SIBUR DIGITAL DELIVERS VALUE TO PARTNERS

SIBUR leverages data science tools to enhance its customer service.

Digital analytics tools developed in-house have been made available to SIBUR clients, enabling our partners to improve the quality of their products.

SIBUR DIGITAL USES DATA ANALYSIS TO ENABLE SELF-LEARNING RECOMMENDATION ENGINES AND DECISION-MAKING SUPPORT SYSTEMS. DIGITAL TOOLS HELP PREVENT UNPLANNED DOWNTIME AND OPTIMISE PROCESS CONDITIONS WHILE REDUCING COSTS, IMPROVING PRODUCT QUALITY, INCREASING OUTPUT AND PREDICTING PRODUCT PRICES IN KEY MARKETS

For several years now, SIBUR has focused on building up its big data analytics capabilities, collecting and analysing a wealth of data, including parameters of process conditions (temperature, pressure, feedstock amounts), data for business processes (product price quotes, stock market data, market events), and much more. Data collection is based on a machine-learning (ML) platform run by SIBUR Digital's analytics centre, which uses data analysis to enable self-learning recommendation engines and decision-making support systems. Digital tools help prevent unplanned downtime and optimise process conditions while reducing costs, improving product quality, increasing output and predicting product prices in key markets.

"We can already use data effectively within our own organisation, but when we combine our data with customer inputs, we unlock an overview of the entire product value chain. This enables us to model the whole situation, pinpoint performance issues and provide recommendations to address them," said Alexey Vinnichenko, Head of SIBUR Digital's analytics centre. "Clients also benefit from access to advice on product processing, while SIBUR plants get advice on production process conditions," he added.

According to Olga Slavinskaya, SIBUR Technical Service Manager, "This level of customer service offering is unparalleled on the Russian market. Data science will help optimise production process and product quality – both from the side of SIBUR and its clients, providing an additional competitive edge. This service is an innovative, high-potential element of our customer value proposition, which, going forward, will have a positive impact on more than just customer loyalty to SIBUR."

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