

# Case Study



## Background

HESS Corporation, headquartered in New York, is a global integrated energy company. The company engages in:

- Exploring for oil and gas reserves
- Producing and transporting crude oil and natural gas
- Refining crude oil
- Marketing crude oil, natural gas, and refined petroleum products

HESS Corporation conducts exploration and production primarily in the North Sea and the United States. The company also has exploration and production operations in Africa, Central Asia, Southeast Asia and Brazil. The company's reserves total more than one billion barrels of oil.

The company operates refineries in New Jersey and the Virgin Islands and markets refined petroleum products through over 900 HESS gas stations and convenience stores located along the U.S. East Coast. With over 11,000 employees in its global operations, HESS Corporation is organized in three primary divisions: U.S. Exploration and Production (U.S. E&P), International Exploration and Production (IE&P), and Refining and Marketing (R&M).

Of these three divisions, U.S. E&P based in Houston, Texas blazed the electronic form trail on behalf of all global employees that touch forms in their daily business lives.

## Cerenade Orchestrates Worldwide Forms Management for Hess Corporation

Since 2001, HESS Corporation has been a pioneer in the implementation of a global, online electronic forms solution. Several years ago, the company pursued an aggressive rollout of Cerenade's Integrated eForms Management Solution, Enterprise Server, and Cerenade's Output Management Solution, Visual eMerge. The result is an effective solution that has served to integrate the form management function for Hess on a worldwide basis.

## Customer Needs

HESS Corporation' U.S. E&P division had used Delrina's FormFlow product for 5 years and was satisfied with the early results of an application that provides:

- a Graphical interface to view forms
- a Forms designer package that was easy to use

However, in responding to internal requirements to automate processes throughout the company worldwide, U.S. E&P encountered process issues that could not be solved with FormFlow. Issues surrounding database connectivity, digital signature authorization, workflow processes, and integration into e-mail systems coupled with the need to move toward a web-enabled solution made decision-makers realize that they had outgrown the existing system.

One of the challenges involved finding a solution for Hess' internal security requirements. The new application had to interface seamlessly with the existing IT infrastructure, the disbursed global operations and the IS department mandate that no information crossing the Intranet be compromised.

[continued]



## Solution

HESS Corporation evaluated a variety of eForms packages. The intention was to move away from a 16-bit environment to a 32-bit solution that would provide the flexibility to build toward a truly web-enabled system. The company chose Cerenade's Enterprise Server and began migrating the existing inventory of forms originally designed in Form-Flow.

Eloise Castillo, HESS Corporation's Lead Product Manager for electronic forms, recalled some of the reasons for selecting Enterprise Server: "Our internal Hess clients pushed us for a solution that eliminated the functional and technical limitations we were experiencing. Primarily, we were interested in supporting business unit employee productivity, while increasing internal eForms system performance and reducing operating costs.

"We were impressed with Cerenade's businesslike approach to developing and deploying new technologies. We shared with Cerenade a respect for technology and the innovation potentials it offers. They conveyed a vision of the overall role that eForms can play in an enterprise data management plan that was very compatible with our own, an understanding of our needs, solid professionalism, and a client-oriented technical support ethic. We see eForms as a data collection and storage tool that can add value to data management inside a company, as well as outside a company. And we got the impression that Cerenade does too!

After the evaluation was completed, I could see a number of important benefits. What really closed the deal was Cerenade's ability to pull off a complete prototype in a week. Repeat ... ONE WEEK! No one else came close to that. Some features we value are:

- "Cerenade Enterprise Server employs true open architecture design ... enabling users to integrate electronic forms into other applications and deploy on laptops, business and technical desktops over LANs and WANs.
- "Cerenade Enterprise Server is significantly faster than our previous package. We experience nearly instantaneous loading in Houston and excellent response across our globally spread business unit offices.

[continued]



- “Cerenade Enterprise Server is very simple to use. Digital signatures use NT security, requiring no separate password. It provides one-step routing integrated with HESS Corporation’ Outlook email system and the forms are easily read online using Internet Explorer’s “full screen” viewing feature.
- “Cerenade Enterprise Server is reliable and stable. Desktop intervention is nearly eliminated and the application performs automatic server downloads and automatic version checks.
- “Cerenade Enterprise Server positions HESS Corporation for further expansion ... as our company and related businesses continue worldwide growth.
- “Together, these Cerenade technologies allow us to serve the entire corporation from Houston, with one less staff member than when we used FormFlow to serve U.S. E&P only.”

Even today Ms. Castillo reiterates, “When the decision was made, we were very excited about Cerenade’s eForms product line and the possibilities for us moving forward. A boulder had been lifted from my shoulders; what our group was able to accomplish in a short period of time was extraordinary. We continue to receive praise and witness client astonishment at the simplicity and speed with which our electronic forms get to our users all over the world. It’s ‘instant everywhere, every minute’.”

### Outcome

As a result of HESS Corporation rolling out Cerenade’s Enterprise Server, today all employees worldwide are successfully using the application. This includes 418 Hess retail operations in the U.S., with more coming onboard each week. Hess employees in Denmark, Norway, England, and Scotland have also embraced the system. “More often than not new employees begin using the application even before having been trained on how to use the product. That’s how intuitive the system is,” says Castillo.

[continued]



For Hess executives, a feature of major benefit is the freedom to work offline while traveling, then sync up back at the office. This sort of mobility makes it easy for busy executives to work out of the office yet maintain the integrity of their work. Additionally, Castillo says, “the routing mechanism and Audit Trail facility are invaluable tools.”

For Castillo and her team, the time and money saved by eliminating desktop problems are paramount. “Our desktop issues are gone,” continued Castillo. “Because we deploy the application through a web server, virtually hundreds of desktop support hours are saved.” This translates directly into dollar savings that are felt across the entire corporation.

“In short,” concludes Castillo, “It is performing to all my expectations. Even better.”

As for the return on investment analysis, Castillo points to the following savings:

- Global cost of providing eForms services, including allocated IT costs (server space, network access, technical services, etc.), eForms software maintenance payments, and staff expense for forms design and maintenance and product management (fully loaded with salaries, fringe, office space, etc.) – \$300,000.
- Offsetting reduction in paper forms costs, including the costs of outsourced services (printing and shipping) and internal expenses (graphics design, vendor coordination, stocking, and distribution) – \$250,000.
- Significant improvement in approval processing times and ability to manage global processes from any desk around the world – Priceless!



9800 South La Cienega Boulevard  
Suite 411  
Inglewood, California 90301  
800.617.4202  
310.645.0598  
[www.cerenade.com](http://www.cerenade.com)