



## TERMINALS

# “I’m challenged to meet changing market, regulatory, and customer dynamics.”

*A recent ARC study states that by implementing continuous asset information management through automation, terminals can improve their turnover by 2-3%.*

**Some Insights on Energy, Refining, and Liquid Product Storage, StocExpo 2011 Conference in Rotterdam, ARC Insights, 4/21/11**

### What if...

- You could measure more products over a broader range with less maintenance and better accuracy?
- You could maintain confidence in measurement performance between proving cycles?

### How do you meet changing market requirements?

Your terminal has to be flexible enough to respond to changing market, customer, and regulatory demands. Customers are asking for more complex support in producing the products the market demands. An unexpected event can wreak havoc with your long-term scheduling commitments. And there’s no question that you have to comply with new regulatory requirements whenever they occur.

To take advantage of these new business opportunities and ensure future growth, your terminal has to have the equipment and processes in place that will allow you to respond to these new demands faster, and with greater precision. But efficiently handling ever-increasing variations in customer specs, recipes, products and supply is more challenging than ever. These dynamics can change very fast, and your terminal’s ability to adapt to these changes efficiently—and accurately—can be the difference between running and shutting down.

*Operations managers we talk to tell us about challenges like these:*

### **“My terminal isn’t equipped to manage increased variation in specs, products, recipes, and quantities.”**

More and more, your customers are asked to deliver new products and blends in a wide range of quantities. But finding ways to handle these new variations and requests puts tremendous pressure on your terminal operations. To turn these challenges into business opportunities, your terminal has to be flexible enough to meet these and any other new requirements, whenever they occur.

### **“We struggle when things don’t go according to plan, and lack the ability to quickly respond to changes in customer requirements.”**

To successfully operate your terminal in today’s dynamic environment, you need to optimize your resources and processes so you can balance the effects of unforeseen events against your long-term scheduling commitments. But with so many of these short term events out of your control, you may lack the operational efficiencies required to manage these events effectively.



You're under constant pressure to optimize your terminal's performance so it can adapt to new requests and respond to changing market, regulatory, and customer dynamics.

Using Micro Motion Coriolis flow and density meters with other solutions from Emerson Process Management will give you the flexibility you need to meet changing market and customer dynamics. These solutions will help you achieve a broader range of recipes and improve the quantity and quality of the products and services you provide to your customers. By having more agile operations, you'll be able to respond to changing customer and market requirements, and increase your terminal's overall ability to support your customers' needs.



### PROCESS VARIATIONS WITH EASE

Emerson's technology is designed to operate under dynamic conditions and deliver accurate, precise results. Our portfolio of Coriolis flow and density meters will help you meet a broad range of stringent product specifications, decrease maintenance, and improve efficiency. Using these tools will help you ensure that your terminal is equipped to handle new process changes, at any time.

### FILL GAPS IN YOUR OPERATIONS

With Emerson, you'll work with tools that will give you flexibility to adapt to new and unexpected process changes. Comprehensive information from our Smart Meter Verification and diagnostics will help you fine-tune existing processes, and because our meters are designed to handle multiple products, you'll be able to streamline your operation. All of this will help you identify and close gaps in your operations and increase efficiency.

*By implementing automation (including the use of Coriolis meters), in their terminal, Shell Pernis was able to achieve 97.5% availability, reduce load time by 10%, decrease operational costs by approximately 20%, and eliminate one shift from operations.*

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