



CASE STUDY

GLOBAL EAM SYSTEM IMPLEMENTATION: 30+ TERMINALS IN 16 COUNTRIES LIVE IN 10 MONTHS

MaxGrip and Ultimo partnered to deliver a large-scale Enterprise Asset Management (EAM) system implementation for a global terminal operator specializing in oil, gas, and bulk logistics. The company operates over 30 terminals in 16 countries, uses 13 currencies and works in nearly every global time zone. Faced with the challenge of standardizing processes across a rapidly grown portfolio of terminals, the client engaged Ultimo as the EAM platform provider and MaxGrip as the implementation partner. A global project team of MaxGrip consultants based in Houston (USA), Utrecht (Netherlands) and Kuala Lumpur (Malaysia) collaborated to deliver this ambitious transformation.

AMBITIONS: RAPID IMPLEMENTATION

Following several recent acquisitions, the client's asset base had grown quickly without a unified asset management structure. The EAM project was part of a broader operational alignment initiative and faced significant time and cultural constraints. Key objectives:

- Standardize asset management practices across all terminals
- Implement a unified Ultimo EAM configuration globally
- Introduce consistent data and process standards where none existed
- Enable scalability to align with future finance, procurement, and HR systems
- Complete global rollout in 9 to 10 months

Delivering on these goals required overcoming several layers of complexity. Global coordination was essential with terminals spanning five continents, each with unique operational environments and varying levels of digital maturity.

The global roll out, therefore, also required expert change management with tailored approaches to accommodate cultural differences and drive user adoption. Furthermore, with several terminals located in Latin America, Bilingual implementation (English and Spanish) was crucial.

APPROACH: NAVIGATING GLOBAL COMPLEXITY

The implementation wasn't without its hurdles. Terminals spanned every time zone, and each region brought its own complexities:

One Global Configuration

Ultimo was implemented using a single enterprise-wide configuration, without any local customizations. This streamlined approach enabled fast and consistent deployment across over 30 terminals, regardless of size or location.

Scalable Role-Based Access

A robust role-based authorization model was designed to serve terminals of varying complexity, from small local sites to large international hubs. This approach allowed functionality to be scaled up or down through user permissions, avoiding the need for site-specific configurations.

Regional Expertise and Native Language Support

MaxGrip's globally distributed consultant teams from Kuala Lumpur, Houston, and across EMEA together with the customer global team ensured localized delivery and continuous support. Native Spanish-speaking consultants played a critical role in effectively engaging with the Latin American sites.

Agile and Integrated Execution

The project team remained flexible and responsive to the client's ongoing organizational changes. The EAM implementation was carefully coordinated ensuring alignment with other initiatives across the business.

THE IMPLEMENTATION STRATEGY

What set this project apart was its agile, scalable, and consistent implementation methodology. Ultimo was configured in a single enterprise environment, avoiding costly and time-consuming localization. This ensured consistency and rapid deployment across all sites, with every terminal regardless of their size operating from a unified system.

Through a finely tuned role-based authorization structure, the system adapted seamlessly to small, medium and large terminals via permissions without altering core configurations.

MaxGrip's global team, with offices in Kuala Lumpur, Houston and EMEA, as well as native Spanish-speaking consultants, ensured cultural alignment, local engagement and timely execution in each region with minimum friction. The team also responded dynamically to the client's ongoing organizational changes, integrating the EAM rollout with broader enterprise transformations in finance, procurement, and HR — reinforcing its role as a digital backbone.



BENEFITS

EARLY WINS AND MORE TO COME

While it's still early to quantify long-term business impact, the immediate achievements speak volumes:

- **Deployment completed in 10 months** – a rapid timeline for a transformation of this scale
- **Over 400 active users** are live on the system across desktop and mobile platforms
- **Standardized asset management across 30+ terminals**, now operating in one environment, using one configuration, and adhering to one set of standards - a significant operational leap forward
- **Fully integrated mobile environment**, including deployment of tablets and mobile access tools
- **Live KPIs** are now tracking user adoption and system usage across all regions

The journey is far from over, but the groundwork has been laid for long-term operational excellence, adaptability, and future integration across the business eco system. This project exemplifies how MaxGrip's global implementation expertise and Ultimo's flexible EAM platform can drive a successful, enterprise-wide transformation. Delivered on time, at scale and with minimal friction, this program is a testament to effective collaboration, agile project management and commitment to quality across all stakeholders.



MaxGrip is a global Asset Performance Management consultancy that enables asset-intensive organizations to improve their bottom line by optimizing asset performance and accelerating digital transformation. Our experts work with leaders in a broad range of industries, including Oil & Gas, FMCG, Power Generation & Distribution, Water and Wastewater, Infrastructure and Metals and Mining.

Learn more about our solutions and clients at maxgrip.com. Or contact us via info@maxgrip.com.