



Energy & Utilities

Fueling **award-winning** customer service

Emirates National Oil Company (ENOC)

ENOC's Retail division equipped its national network of almost 200 gas stations with robust Lenovo Edge servers, powered by Intel® Xeon® D Processors, connected to three Lenovo ThinkAgile HX5521 servers, powered by 2nd Gen Intel® Xeon® Scalable processors, boosting availability and customer service.

Powered by



Lenovo

1

Who is ENOC?

Established in 1993, ENOC is an integrated global oil and gas company, wholly owned by the government of Dubai. Its vision is to be an innovative energy partner that delivers sustainable value and industry-leading performance. The company's Retail division runs a network of around 200 outlets that offer fuel, groceries, automotive consumables, car repairs and car washes.

ENOC's Retail division has won multiple awards, including the prestigious Dubai Quality Award, which recognizes outstanding efforts and commitment to adopting best practices and achieving excellence.



2

The Challenge

Fast, accurate and dependable customer service is always a must for retail businesses, and particularly so for roadside gas stations and convenience stores. Customers expect smooth and rapid service, so that they can reach their destinations without delay.

Zaid Alqufaidi, Managing Director of Retail at ENOC, says: “We are a highly transactional businesses, and we need reliable, high-performance systems to capture and process around 120 million transactions every year. Processing transactions rapidly is also a critical factor in service excellence: our in-store employees act as our brand ambassadors, and need the backing of reliable processes when they serve customers.”

With 200 outlets across the United Arab Emirates, ENOC had deployed an array of different servers to run its forecourt and convenience store operations. This diverse and widely distributed IT infrastructure was challenging to manage, leading to repeated service interruptions that had a negative impact on customer experience.

Mohammed Al Rais, Director of Information Technology at ENOC, says: “Interruptions to forecourt operations were leading to lost sales and customer dissatisfaction. These interruptions were due to occasional hardware failures on the retail servers, and we had insufficient performance and capacity to support the high transactional load.”



“We faced a number of challenges with the previous infrastructure. Operational overheads were high, there was a lack of automation, and we suffered from high latency in our incident response and resolution time.”

Hesham Ali Mustafa

Hesham Ali Mustafa, Managing Director – Shared Services Centre,
Group HR and NBD, ENOC

Bringing reliable computing to the **edge of** the **network**

“We were seeking to implement state-of-the-art technology that would support sustainable retail operations both at our sites and at our head office, and provide high-performance services to drive enhanced customer satisfaction,” says Mohammed Al Rais.

ENOC undertook the largest implementation of edge computing technology to date in the Middle East, deploying Lenovo ThinkSystem SE350 Edge servers across its entire estate of almost 200 retail outlets. A rugged, compact-sized Edge solution designed for harsh environments, the ThinkSystem SE350 is powered by Intel® Xeon® D-2100 processors, which deliver workload-optimized performance in space- and power-constrained locations.

Hardware

Lenovo ThinkSystem SE350
Edge servers powered by
Intel® Xeon® D Processors
Lenovo ThinkAgile HX5521
servers powered by 2nd Gen
Intel® Xeon® Scalable processors

Software

Lenovo XClarity Controller

“Lenovo Edge servers are built to withstand the most challenging environments and to keep working securely and reliably, day after day,” says Mohammed Al Rais. “We are delighted with the performance and reliability of the Lenovo technology.”

The network of Edge servers generates significant volumes of data on customer transactions, which can now be shared rapidly and easily with three Lenovo ThinkAgile HX5521 servers, powered by 2nd Gen Intel® Xeon® Scalable processors, hosted at ENOC’s head office. The three HX5521 servers run ENOC’s retail management applications as well as hosting backups of the Edge server landscape.

“Previously, it took a long time to gather the data,” says Mohammed Al Rais. “Today, there is no lag in data transmission, so we are able to analyze the data faster in our head office, which helps us ensure the best overall customer experience across our fueling stations and retail operations.”





“

“Our technology team identified Lenovo as one of their best partners. It was very important for us to find the right technology partners who can support us, not only to deal with today’s challenges and problems, but also to give us the right solution to help us go to the next level: developing into smart stations and achieving our vision of becoming very customer-centric.”

Zaid Alqufaidi

Managing Director of Retail, ENOC

“

“The high availability provided by the Lenovo Edge servers helps minimize business service interruption, while the improved cybersecurity controls protect our digital assets. The Lenovo technology also enhances our efficiency and productivity by automating business-as-usual activities and improves our incident response and resolution time.”

Hesham Ali Mustafa

Managing Director – Shared Services Centre,
Group HR and NBD, ENOC



3

Results

Thanks to the robust Lenovo Edge servers, all managed from the Lenovo HX5521 servers in ENOC's head office using Lenovo XClarity Controller, retail operations across the company's outlets are significantly more reliable. Service interruptions due to faulty hardware are a thing of the past, so customers can be sure of a warm welcome and rapid, efficient service.

What's more, the network of Lenovo servers is easy and cost-effective to manage and update. ENOC can now quickly and easily deploy new applications on virtual machines across its infrastructure, bringing greater agility to its business. This also makes the company more open to innovation in areas such as digital signatures and new payment methods.

Mohammed Al Rais concludes: "Everyone in our company is empowered to think outside the box and ask: 'How can we better solve market problems and grow our business while giving our customers the best possible services and experience?' We are constantly innovating with advanced technology to break new ground and delight our customers, and this Lenovo Edge computing project is a great example of that."



200 retail locations running ultra-reliable Lenovo Edge servers



120 million annual transactions reliably processed



Rapid rollout and easy management of retail solutions



“

“The hyperconverged Edge infrastructure allows all our applications to share a common resilient platform, and easy management options such as Lenovo Open Cloud Automation help us securely automate the deployment and management of this large, distributed compute fabric.”

Mohammed Al Rais

Director of Information Technology, ENOC

Why **Lenovo**?

For ENOC's Retail division, Lenovo offered the right solution for its immediate needs and strong foundations for future development.

“We are in the market to serve our customers and customer satisfaction is very important for us,” says Zaid Alqufaidi. “Having the right technology to support us and give us timely information is very important, especially in terms of knowing our customers well. With Lenovo, we are able to achieve this objective and we are hoping to partner even more closely to develop our technology infrastructure. Our future vision is very much aligned with the government ambition to transform Dubai into a smart city. Lenovo offers the technology and the vision to support us in these longer-term development objectives.”



How do you bring greater agility to your business?

Developing smart solutions with
Lenovo and Intel® technology.

[Explore Lenovo Edge Solutions](#)

Powered by

