Enterprise Support Success Story Form

Please return the completed form to:

Innovation & Enterprise Directorate
Kuwait Foundation for the Advancement of Sciences

E-mail: enterprisesupport@kfas.org.kw

(Subject: Co-Funding Support for In-House R&D Application)

Tel: 22278100 Ext: 1877
<table>
<thead>
<tr>
<th>BRIEF DESCRIPTION OF THE COMPANY</th>
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<td>The EQUATE Group* is a global producer of petrochemicals and the world’s second largest producer of Ethylene Glycol (EG).</td>
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The Group has industrial complexes in Kuwait, North America and Europe that annually produce over 5 million tons of Ethylene, EG, Polyethylene (PE) and Polyethylene Terephthalate (PET). The products are marketed throughout Asia, the Americas, Europe, the Middle East and Africa.

The EQUATE Group’s shareholders include Petrochemical Industries Company (PIC), The Dow Chemical Company (Dow), Boubyan Petrochemical Company (BPC) and Qurain Petrochemical Industries Company (QPIC).

The Group is a leading enterprise that pursues sustainability wherever it operates through partnerships in fields that include the environment, economy and society. [www.equate.com](http://www.equate.com)

* The EQUATE Group includes EQUATE Petrochemical Company (EQUATE), its subsidiaries and The Kuwait Olefins Company (TKOC).

For more information, kindly visit [This is EQUATE](http://www.equate.com).

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<th>HOW DID YOU FIND OUT ABOUT KFAS, AND THE ENTERPRISE SUPPORT PROGRAM?</th>
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<td>EQUATE and KFAS has strong interchange relationship in innovation which parties are leveraging to support the country in benefiting from it. Our innovation department played excellent role to introduce program to EQUATE.</td>
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WHAT WAS THE PROBLEM YOU WERE TRYING TO SOLVE?

Please give a detailed description of the problem you were trying to solve, and how it was linked to Science, Technology and Innovation.

Problem on-hand:

- Cumbersome and time-taking IT business transactions, work flows and processes
- Multiple systems and applications (SAP, Web tools, .Net applications etc.)
- Essential business user trainings on various tools and systems
- Non-unified user experience – look and feel
- Desktop and network dependent applications

All the above-mentioned problems are related to the Information technology tools and applications being used in the Organization.

RESEARCH INSTITUTION

N/A – Internal Initiatives/ In-House Development

PROJECT DESCRIPTION

Please give a detailed description of the project and what it covered – new tech, new product, etc.

MARSA project is an enterprise-wide application using the ERP (Enterprise Resource Planning) software as one Gateway to connect to various enterprise solutions and applications.

MARSA brings a new user experience (UX) tool which allows the user to take quick and informed actions on-the-go.

MARSA simplifies the user interface (UI), the interaction (ex: no of clicks), and the functionality by tailoring the applications and the tasks.

MARSA is a role based central application for accessing all productive applications. It is device agnostic and can be accessed via. Desktop, Tablets, Laptop and Mobile devices.

HOW DID KFAS HELP WITH YOUR PROJECT?

Please give a detailed description of how KFAS helped you achieve the goals of your project – i.e. helped connect you to the research institution, facilitated discussions with the research institution, co-funded the project, etc.

KFAS provided excellent support to Co-Fund the project since it is unique implementation.

- KFAS helped in Co-Funding the project financially.
- KFAS helped in providing the funds based on phases.
- KFAS usually offers research institutions but with this case it was not required as it is internal development.
- KFAS helped with the fund to develop internal capabilities.
**TO WHAT EXTENT DID KFAS ADD ADDITIONAL VALUE TO YOUR PROJECT?**

Please describe how KFAS provided additional value to your project – i.e. customer relationship building, increasing ease of doing business, assisted in identifying alternative suppliers/customers, assisted in identifying alternative markets, etc.

- Provide excellent support for project implementation
- Improve customer relationship
- Helped to innovate with new solutions
- Ease of access for the solution provided

**WHAT WAS THE STI RELATED SOLUTION NEEDED FOR YOUR PROJECT?**

*FOR EXAMPLE, IT ADDRESSED ONE OR MORE OF THE FOLLOWING ITEMS:*

- ☒ Testing of new, advanced technology material
- ☐ Environmental solutions
- ☐ Less consumption of raw material, and / or more efficient production
- ☒ Increase in profitability
- ☒ IT solution
- ☒ New service for customers (e.g. financial service)
- ☐ Other – please mention below:

**WORKING WITH THE RESEARCH INSTITUTE**

Please describe how you worked together with the research institute.

N/A – Internal Initiatives/ In-House Development

**PROJECT IMPACT**

Please describe how this project affected your company positively.

MARSA project brought a big positive change in a business perspective and excellent results across the entire Organization.

MARSA project got lots of appreciation for their in-house innovation and development efforts.

MARSA has become the central portal for accessing all Employee Self Services (ESS), Workflow Approvals and for execution of highly productive business transactions thus allowing Employees for faster and direct access to relevant information, to take quick and informed actions.

MARSA increased user satisfaction with its new interface which simplified the usage.

MARSA project increased employee productivity, reduced training costs, reduced number of IT support tickets and IT change requests.

**WOULD YOU REAPPLY TO A KFAS PROGRAM?**

- ☒ Yes
- ☐ No

**BECAUSE OF THIS PROJECT, ARE YOU LIKELY TO INVEST FURTHER IN RESEARCH & DEVELOPMENT?**
Please mention whether this project has inspired you to invest in further R&D, and what type of R&D you would like to invest in.

Yes, EQUATE is having a continues and on-going development for IT solutions or even products, several departments and teams are working on investing on research. This project (MARSA) also expanding more within the company and adding more services to the employees community.

WOULD YOU RECOMMEND KFAS PROGRAMS TO OTHER COMPANIES?

Please describe the details of our program that would make you recommend it to others.

Yes, highly recommending KFAS Programs for private sector companies.