

Catalyst & Technology

December/January 2007

News

CAT CHECK

KNOWLEDGE MANAGEMENT SYSTEM

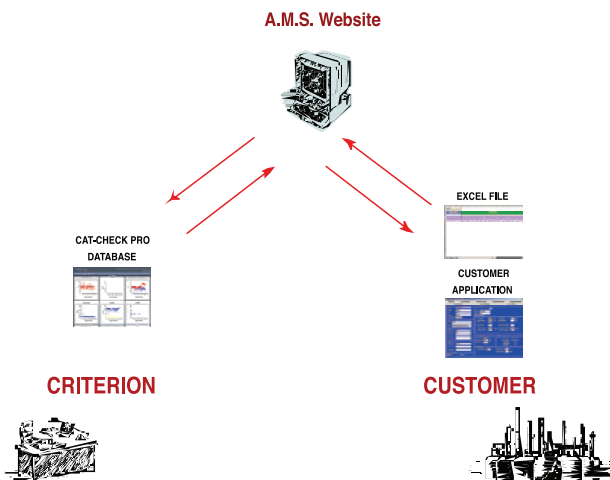
The introduction of clean automotive fuels into Europe resulted in a step change of emphasis on Hydroprocessing units in oil refineries. Simple treating units were reclassified as key strategic investments overnight. Without the ability to desulphurize fuels to meet the tight new limits efficiently and reliably, refinery operations would become severely limited. Fuel supply could be threatened.

In response, Criterion, a leading supplier of refining catalysts, introduced several new high activity products to boost the performance of hydroprocessing units. The need for a leading edge approach to servicing customers, using limited resources both at the refinery and at Criterion, was also critical. Criterion's solution was to develop the Cat-CheckSM Knowledge Management System.

Initially the brainchild of a few UK based staff working in their own time to seed development, Cat-CheckSM was soon recognized as having huge global potential. The Corporation supported its rapid development recognizing the enabling power that it brought to Criterion's customers.

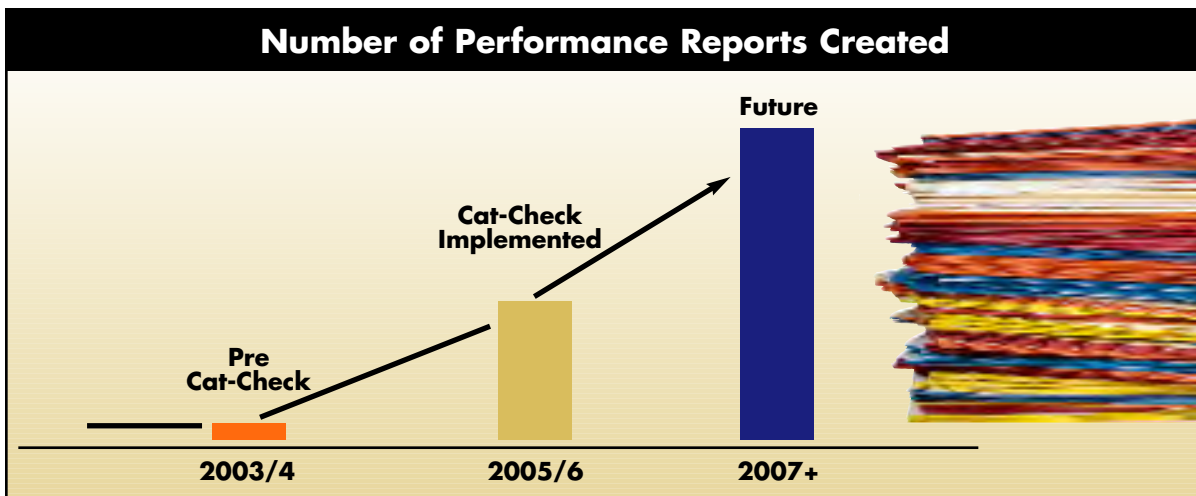
In essence, Cat-CheckSM is a systemized approach to servicing customer needs supported by a number of bespoke software applications. These applications include:

- Simple on-site tool for rapid unit monitoring
- Powerful system for efficient data collection and work-up
- Highly automated report generation focusing on key performance indicators
- Database allowing storage and comparison of world-wide operations
- Work management system to drive the engineer's work plan



CRITERION
CATALYSTS & TECHNOLOGIES

Each engineer is able to service many customers quickly, concentrating on the high value end of the chain with Cat-CheckSM looking after the routine aspects of the work. Turnaround time for customer reports has dropped radically to less than 10% of time taken prior to Cat-CheckSM. Since its introduction, Criterion's output in terms of number of catalyst performance reports has risen 10-fold with plans to further increase this another 5-10 fold. Customer intimacy has improved dramatically and the approach is being adopted across all applications globally.



Experience has shown that the combined efforts of the new range of products and the enhanced service have allowed customers to not only meet the stringent new specifications but to gain important efficiencies in their operation. Cat-CheckSM has enabled Criterion to move from a position of providing reactive service aimed at solving problems to a proactive approach focusing on maximizing unit reliability, cycle optimization and profitability. Benefits are realized both from a risk minimization point of view to increased profitability.

Criterion has also been able to attract a new breed of engineers, capable of benefiting from the automated process and allowing increased focus on the more stimulating aspects of the work. These engineers are now busy further improving the system and making greater use of best practices to ensure the customer gets even more out of their operations.

The market reaction has been significant and in the first year of implementing Cat-CheckSM, refiners are reaping the benefits of more effective and proactive technical services. Having now gained early advantages, the next stage is to further leverage the value of this approach. Further developments are in the pipeline.

Important:

All information contained in this document is considered accurate at the time of the testing, based on the equipment, and specific conditions and other limitations during the testing process. It is being furnished upon the express condition that the user will make its own assessment to determine the accuracy and applicability for the user's particular purpose.

© 2007 Criterion Catalysts & Technologies L.P.



CRITERION
CATALYSTS & TECHNOLOGIES

Worldwide Offices:

HOUSTON:

16825 Northchase Dr.
Suite 1000
Houston, Texas 77060-6029
Telephone: (281) 874-2600
Facsimile: (281) 874-2641

CANADA:

Suite 810, Centre 104
5241 Calgary Trail Southbound
Edmonton, Alberta T6H 5G8
Canada
Telephone: (1) 780-438-4188
Facsimile: (1) 780-438-3473

UNITED KINGDOM:

1650 Parkway
The Solent Business Park,
Whiteley, Fareham,
Hampshire, PO15 7AH
England
Telephone: (44) 1 489-881881
Facsimile: (44) 1 489-881882

SINGAPORE:

298 Tiong Bahru Road
#07-03 Central Plaza
Singapore 168730
Telephone: (65) 6276-3627
Facsimile: (65) 6276-7455

Visit us on the web: www.criterioncatalysts.com

e-mail address: publicaffairs@criterioncatalysts.com



CRITERION
CATALYSTS & TECHNOLOGIES