Finding the Right Chemistry:

Braskem Enhances Petrochemical Factory Efficiency

"Informatica Intelligent Cloud Services makes it easy for us to operate with SAP as our business foundation while making strategic use of cloud services to drive digital transformation."

Vinicius Carneiro da Silveira
IT Solutions Architect, Braskem

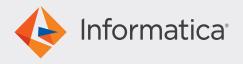| Goals	Solution	Results
Simplify data management to adopt a more agile, microservices-based architecture to support petrochemical manufacturing	Integrate SAP and other on-premises data sources with multi-cloud apps such as Salesforce, Coupa, and Vendavo using Informatica Intelligent Cloud Services	Enables Braskem to modernize and transform faster while reducing risk and keeping petrochemical manufacturing processes intact
Empower non-technical employees to integrate data and applications at any latency, without hand coding	Use Informatica Cloud Application Integration for real time updates between their warehouses, Azure Cognitive Services and SAP system	Makes it easy for non-technical employees to bring in timely, trusted data and connect applications according to business needs
Make systems and facilities more intelligent by monitoring APIs and adopting new technologies made possible by the Internet of Things (IoT)	Use Informatica Cloud Data Integration for batch integrations of their mobile approval application to facilitate purchases and employee vacation plans leveraging API requisitions and approvals	Improves application visibility while enhancing factory operations with facial recognition and IoT-driven intelligence

About Braskem

Created in 2002 by the integration of six companies from Odebrecht Group and the Mariani Group, Braskem is currently the largest producer of thermoplastic resins in the Americas and the largest producer of polypropylene in the United States. Headquartered in São Paulo, Braskem has approximately 8,000 employees in Brazil, the United States, Mexico, and Germany, in addition to 16 regional offices in other countries.

Informatica Success Story: Braskem

Braskem is the largest petrochemical company in Latin America and a leader in the international market for thermoplastic resins, serving customers in more than 70 countries on all continents. In a single year, Braskem produces more than 16 million metric tons of thermoplastic resins and other chemicals.

Braskem operates in a traditional industry in which engineering quality and production capacity have historically determined market share. But like many companies, Braskem sought to undergo digital transformation to help drive manufacturing efficiencies.

Heavily invested in a legacy SAP ERP system, Braskem wanted to gradually move toward a microservices-based architecture that would support agile application development, while being easy to manage. It also wanted to modernize its factories with Internet of Things (IoT) technology and cloud-based facial recognition services.

Seeking to gain a competitive edge from going digital, Braskem brought in a global consulting organization to identify gaps and any potential barriers to success. The consultants stressed the importance of integrating data seamlessly across multi-cloud and on-premises systems such as SAP, as well as the need to easily consume, expose, and monitor application programming interfaces (APIs) between systems.

"We have big plans for the business, all of which require a new digital mindset," says Vinicius Carneiro da Silveira, IT Solutions Architect at Braskem. "That's a major culture change for us and it can be daunting. We needed data integration and API management tools that would be easy to use to help us save precious time and momentum in our digital transformation."

Simplifying systems integration

Braskem performed a detailed evaluation of data integration solutions from Informatica, SnapLogic, and MuleSoft. Ultimately, it chose Informatica Intelligent Cloud Services because it offered the most complete solution. Informatica has been an SAP partner for over 22 years and has over 1,000 customers using SAP.

"Not only does Informatica offer cloud data integration and API management to help solve our immediate issues, it also has integrated data quality and governance solutions that we may use in the future," says Silveira. "We did a proof of concept with Informatica Intelligent Cloud Services, and I very much liked what I saw. Informatica had the best technical solution and it was also the easiest to use."

Braskem worked with Orys, an Informatica partner based in Brazil, to deploy Informatica Intelligent Cloud Services, which includes Informatica Cloud Data Integration for batch and Informatica Cloud Application Integration for real-time integrations. It uses the solution to integrate on-premises data sources such as SAP and OSIsoft with cloud apps such as Salesforce CRM, Coupa procurement, and Vendavo price optimization software.

"Informatica Intelligent Cloud Services makes it easy for us to operate with SAP as our business foundation while making strategic use of cloud services to drive digital transformation," says Silveira. "It's very easy to use. You don't have to be a programmer."
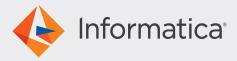
Making factories more efficient

In cases where APIs are needed to orchestrate services and processes, Braskem uses Informatica API Manager to consume, expose, manage, and monitor APIs. A cloud-based service, Informatica API Manager allows Braskem to improve visibility into how manufacturing applications interact and adopt new, cutting-edge technologies.

For example, in Braskem's factories, maintenance personnel often found that the machinery they needed to perform their daily tasks was unavailable. To solve the problem, Braskem used Informatica API Manager to expose materials stock inventory from SAP as an API, which is then consumed by Face, part of Azure Cognitive Services. Facial recognition technology now identifies which employees are using the machinery and how often, helping Braskem optimize equipment inventory and avoid downtime for maintenance workers.

"We're putting IoT sensors in our factories and using Informatica API Manager to expose some of that information to other systems, which gives us a lot of flexibility to modernize and make our factories more intelligent," says Silveira.

Enabling a faster digital transformation

With so much intellectual property and so many business processes tied to SAP, it's critical that Braskem continue to leverage that information while pushing the envelope of innovation with cloud and

IoT technologies. Using Informatica Intelligent Cloud Services, Braskem can continue along its digital transformation path by seamlessly integrating applications instead of disrupting the business by ripping and replacing them.

"When I originally received the new task of dealing with systems integration, I thought, wow, am I up to the challenge?" says Silveira. "Informatica helped me understand this new world and I realized that I am up to the task."

Inside The Solution:

- Informatica Intelligent Cloud Services
  - Informatica Cloud Application Integration
  - Informatica Cloud Data Integration
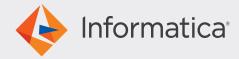 - Informatica API Manager

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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