



Overview

Technology Assistance Group is a company dedicated to providing knowledge management software solutions to the downstream petroleum industry. Owners and managers understand, more than ever that the increasing frequency and volume of data is simply data. Only when until data is effectively organized can it be called information. When information is displayed in uniquely designed views and with necessary drill-downs and maneuverability, then the user truly sees the activity affecting their business on a management-by-exception basis. Technology Assistance Group specializes helping customers understand and implement data management in the wholesale, convenience store, home heat, propane, lubricants and service markets.

It has been our experience that the petroleum industry has always used learned, passed-down key performance indicators to highlight success or failure in reaching specific goals. Often, the information is not timely or accompanied with the detail necessary to further qualify the problem. It also normally lacks other data, external to the immediate issue, but potentially important and necessary to form the proper conclusions.

The Petroleum Industry has continued to evolve over the past thirty years. Accounting systems have been updated incrementally, adding features as perceived necessary to enhance productivity, reduce costs and, at the same time, provide the best customer service possible. Although use of technology has been on the increase, the industry continues to build on old manual processes that have simply been made faster, but have not made great strides in actually changing the way they do business. Some of these processes may no longer be valid, however, continue to be used. Why? Because this is the way it has always been done.

Technology continues to spawn new ideas through the implementation of complimentary software solutions, performing well to satisfying local, departmental issues. As these departmental issues are addressed with technologies such as onboard computing, rack automation, scanning and other third-party interfaces, these disorganized warehouses of data continue to build, with no apparent signs of a slowdown or change in their use. It has been said, "knowledge is power". This is certainly true with regard to the standard, reactive use of information the industry has been accustomed to for decades. The true power of timely and organized information is the ability to align, what normally appear to be detailed daily departmental statistical results, with the desired trends necessary to meet the organization's predetermined goals. One of the technology areas that has not been addressed with the importance it deserves within the petroleum industry and whose time has come is that of Knowledge Management.... until now.

Recognizing that different managers have different styles and potentially use different measurements for performance, Technology Assistance Group has developed industry standard, key performance indicator databases and views that may be used to present operational and financial pictures of how people, departments, customers and especially the company is performing based upon predetermined benchmarks. This allows for a top-down approach to information, with summarized views up top and support to that information below, by as much detailed drill-downs as are necessary, based on the data available. Just think about all the information that contributes to properly evaluating performance today, where the data is located that must be collected and how much time it takes to correlate it so it becomes meaningful. How much more proactive work would you like to do but do not have the patience to do the clerical task? Technology Assistance Group has the solution.



Another, higher level of reporting available from Technology Assistance Group is that of “Balance Scorecard”. This management and measurement concept is becoming nationally accepted and was first introduced by Robert Kaplan and David Norton, authors of many articles and books on the subject. The software offered by Technology Assistance Group assists in guiding current performance to targeted future performance and strategic objectives. It is a fact that many organizations make short term tactical decisions when dealing with local initiatives, often not considering their impact and contribution to the overall objectives of the company, as a whole. Meeting customer and shareholder objectives are critical to the success or failure of a company. Processes by individuals, cross-departments and the organization must be aligned. It is taught that actual data may contribute to four main strategic measurement categories. They are financial performance, customer knowledge, internal business processes and lastly, learning and growth. The Balance Scorecard provides the management system for companies to invest in the long term; in customers, in employees, in new product development and in systems, rather than managing the bottom line to pump up short term earnings. It will change the way you measure and manage your business.

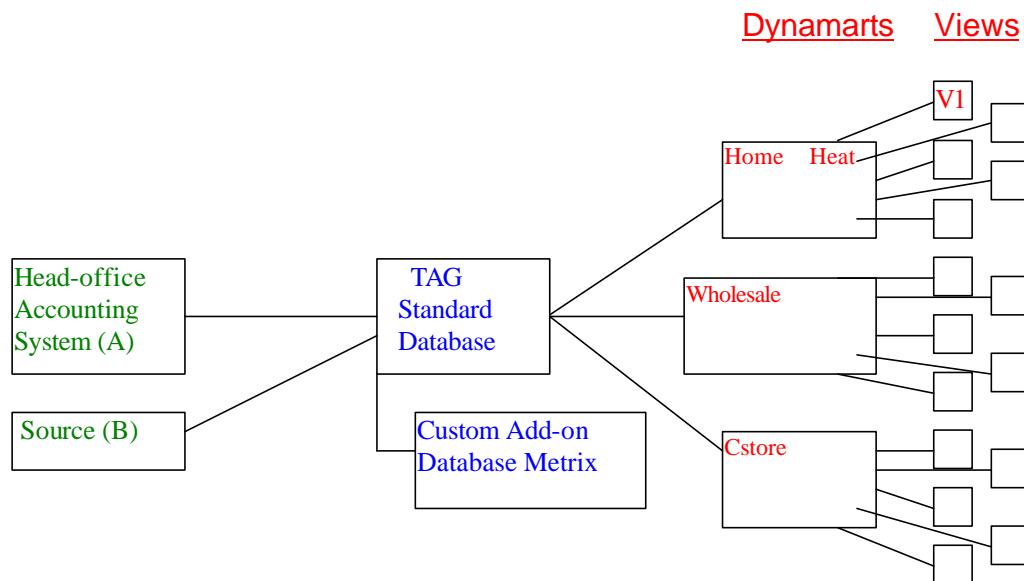
Technology Assistance Group is committed to providing products and services that enhance the petroleum marketer’s ability to control costs, increase revenue and manage growth effectively in this ever-changing marketplace. TAG is staffed with seasoned professionals who know the technology, how it fits within your current environment and, and of great importance, knows your industry. A relationship with TAG not only bares the fruit of Knowledge Management but a vast array of industry knowledge and a developed network, which may be very useful in other projects underway with your organization. This is always useful in capitalizing on other’s successes and failures and offers an objective, outside slant on internal decisions being made.

Graphical Illustration

Source Database(s)

TAG Database

View Packages



Implies flexibility of multiple sources, custom TAG databases and views