

## CASE STUDY

# Kuraray: Harnessing Data for Global Operational Excellence

Explore Kuraray's journey from the complexities of data overload to streamlined operations and leadership in the chemical industry. This case study showcases how embracing Power BI transformed their decision-making process, boosted efficiency, and established them as pioneers in their field.



## The Company

Kuraray, a leader in the global chemical manufacturing industry, is renowned for its innovative approach in producing specialty chemicals, fibers, and other materials. With a rich history and commitment to pioneering new products and solutions, Kuraray is dedicated to continuously advancing its operational capabilities to better meet the evolving demands of the market and maintain its competitive edge.

## The Challenges

Kuraray's PVB Division encountered significant challenges that hindered efficiency and innovation:

**Data Integration Across Global Locations:** Managing seven manufacturing locations around the world, each with distinct production systems, posed major integration challenges. This fragmentation led to cumbersome and time-consuming processes to compile and analyze operational data.

**Manual Data Compilation:** The division's reliance on manual processes to compile data for performance and trend reports was not only inefficient but also costly, consuming significant labor hours and delaying critical decision-making.

## Quick Insights

### The Challenges

- Data Integration Across Global Locations
- Manual Data Compilation

### The Solutions

- Power BI Training and Implementation
- Customized Dashboards
- Ongoing Business Intelligence Improvements

### The Results

- Operational Efficiency
- Strategic Advancements
- Streamlined Data Management
- Enhanced Decision-Making

“ Turning our data into decisions has revolutionized how we operate, making our processes more dynamic and responsive. Power BI was instrumental in achieving our inventory and operational goals efficiently, fundamentally changing how we will operate for the future

John Siepelinga, Sr Director of Global Operation  
Kuraray

## The Solutions

To address these challenges, Kuraray sought a robust solution:

**Power BI Training and Implementation:** Kuraray partnered with P3 Adaptive for a customized three-day Power BI training, which laid the groundwork for a transformative data management approach.

**Customized Dashboards:** Development of customized dashboards that integrated data from various silos allowed Kuraray to access consolidated real-time information, enhancing decision-making capabilities across its operations.

## The Immediate Impact of Strategic Data Use

The journey to transform Kuraray's data management began with a comprehensive three-day Power BI training provided by P3 Adaptive. This initial step laid the foundation for a revolutionary change in how Kuraray approached its data. Following the training, Kuraray partnered with P3 Adaptive to develop customized dashboards that could integrate data from various silos across their global operations. This partnership proved crucial in translating Kuraray's vision into a tangible, powerful tool for decision-making.



- **Streamlined Data Management:** The implementation of Power BI dramatically transformed the reporting process, reducing what previously took four hours of work down to just seven clicks. This significant improvement in productivity enabled quicker responses to market dynamics and facilitated more agile strategic adjustments.
- **Enhanced Decision-Making:** With a more integrated data environment, Kuraray was able to swiftly adjust strategies and efficiently manage resources across the board. This not only improved operational agility but also enhanced the company's ability to innovate and respond to market opportunities.
- **Significant Inventory Reduction:** One of the most impactful outcomes was achieving a significant reduction in inventory. By leveraging their new Power BI capabilities, Kuraray successfully reduced their inventory by 18% within just a month, showcasing the practical benefits of their enhanced data management system.

The impact of these changes reverberated throughout the organization, fostering a culture of data-driven decision-making. This success story also set the stage for further expansion of data integration efforts.

## The Results

The implementation of Power BI and the subsequent data integration efforts at Kuraray yielded far-reaching benefits that extended beyond mere operational improvements. The company experienced a paradigm shift in how it approached data, decision-making, and strategic planning. This transformation touched every aspect of Kuraray's operations, from day-to-day processes to long-term strategic initiatives, setting a new standard for data utilization in the chemical manufacturing industry.

The results of these initiatives were transformative:

- **Operational Efficiency:** The ability to generate real-time reports and analyze data swiftly has

led to more informed decision-making and increased operational efficiency across Kuraray's global operations.

- Strategic Advancements:** By leveraging integrated data insights, Kuraray has been able to implement strategic changes that have substantially improved performance and competitive positioning.

The impact of these results extended beyond quantifiable metrics, fostering a culture of data-driven innovation throughout the organization. Employees at all levels began to see the value of integrated data insights, leading to increased engagement and a more proactive approach to problem-solving. Moreover, Kuraray's success story has positioned the company as a leader in digital transformation within the chemical manufacturing sector, attracting talent and partnerships that further drive innovation. As Kuraray continues to expand its use of Power BI and data integration strategies, the company is well-positioned to adapt to future challenges and capitalize on emerging opportunities in the global market.

## The Road Ahead: Kuraray's Vision for Data Empowerment

Empowered by the success of their initial data integration, Kuraray is poised for a digital transformation

that promises to revolutionize their entire global operation. The company's vision extends far beyond the current achievements, setting the stage for a future where data-driven decision-making is the norm across all departments and regions.

By setting these ambitious goals, Kuraray is not just preparing for the future – they're actively shaping it. The company's forward-looking strategy, powered by their partnership with P3 Adaptive and the capabilities of Power BI, positions Kuraray as a pioneer in data-driven manufacturing, ready to meet the challenges and opportunities of the rapidly evolving global market.

## Conclusion: Leading the Future with Data-Driven Decisions

Kuraray's success story demonstrates the transformative power of data-driven decision-making. By partnering with P3 Adaptive, Kuraray has not only streamlined its operations but also positioned itself for sustained growth and innovation. As businesses across industries face similar challenges in data management and integration, Kuraray's journey serves as a compelling example of how the right tools and expertise can turn data into a strategic asset. For companies looking to embark on their own data transformation journey, P3 Adaptive stands ready to provide the guidance, tools, and support needed to achieve similar success.

### Ready to Redefine Your Strategies?

It's time to act. Contact P3 Adaptive today to discover how we can help drive your company towards greater efficiency, innovation, and market leadership.

Don't just keep pace with industry standards—set them.

Get Started

