



CASE STUDY

The BioUrja Group

How Maven prevented any disruption to
their business and their managed services
with IBM Maximo



Let our expertise be your *success*.

At Maven Asset Management, we use our years of experience to create your next success story. We believe that having a partner who is invested in your business is critical to success. We will formulate the exact thing you need for a successful partnership and provide expert solutions.

Headquartered in Tampa, Florida, Maven was founded in 2008 by a group of asset management consultants who wanted to break the mold of traditional consulting. We have a knack for developing innovative and less obvious solutions, which instinctively keeps us challenging the status quo. Our exceptionally high customer satisfaction reviews are a direct result of developing close partnerships with each of our clients. We prioritize working closely with your team, being attuned and adaptable to your organization's needs.

Learn more about the #MavenExperience by reviewing this case study.

Let's connect,

Jennifer Gatzka, CEO

The BioUrja Group, a Houston-based energy commodities company focusing on the supply and sale of ethanol and petroleum products has an extensive logistics and distribution system worldwide. Over time, they have systematically built up the reputation, to efficiently and cost-effectively purchase, store, and deliver physical commodities to consumers. They are a value-add trading partner with uncompromising service, reliability, strength, and cost-effectiveness. In 2021, BioUrja reached an agreement to acquire an ethanol production complex in Peoria, Illinois, from Archer Daniels Midland Company.

Maven embarked upon an interim solution for BioUrja to prevent any disruption in their business until their managed services agreement with IBM Maximo was executed after their acquisition. They needed a platform to manage their production and distribution assets without disrupting their day-to-day activities. Their needs were met by making provisions to their current Maximo environment. Many companies who have been part of mergers and acquisitions understand the struggle of standardizing processes across the new organization while leveraging the unique skills of each. Our strategy involved using a cloud infrastructure to rapidly build the necessary requirements while making them easily adaptable too.

CHALLENGES

Understanding Obstacles

Learning the issues was essential from the onset of the project and key to devising a plan for the implementation. Maven was agile during this process and assisted users with Maximo operations and resolved issues experienced during the project. Having Maximo experts on-site at the plant and also remote was a useful way we assisted

with implementation and training during the project. In addition, Maven provided train-the-trainer style training of core Maximo subject areas. This training was available for those involved in day-to-day configurations and training of plant staff members.

Maven merged the techniques and best practices learned by each organization to create the configuration for the BioUrja environment.

Creating A Framework

To successfully implement the Maximo environment, the best practices needed to be utilized. This allowed Maven to share their knowledge with the Maximo users at BioUrja. Maven confirmed that each component is running, data has been loaded correctly, and the environment is accessible to the BioUrja staff.

BIOURJA GROUP AT-A-GLANCE

7
Companies Make the BioUrja Group

25
Locations Around the Globe

400
KB of Fuel Storage Space

1M
Gallons of Fuel Annually





INSIGHTS

Easy to Use • Agile & Flexible • Collaborative • Adaptable • Partnership
Subject Matter Experts (SMEs) • Standardization • Empowering • Remote Training

SOLUTION

Maven successfully implemented a interim Maximo environment for a newly acquired company to keep the business moving without hiccups from day one of the process. We kept things simple for BioUrja, so they could stay focused on their core business. We organized site settings to satisfy data requirements and statuses. In addition to uploading the data for BioUrja, Maven provided hyper-care support and training for the Maximo users. BioUrja can now successfully execute their day-to-day activities flawlessly. The agility and knowledge of Maven provided BioUrja with the expertise to keep them running and quickly assist with prioritizing their needs.

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LIKE THESE TO WORK FOR YOU.

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