



ON AN EQUAL FOOTING

We have launched a project to impart production system methodologies and practices to our customers.

THE TEAM BEHIND THE PROJECT SEEKS TO ENHANCE CUSTOMER LOYALTY BY TEACHING CLIENTS ABOUT THE KEY PS PRACTICES, WHICH WOULD HELP CREATE A COMMON INFORMATION SPACE AND MAKE COMMUNICATION FASTER TO PROMOTE EFFECTIVE INTERACTION.

A project to bring methodologies and practices of SIBUR's production system (PS) to customers was launched in Dzerzhinsk. It was developed by a group of the Company's managers who undergo training in Skolkovo, a Russian business school, under SIBUR's corporate programme. The team behind the project seeks to enhance customer loyalty by teaching clients about the key PS practices, which would help create a common information space and make communication faster to promote effective interaction.

On 14 March, managers and lead specialists of Kazan Synthetic Rubber Plant (KSRP) and Akrilan, key consumers of SIBUR-Neftekhim's products, visited the Dzerzhinsk site to learn more about SIBUR's production system and get a hands-on experience dealing with the toolkit put in place. Following the site visit, participants were unanimous in admitting that the project is useful and exciting for both parties and should keep going.

"We have implemented an advanced version of the ISO Quality Management System (QMS) and keep upgrading it by adding new elements. Our QMS has a long way to go to reach the level of consistency and visibility that SIBUR's production system has, and it would do us well to learn from SIBUR's experience, as it clearly has a mature production culture and staff management policies. What surprised us most is the engagement of the rank-and-file employees and their commitment to the effective running of the site," said Rafis Sabirov, CCO at KSRP.

"SIBUR has a comprehensive and well structured management system, with all the jigsaw puzzles falling into place to form a coherent picture. The PS is clearly made up of the right elements that combine to produce the required effect. We have started to implement the 5S workplace organisation system and an innovation promotion system slightly reminiscent of SIBUR's Small Steps Improvement programme at our production sites. But we still have a lot of work to do to achieve the level of staff engagement that SIBUR has. Most importantly, we are aware of the necessity to put in place standard procedures that would replace the arbitrary decision making," said Oleg Kuzin, CEO of Akrilan.

"Our main goal now is to develop and implement a road map for the project," stressed Andrey Manyakin, Head of Production at SIBUR-Neftekhim. "If it proves successful, we will roll it out at other sites, too. Further improvements will not only help enhance the quality of communication and customer focus, but also bring down the Company's operating costs in the long run."



On 14 March, key consumers of SIBUR-Neftekhim's products visited the Dzerzhinsk site.

How the PS works

THE PS WAS DEVELOPED JOINTLY WITH DUPONT, THE GLOBAL PETROCHEMICAL INDUSTRY'S LEADER IN INNOVATION AND PRODUCTION EFFICIENCY.

SIBUR develops its Production System seeking to ensure a strong competitive position in the international peer market. Our common goal is the ongoing improvement of processes to add customer value to our products.

We use SIBUR's Production System to instil the corporate culture, values and expectations for employee engagement, and make a creative and effective use of the human resources and potential available so that each employee can feel personally responsible for the minimisation of risks and losses and comply with the safety standards. The PS provides our employees and teams with the necessary toolkit to identify challenges and best ways to address them, and propagate within the Company the best practices, innovative solutions, and lessons learned.

The PS was developed jointly with DuPont, the global petrochemical industry's leader in innovation and production efficiency.



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