Insights Global - Consultancy

Commercial Execution Plan

INSIGHTS GLOBAL

Market research company

Create better functioning energy markets by enabling intelligent decisions

- Provide insights to support our clients
- Scientific approach: data driven combined with on-the-ground intelligence
- Sophisticated & creative solutions

Well known products:

- Rhine/ARA barge freight rates
- ARA oil product stocks
- TankTerminals.com
- Rhine Flow Service
- Consultancy Services
- Oil Academy

TankTerminals.com

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Tanks need to be rented out to make money

Terminal management is responsible for the long-term future by creating a healthy ROI

Responsibilities terminal management

- Needs to run a long-term profitable terminal
- Needs to create a healthy ROI
- Needs to rent out tanks that are under construction
- Needs to rent out existing empty tanks
- Needs to attract growing product markets and winning customers
- Needs to be relevant in the market by having enough scale

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Renting out tanks for a good price should be always top of mind

Terminal operators are faced with new challenges and uncertainties in case tanks are not being rented out

Challenges and uncertainties

- Risk of not renting out new tanks under construction at the moment they are being commissioned
- Risk of too many existing tanks not rented out
- Risk of engaging with too many products and customers that have a low probability of success
- Risk of targeting products or customers that are “fixed” at other terminals
- Uncertain how to activate the market in a focused way
- Risk of not getting the required price for the services
- Risk of not having the right infrastructure for the products that have growth potential
- Risk of targeting segments with high competitive pressures
- Risk of not having the support/commitment of the whole organization
- Risk of not being commercially aligned with companies' strategy

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Insights Global offers a Commercial Execution Plan (CEP)

What we offer

Main characteristics of the CEP are following:

- Proven concept which translates business opportunities into a concrete action plan
- CEP helps to make choices on which products and customers you need to focus on
- Insights Global will facilitate the project and prepare the CEP together with the client
- Clients' employees will provide input, act as sparring partner and be available for interviews

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Making choices on which products and customers to focus on is crucial

What we will do (1)

What we will do

- Conduct one or multiple workshops to gather brain power and commitment
- Conduct competitive analysis including SWOT Analysis
- Determine critical success and risk factors via internal assessment
- Determine mitigating actions to increase the probability of success and to reduce the risk factor
- Gap analysis of required infrastructure versus existing infrastructure
- Make choices on which products to focus on from trade flow perspective, where your value proposition is competitive (from customer perspective) and attractive (from terminal perspective)
- Make use of an existing Market Study or prepare market study, which focusses on trade flows outlook
- Determine if there is a storage market

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Together with the client market activation pans will be developed

What we will do (2)

What we will do

- Combine external intelligence with clients' intelligence (e.g. RFP)
- Create insights on who is doing what
- Make choices on which customers to focus on (tier1-3)
- Per target product a market activation plan (MAP) will be prepared
- Make concrete action plan, which makes it very simple to activate the market in a focused way
- Structure and incorporate the vision, commercial goals and strategy in the CEP
- Map market price and crosscheck with required price
- Conduct profit margin analysis per product market

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Concrete deliverables will help to rent out the empty tanks as soon as possible

What we deliver

Deliverables

- Concrete action plan, which makes it very simple to activate the market in a focused way
- Clear overview of who is doing what in the relevant market segments
- Clear overview of the growth market segments
- Clear market activation plan (MAP) per product target market you will get a
- Clear overview of tier 1, 2 and 3 customers
- Clear overview of risk and success factors and their mitigating actions

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Being more focused will help to be more successful

What you will experience

Pay-off

- Feeling comfortable to activate the target market
- CEP leads to a higher probability of success
- Selected target products will ensure a focused approach
- Selection of tier 1, 2 and 3 customers will ensure a focused approach
- If successfully implemented CEP leads to higher profitability
- CEP learns how to shoot with bullets instead of hail

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Insights Global Team

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Patrick Kulsen – MD & Senior Consultant

Patrick brings his management skills, market knowledge and commercial DD experience into the team. He is also owner of tankterminals.com which enables unrivaled access to relevant data and information on the terminals industry.

Relevant experience:

- Involved in multiple Commercial DD's for tank terminal assets
- Frequent speaker at conferences on tank terminal market developments
- Specialist in quantitative modeling and forecasting of oil products supply, demand and trade flows
- Deep understanding of oil trading business and how this translates to requirements for terminals

Education:

- Quantitative Finance (MSc.)
- Systems Engineering (MSc.)
- Mechanical Engineering (B.)

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Rene Loozen– Consultancy Director

Rene brings his analytical skills, market knowledge and extensive experience in the oil and chemical value chain into the team

Relevant experience:

- Leader of many strategic market insights projects in terminal and chemical industry
- Frequent speaker at conferences on tank terminal market developments
- Specialist in modeling and forecasting of chemical products supply, demand and trade flows
- Deep understanding of chemical business and how this translates to requirements for terminals

Education:

- Business Economics (MSc.)

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Steven Bitter – Market Intelligence Analyst

Steven is a young highly educated expert in data analysis and programming

Relevant experience:

- Amongst others, econometrics, statistics, data science and commodity market belong to his field of expertise
- Competent in modeling and forecasting of oil products supply, demand and trade flows.
- Author of many oil market reports
- Has been involved in several consultancy projects

Education:

- Econometrics and Management Science (MSc.)
- Econometrics and Operations Research (BSc.)

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Lars van Wageningen – Operations Manager

Lars is the key contact for understandings of Insights Global's different knowledge fields.

Relevant experience:

- Involved in various teams of previous commercial DD projects
- Analyst and editor of Insights Global reports on commodity markets, freights and tank terminal dynamics
- He is in charge of the different daily and weekly quantitative and qualitative reports Insights Global offers regarding the supply chains in the ARA and Rhine region and responsible for the Tankterminals.com platform.

Education:

- Master in Business Administration (MSc.)

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Insights Global References

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References

Insights Global has been involved in several projects and has a good reputation in the market

Patrick and the entire team has provided valuable support to Zenith Energy from market research to M&A support and advisory since inception. Insights Global does a great job of truly understanding exactly what we want and need on each Project, from off the shelf S&D figures to very market specific intel and he always delivers a great product."
Brian Feyereisen, Managing Director, Zenith Energy LP.

"Patrick Kulsen and his team of professionals assist us with their profound knowledge of the industry and they help deliver insights for our aggressive investments projects"
Walter Wattenberg, Group CEO LBC Tank Terminals Group

"Insights Global has helped us with several projects, delivering excellent market research which has helped us to make the right business decisions. Recently Insights Global prepared an excellent Market Outlook & Company Position Report, which contributed to a successful refinancing of our terminal in Amsterdam and which supported an investment in a new rail handling system as well as dedicated ethanol storage. In our view Insights Global is very well equipped to deliver bankable market and commercial due diligence reports. They know the local markets very well, have terminal experience, work professionally and meet expectations."
Peter Vucins, Director at Global Petro Storage Group

"Insights Global have been engaged by ESB to provide Oil Storage market valuation reports and market advice.
Leveraging off their up-to-date market knowledge, their network and their experience, they have provided a very professional service that has always met our expectations."
Paul P. Cullen, Commercial Projects Manager, ESB Generation & Trading

'For our terminal expansion in Rotterdam, Insights Global has advised and accompanied our commercial team very well in developing our Commercial Plan. The cooperation has led to a focus on the right, appropriate market segments with regard to our new tank capacity, which will be commissioned during Q3/4 in 2021'. Erik Kleine, General Manager Europe, LBC Terminals

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