

Implico

Implico - Digital Co-designer of the Energy Transition

Rebranding consolidates position as digital pioneer in the supply chain of energy and natural resources / transparent product architecture / intelligent consulting services as a new key addition to portfolio / SCU as a global industry platform to link all players in the supply chain.

Hamburg, 20. September 2023. – Shaping the future through digitalization: Implico, the solution provider for digitalizing business processes in the energy and raw materials industry, is repositioning itself to support companies on their path towards a sustainable future. The digital pioneer is laying the foundations for a successful global energy transition through efficient software solutions, SCU – the industry platform for the supply chain – and practical consulting services.

The rebranding is reinforcing Implico's position as a trailblazer of digital solutions for the energy and raw materials supply chain. Through its global presence, 40 years of experience and ample expertise, Implico is paving the way for the transformation of the entire supply chain. The core of the company's new corporate identity consists of a novel, transparent product architecture, based on which Implico will provide new services and upgrades in the form of tried-and-tested software solutions relating to terminal management, secondary distribution and fuels retailing. This includes UnitedDAT for data management, UnitedBPA for process automation, and various AddOns offering additional features. Partnership, consulting and Supply Chain United are three further elements that will serve as cornerstones of the new corporate strategy.

"For the past 40 years, Implico has been known for providing quality digital solutions in the energy and raw materials industry. We want to do our bit to usher in the digital transformation for companies and actively help the energy sector unleash the full potential of its data," states Rolf Adam, CEO of Implico GmbH. ***"Principles such as co-creation and partnership have always played a central role at Implico, which is one reason why our international partner network includes well-known names such as SAP, Microsoft and AWS. As part of our rebranding, we are working to develop a global network of experts and an industry platform along the entire supply chain."***

SCU: a host of key innovations for the sector

The aim is for all key logistics and economic processes in the supply chain of energy and natural resources to be resolved via Supply Chain United (SCU), developed by Implico. This global industry platform paves the way for the seamless integration of individual IT systems and enables them to be linked to each other quickly and easily. Taking the SaaS principle as its basis, the platform offers a host of key innovations for all participants, including a subscription-based, open framework of cloud-based products along with an array of business applications. As the platform's initiator, Implico offers professional partner management for software producers and system integrators.

Modern data management with AI and machine learning

The market players in the supply chain are connected to each other and consolidated within a network via UnitedDAT. This intelligent data management service helps companies to meet complex legal requirements of the kind encountered when preparing sustainability reports, and enables them to gain maximum value from their data. Companies can use UnitedDAT to automate the exchange of data and integrate various IT systems. Complex tasks – such as managing, integrating and analyzing huge volumes of data, the transparent preparation of company and business data, and reporting end-to-end processes – are made simple through the targeted use of cutting-edge technologies such as machine learning and AI. The corresponding data can then be used for business process automation within UnitedBPA, a new addition to Implico's portfolio. Based on the motto "The automated route to automatic efficiency", this service is designed to help improve efficiency, not least because the automation of business processes is a key factor for success in

an industry that is often characterized by the transportation of hazardous goods. Through UnitedBPA, customers can deploy efficient IT solutions such as RPA (robot process automation) tools to carry out manual activities in a quick, cost-effective manner.

Intelligent consulting services as a future cornerstone of the business

Going forward, Implico's new focus will incorporate strategic consulting for logistics companies. This means identifying swift and effective ways and means – across the entire value and supply chain – for companies to increase their profitability, establish competitive advantages in a dynamic industry, and meet the substantial challenges involved in the energy transition. Implico will help its customers to meet the increasingly complex (legal) requirements relating to environment, health and safety. The digital pioneer's consulting services will also open the door to new energy sources such as LNG, ammonia and hydrogen. Automated processes and the real-time exchange of large volumes of data can help to further improve logistics processes as well as communication between producers, suppliers, distributors and customers and enable them to reach all-new heights.

New logo visualizes the core elements of the Implico brand

The Implico portfolio likewise contains established products, such as the terminal management solution OpenTAS for tank farms – in future, this product will be amalgamated along with various AddOns under the name UnitedTMS. Meanwhile, SAP S/4HANA SDM and SAP S/4HANA RFNO, two SAP standard solutions developed and maintained exclusively by Implico, will be integrated into the categories of UnitedSDM for secondary distribution and UnitedRFO for fuels retailing.

The company's new brand identity reflects the consolidation of its profile and corporate strategy, while the logo visualizes the brand's core elements while emphasizing its main features. The two graphic elements – the location pin (signifying locations within the supply chain) and the droplet (signifying Implico's core business) are connected like links in a chain. They stand for more than 40 years of experience and expertise in the global supply chain – and for the connection between all forms of data.

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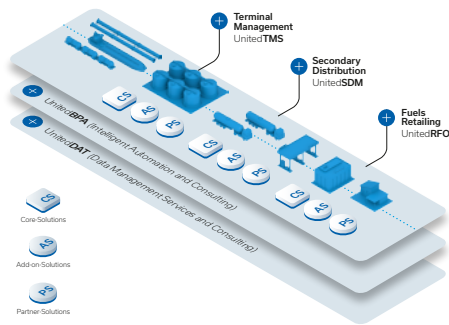
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Picture material



Caption: Supply Chain United, schematic illustration

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Caption: Implico Group, Corporate Logo

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Caption: Implico Group, Mood Image

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