



## **SIBUR'S DIGITAL CAPABILITIES ONLINE DEMO EVENT FOR CLIENTS**

SIBUR Business Practices educational platform held the first online demo day.

The demonstration took place on 12 September and attracted over 100 participants. The guests joined the event remotely and were welcomed by Pavel Lyakhovich, member of the Management Board and Managing Director at SIBUR. "Nowadays, digitalisation is a hot topic that permeates the industry, and an online event is a very apropos way for us to showcase the digital tools and practices at our disposal. We pursue digital leadership and work to advance these instruments even further," he said. "SIBUR started building up its digitalisation expertise back in late 2018, and today we are proud to share the fruits of that labour with our Clients, who can go on to apply this knowledge at their own companies. This transfer of best practices will enable us to speak one language and thus streamline cooperation. On top of that, we see the event as another opportunity to learn about our partners' needs and preferences while informing them about our new additional services."

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THANKS TO THE ONLINE FORMAT, IT WAS POSSIBLE TO ARRANGE SESSIONS WITH A NUMBER OF DIFFERENT EXPERTS.

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Thanks to the online format, the organisers were able to arrange sessions with a number of different experts. The webinar's speakers included Vasiliy Nomokonov, Management Board member and Executive Director at SIBUR, Ivan Kaptsov, Head of Logistics Digitalisation, Oleg Safonov, Chief Expert for Sales Development, and Ekaterina Kopaeva, Head of Customer Engagement and Promotion of Customer-centric Practices.

The key speaker of the event, Vasiliy Nomokonov, told the clients about the digital initiatives implemented at SIBUR. "One of the aims of the digital transformation function is to create an environment of loyalty with our partners," he said. Vasiliy Nomokonov is positive that digitalisation can improve Client-side processes and that cutting-edge technologies are vital for maintaining market leadership and attracting high-skilled professionals. As part of its digital transformation, SIBUR makes use of the Internet of Things, robots and drones, mobile devices, augmented and virtual reality, and big data. Advanced analytics has also proved highly efficient – in March 2018, predictive maintenance of the extrusion machine was introduced at a polypropylene facility in Tobolsk. The digital model monitors operational parameters and informs the operator about potential malfunction, helping forecast the extrusion machine's failures, identify defects early through data analysis, and cut operating losses and unscheduled downtime. The tool can anticipate 62% of emergencies.



*Participants were able to join the webinar from anywhere using a PC or mobile device.*

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DIGITALISATION CAN IMPROVE PROCESSES, AND CUTTING-EDGE TECHNOLOGIES ARE VITAL FOR MAINTAINING MARKET LEADERSHIP AND ATTRACTING HIGH-SKILLED PROFESSIONALS.

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Ivan Kaptsov, Head of Logistics Digitalisation, spoke to the Clients about the main digital initiatives in SIBUR's logistics. Over the next couple of years, they will be focused on multimodal transport, motor and rail logistics, warehouses and technical services.

SIBUR believes that digitalisation should also cover eCommerce – all order and balance details must be available in the user profile.

“Right now, way too much time is spent on talking with managers to check the order status. It would be more convenient for our clients to have all pertinent information right there in the user profile. We want the ordering process to be convenient and only take several clicks,” explained Oleg Safonov, Chief Expert for Sales Development.

The final speaker of the demo day was Ekaterina Kopaeva, who told the audience about the SIBUR Business Practices educational platform – an additional service for clients that was launched in March 2019. Currently, it offers three courses: SIBUR's Products, Effective Production, and Management Practices. The webinar participants could ask any questions about the platform and vote on the most interesting topics for next year's events.



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The demo day was attended by over 100 participants and garnered much positive feedback. “Everything went great,” said Sergey Sychuk from STiM. “In the future, we hope to see webinars on SIBUR’s management decisions and on the enterprise or division management systems. We are also interested in logistics and procurement.” Igor Stupak from Tosol-Sintez-Invest commented: “We would be interested in educational workshops about procurement, negotiations, and supplies. It was a truly useful webinar, and I had my team watch it with me.” The organisers attribute the event's success with partners to its online format, which enabled participants to join from any location using desktop or mobile. Next year, SIBUR plans to hold a series of similar events.

The recording of SIBUR’s Digital Capabilities demonstration event for clients is available here (<https://businesspractices.ru/programs/webinar/112/>).

**The most interesting topics for future workshops  
(based on the client survey)**

# THE MOST INTERESTING TOPICS FOR FUTURE WORKSHOPS

(based on the client survey)

