability vs. outsourcing. The cost of not having it inside the company.

# Setting up a Business Intelligence function...

## Many questions to answer.....Why? What? How?

### What

- Find the right model to address the needs and expectations.
- What solutions and “products” are needed?
- Which kind of services and how many of them?
- Define roles and skill set of the team to be formed.
- Best practices and deliverables?



# Setting up a Business Intelligence function...

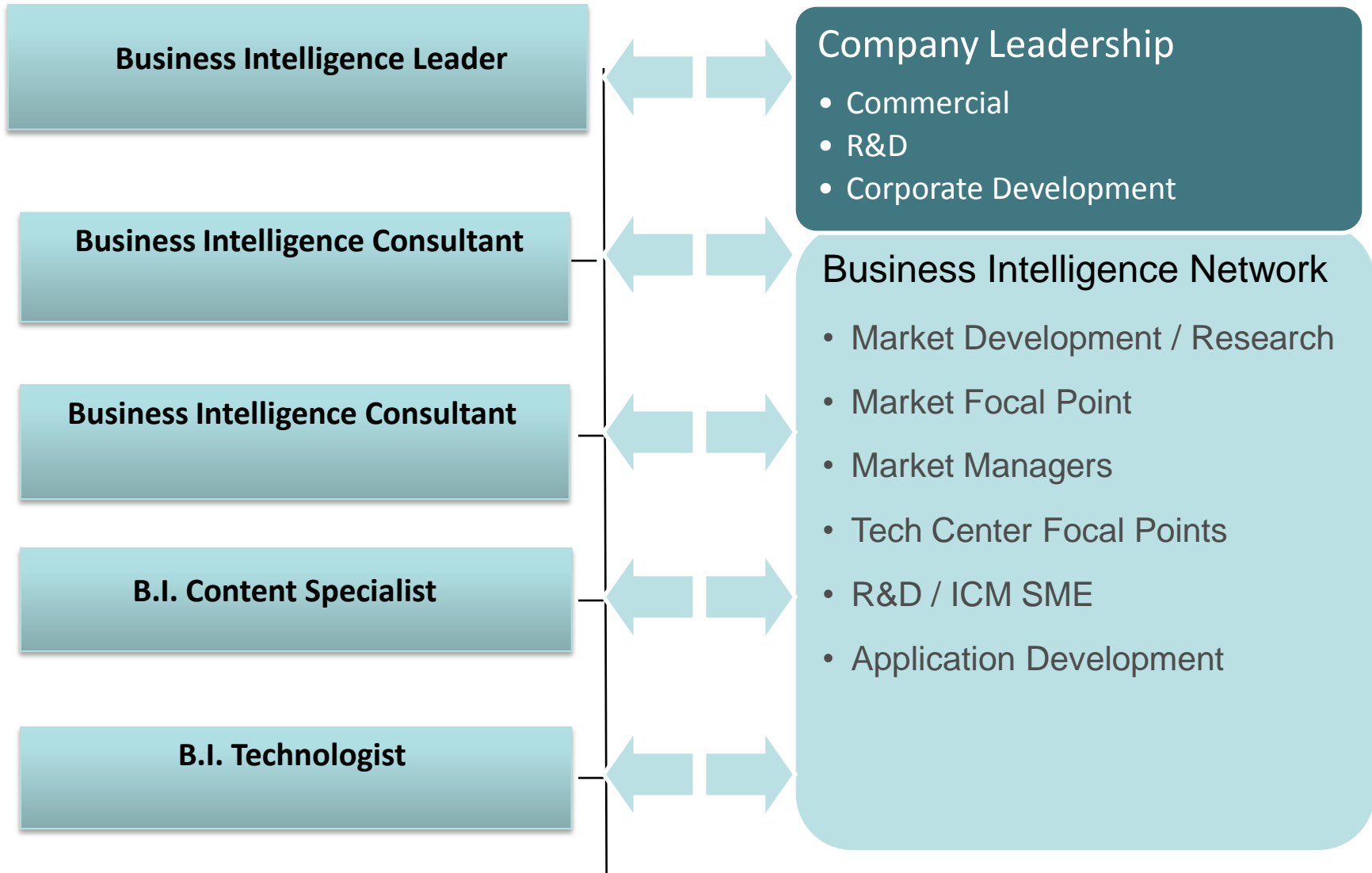
## Many questions to answer.....Why? What? How?

### How

- How much budget, how many external contracts, tools?
- How to deliver the solutions: match the scope, size to the organization.
- Integration of workflow and people. How to engage the rest of the organization?
- How to define success and measure it?

## Vision

- Support company culture: **externally focused** and customer intimate
- Historical focus vs. **future** predictive
- **Integrate** delivery into the workflow and **daily life** of business colleagues
- Collaborate with projects in a **consulting** mode to deliver what's promised
- Keep it **simple and affordable** ... expand when necessary

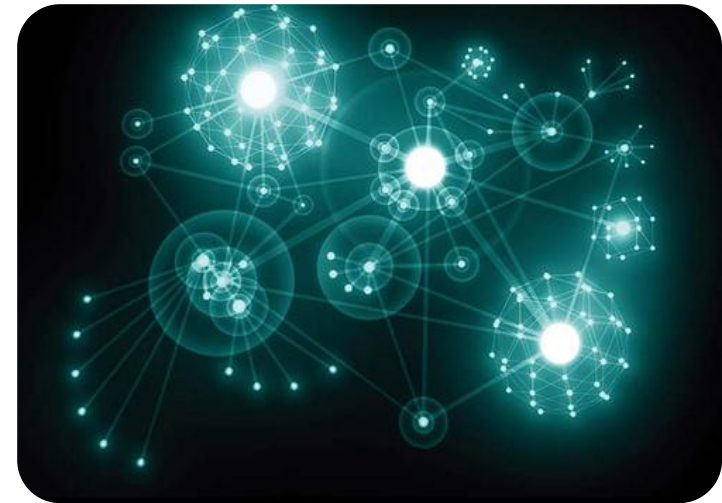


## Network Vision

- Businesses assign Focal Points for Business Intelligence Network
- Roles are clear, approved and recognized within the organization
- Focal Point is co-responsible for a B.I. project together with B.I. function
- Network from various functions:

### Business Intelligence Network

- Market Development / Research
- Market Focal Point
- Market Managers
- Tech Center Focal Points
- R&D / ICM SME
- Application Development

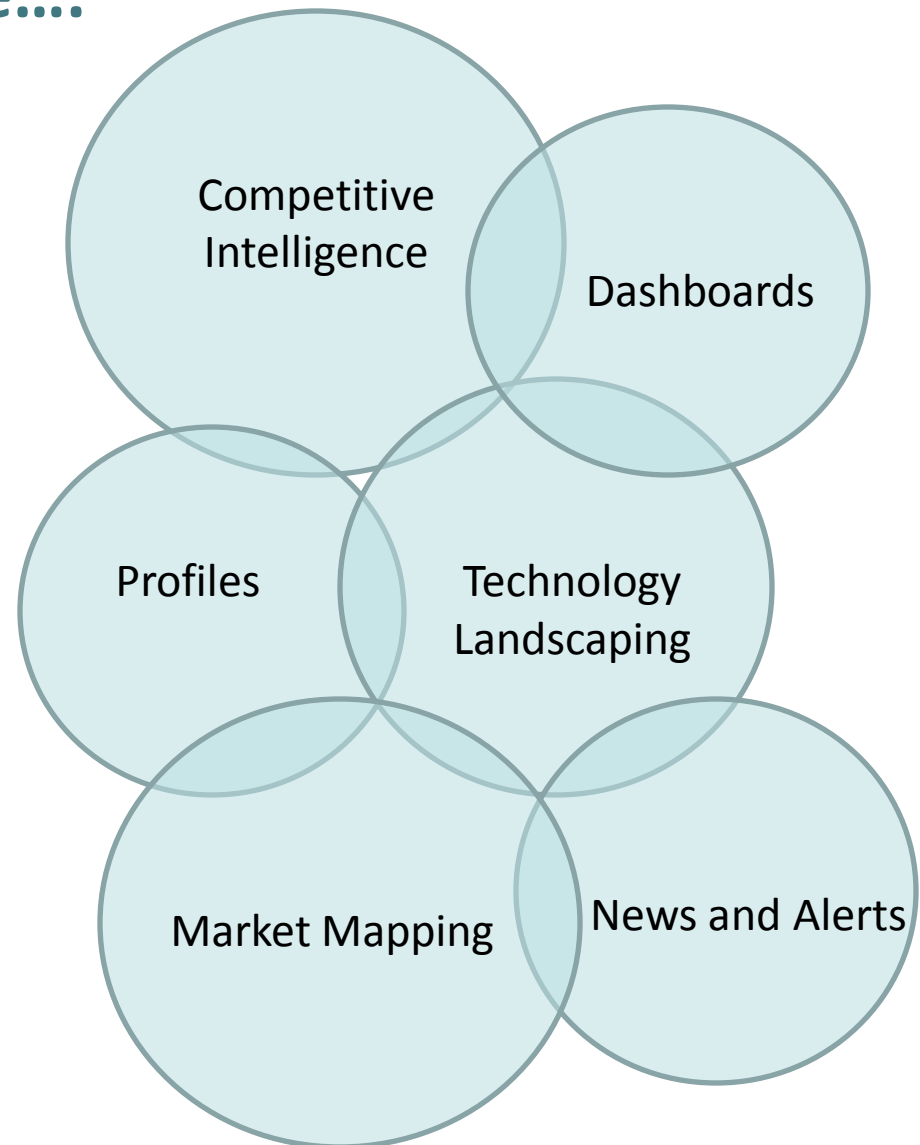


## Landscape of needs is huge....

- Dynamics are changing with the self-serve tools
- Google influencing factor
- Research and Analysis is varied
- Company heritage

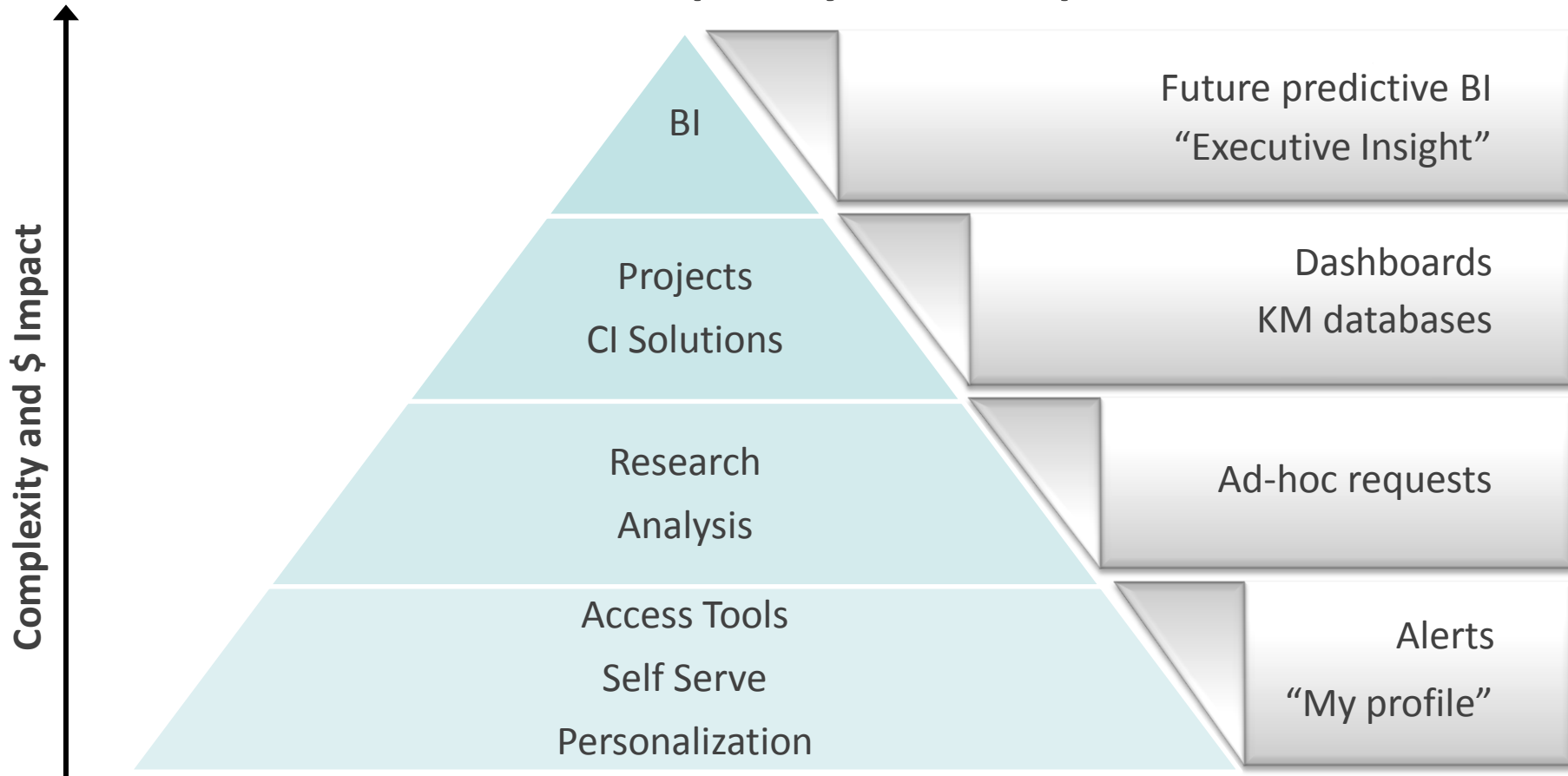
## Choice of content is complex ....

- Company heritage
- Established suppliers business models
- New sources needed
- New ways to create intelligence





## Working Model

### Level of complexity and \$ impact



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<p><b>News Sources</b></p> <ul style="list-style-type: none"> <li>■ [Redacted]</li> <li>■ [Redacted]</li> <li>■ [Redacted]</li> <li>■ [Redacted]</li> <li>■ [Redacted]</li> <li>■ [Redacted]</li> </ul>	<p><b>Weekly News</b></p> <ul style="list-style-type: none"> <li>■ <a href="#">Styron Weekly Round-Up</a></li> <li>■ <a href="#">Styron Round-Up Archives</a></li> </ul>	<p><b>Daily News</b></p> <ul style="list-style-type: none"> <li>● <a href="#">Initial Europe February butadiene up by 7100/tonne</a></li> <li>● <a href="#">Solo Cup Company Hurries to Close Plant in Massachusetts</a></li> <li>● <a href="#">Styron Sells Brazilian PS Plant to Uniqel Group</a></li> <li>● <a href="#">US BD producer nominates 10% increase for February</a></li> </ul>	<p><b>More Real-time News</b></p> <ul style="list-style-type: none"> <li>■ <a href="#">Competitors</a></li> <li>■ <a href="#">JV Partners</a></li> <li>■ <a href="#">Pricing</a></li> <li>■ <a href="#">Styrene Producers</a></li> <li>■ <a href="#">Styron in the News</a></li> </ul>
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**Getting Access to the sources**

User name and password are required to access most sources. Other sources have company-provided user id's and passwords and are located on the source page. Lastly, there are some sources that do not require user id's and passwords and enable direct access when the source link is clicked.

For questions about getting access to sources, contact [Anne Einhorn](#), +41 44 728 2601



**Getting Trained on the tools**

**TRAINING SCHEDULE for external databases/tools**

Date	Time	Tool
Please visit the portal often for more training opportunities.		
Please contact <a href="#">Anne Einhorn</a> at +41 44 728 2601 to register or to discuss your specific training needs.		



**Available Monthly Reports**

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

**Available Annual Reports**

For a list of available [Redacted]

## Observations and Insight

### *What we think we have done well*

- Established a clear vision and communicated to leadership
- Broad exposure to the company, from base to top
- Well established the base of the pyramid (self-search + training)
- “Why NOT!” attitude
- Started the journey “from service to partner”
- Occasional success: From reactive → to collaborative → proactive



## Observations and Insight

*What we think we could have done differently...or need to do more*

- Be more bold in the choice of external content
- Adopt more alternative ways to reach intelligence
- Increase speed of interaction – how to engage more the business participation
- Even more internal marketing and communication
- Focus on fewer projects → push the consulting mode

## Conclusive remarks

- *Visibility and communication*
- *Organization*
- *Integration*
- *Change !*

# Thank You

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