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Data innovation helps breathes new life into national gas supplier

A data modernisation case study

Industrial Gas Supplier

Innovation is like oxygen for businesses—vital, yet often unnoticed until it's absent. And for this leading industrial gas supplier, finding forward-thinking solutions to solve ongoing problems is helping breathe new life into the business as it rises above the competition.

At a glance

Industry
Resources

Company Size
500–1,000

Country
Australia

Business challenge

Hamstrung by manual reporting processes, this leading industrial gas supplier recognised legacy data capture systems were laborious, costly, and error prone, leading to blind spots in business-critical areas like inventory, vehicle loading, servicing, and accounts.

The solution

Guided by the overarching goal of enhanced data visibility and usability, we were able to underscore how available technology – including Azure and Power BI – could create elegant, effective, and tailored solutions to solve complex problems when applied in novel ways.

The Results

By standardising disparate data and manual processes into a unified, automated whole, revitalised forecasting visibility is not only delivering economic benefits, it's supporting broader company-wide initiatives and turning data into a strategic asset.

The Challenge

As one of Australia's largest integrated suppliers of Liquid Petroleum Gas, industrial, medical, specialty and helium gases, this organisation have cemented a reputation for success by delivering quality products and exceptional customer service in a competitive market.

With state-of-the-art facilities and specialised labs dedicated to the development, testing, manufacture and processing of a diverse array of critical gas products, this organisation has built a national network of distribution centres and logistical infrastructure, all geared to ensuring fast, reliable and safe deliveries.

However, legacy processes within the business were consuming precious oxygen. Hamstrung by manual reporting processes, the business recognised data capture was laborious, costly, and susceptible to error. Vital data wasn't being stored in easily digestible and reusable structures, couldn't be easily modelled, and wasn't presented in ways that made sense. This led to challenges in creating timely and accurate reporting and forecasting, leading to blind spots in business-critical areas like inventory, vehicle loading, servicing, and accounts.

When the CFO and Head of IT sought to drive root and branch reforms but were let down by a previous vendor, they turned to us for guidance in data engineering and analysis.

Augmented with support from Microsoft, we set out to shed light on our client's data landscape and align their business goals with a strategic data approach. We provided examples of how internal forecasting challenges could be addressed, how our approach aligned data strategies and data governance with business goals and showcase how our Azure and Power BI solution could spearhead internal innovation to create wider economic advantages. We rigorously tested the project's scope, emphasised the importance of key performance measures, the operational linkage between the client's facilities and warehouses, and how the business wished to view and utilise that data within their reports.

Our collaborative approach fostered a transparent exchange of knowledge, building trust and enabling us to guide our client from what could have been a complex, visualisation-heavy solution to a more elegant, content-focused approach. This partnership not only addressed immediate challenges but also laid the groundwork for long-term success, empowering our client to innovate and thrive in a competitive market.

The Solution

Having refined the project scope and demonstrated how sophisticated Azure and Power BI is for data ingestion, modelling, and reporting, we were able to underscore how available technology, when applied in novel ways, can create elegant, effective, and tailored solutions that solve complex problems.

Guided by the overarching goal of enhanced data visibility and usability, we set to work creating a Freight Dashboard. Seeking to refresh freight reporting to address long-standing operational challenges – vehicle volumes, driver requirements, what inventory was needed where and by when – our solution utilised data and engineering resources, enabling our client to ingest, marshal, and manipulate data in a Power BI environment.

By standardising disparate data and manual processes into a unified, automated whole, our client is now able to refine crude data into actionable insights. Where certain divisions were once constrained to rolling year-on-year reporting, Power BI reports now pull and marshal data into a single Freight Dashboard, allowing the business to accurately forecast granular changes over time – by division, depot, date range, driver, and more. Reports are continuously and dynamically refreshed as new data drops, eliminating the need to manually input and batch migrate data, and bypassing associated project fees.

This revitalised forecasting visibility is not only delivering economic benefits, it's also supporting broader company-wide initiatives. By ensuring vital data is centralised, referenceable, and represented in clearly expressed and easily manipulatable versions, our client is now turning their data into a strategic asset.

Internal resources are finding fresh ways to unearth and visualise valuable insights. The project is facilitating conversations on fresh lines of reporting our client hadn't imagined they'd be capable of capturing. And fresh avenues of innovation are opening up across a larger breadth of service offerings and opportunities company-wide, not just within the IT Team.

The Result

The innovations we delivered for our client were more than just technical upgrades – it was a strategic shift that began at the highest levels of the organisation and is now set to permeate every operational aspect. By fostering executive buy-in, we've enabled a cultural transformation for our client, aligning leadership vision with technological possibilities. This partnership wasn't just about implementing new solutions; it was about redefining how our client approached problem-solving and decision-making.

When we introduced the Freight Dashboard, it was immediately evident that the insights it provided went far beyond traditional reporting. Our client's leadership team quickly saw how the potential for this data-driven approach might revolutionise other areas of the business. For the first time, the company could pivot rapidly in response to market fluctuations, adjusting strategies mid-month with precision and confidence. This agility, once out of reach, is now embedded in the businesses operational DNA.

However, the transformation didn't stop with the Freight Dashboard. As trusted advisors, we are guiding our client through the complexities of data management and integration, introducing them to the cutting-edge potential of Azure and Fabric. This advisory role was crucial. By demonstrating the benefits of a centralised data lake and integration platform, we've set the stage for future innovations, including AI-driven insights and more sophisticated data analytics. Our clients' leadership team now understands that this infrastructure isn't just a technological upgrade, but foundational for ongoing innovation.

Consistent communication and transparency were key to maintaining executive engagement. By consistently delivering on promises and keeping the leadership informed, we've built trust that has solidified Brennan's status as a strategic partner. This trust was critical in gaining approval for broader technological initiatives, ensuring our client was not just adopting new tools, but fully integrating them into their business model.
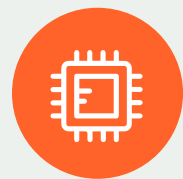
Ultimately, this project's success goes beyond the immediate technical outcomes. By steering our client towards a future-ready data strategy, we've opened up new avenues for growth and innovation, ensuring that they are well-positioned to adapt to whatever challenges the future holds. The relationship we've built has not only empowered our client in the here and now but laid the groundwork for ongoing collaboration, where innovation continues to drive business success.

Sophisticated data integration	Strategic innovation	AI readiness

The Brennan Experience

Brennan is uniquely positioned to transform, deliver, and manage your complete IT environment - so your people can have a truly seamless IT experience,
wherever they are working.

We provide powerful technology solutions for Australian organisations, with a portfolio of services that ranges from strategy and advisory, to application development, to end-user support, and more.

Our teams are crazy about delivering an exceptional customer experience for our clients, which is why we continue to invest in our people, systems, and automation. This has resulted in us achieving a world-class Net Promoter Score of +80.

Get in touch with us today to see how we can help your organisation.

Speak to us today

brennanit.com.au
1300 500 000
sayhello@brennanit.com.au

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