

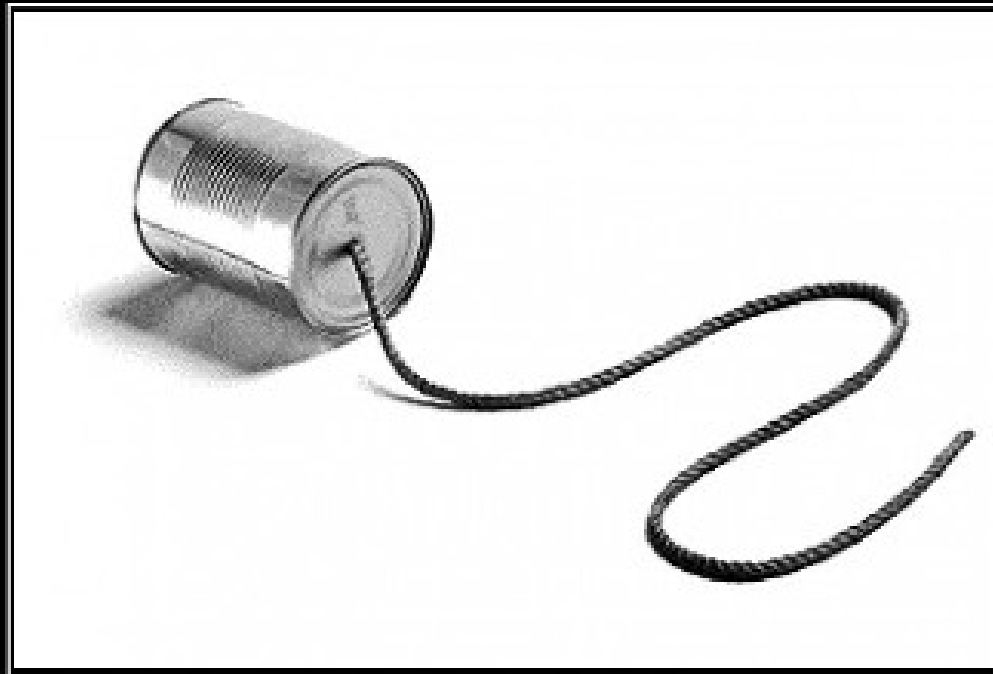
Using Technology and Standards to Create Efficiency and Improved Customer Service in the Downstream Supply Chain

Jamie Boothroyd

BP Fuels, North America

Head of Planning, Optimization, and Pricing

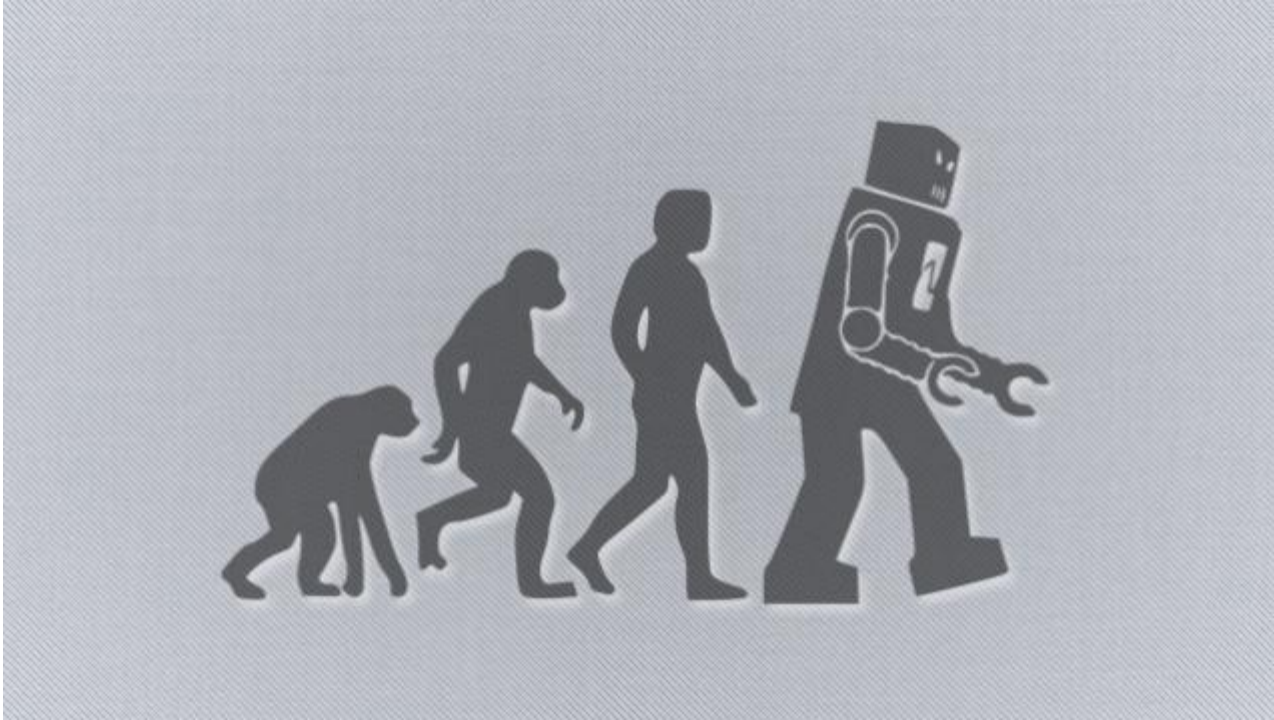
Talking about communication



COMMUNICATION

It's best to pretend people are actually listening to you.

Industry evolution has created complexity and supply chain challenges



From vertical integration to specialization



Complexity has been normalized



Tools and technology have not enabled simpler or better performance



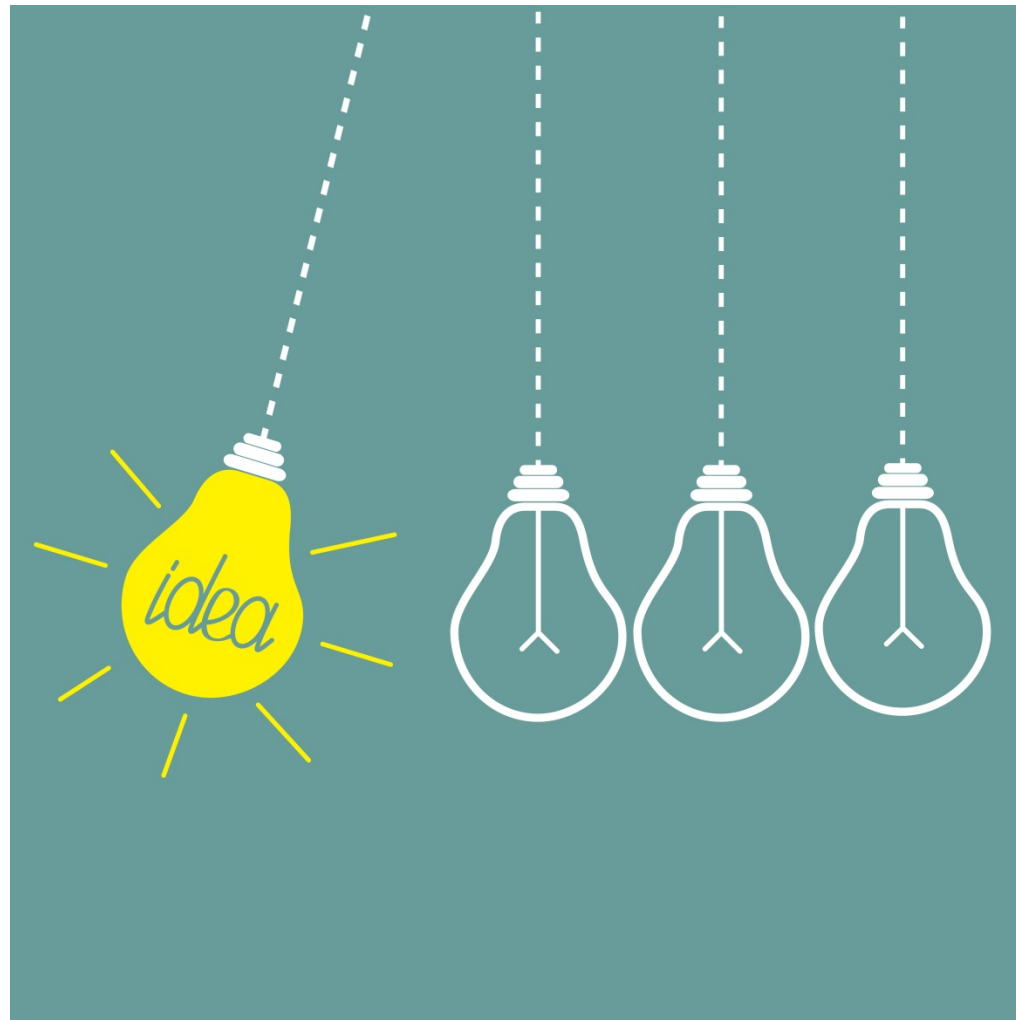
Large collective inefficiency within the supply chain --- impacts all participants



Standards as an enabler...



...to Technology innovation



Any questions?