



Energy company propels business using cloud services to increase collaboration

Customer: Mansfield Oil
Website: www.mansfieldoil.com
Customer size: 530 employees
Country or region: United States
Industry: Energy

Customer profile

Gainesville, Georgia-based Mansfield Oil provides energy and logistics services throughout North America. It delivers an average of one full tanker truckload of fuel every minute of every day.

Software and services

- Microsoft Office 365
 - Microsoft Exchange Online
 - Microsoft OneDrive for Business
 - Microsoft Power BI for Office 365
 - Microsoft SharePoint Online
 - Skype for Business Online
 - Yammer

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Succeeding in the energy business requires employees with the right expertise and technologies to support their work. Mansfield Oil took a major step toward providing that support when it adopted Microsoft Office 365 cloud services. The company now offers a more reliable environment where employees can access data and colleagues from anywhere, which helps them work more efficiently to reduce the delivery cost of every gallon of fuel.

Keeping business moving

It's hard to imagine what three-and-a-half billion gallons of fuel looks like, but that's how much ethanol, biodiesel, diesel exhaust fluid, and petroleum Mansfield Oil delivers every year. The company helps customers in industries such as transportation, mining, and waste management run smoothly, and it develops renewable energy solutions that push the boundaries of resourcefulness in the industry.

Mansfield Oil is no stranger to ingenuity, often appearing on the [InformationWeek 500](#), a list of businesses whose technology teams have made a demonstrable impact on the way that their companies work.

“The energy industry isn't known for embracing new technologies, but we believe that finding the right solutions to support our business processes will make a significant positive difference in our market share and the future of our company in general,” says Hercu Rabsatt, Director of Infrastructure and Service Management at Mansfield Oil.

A new approach to communications

Such a progressive atmosphere wasn't always in place. Just a few years ago, the company struggled with an unreliable messaging infrastructure. “We could see that establishing greater consistency in our messaging environment would not only make our employees more productive

right away, but it would also support us as we expanded," recalls Rabsatt.

Rather than procuring new hardware and upgrading its software, Mansfield Oil opted to move its messaging system to the cloud. "We made a wholesale change in our approach—we didn't want to carry those huge capital costs or burden our limited IT staff with more maintenance," says Rabsatt. "Instead, we wanted to establish ourselves as a software-defined services organization to free us from administration hurdles and help us manage costs."

After evaluating a range of cloud-based options, Mansfield Oil chose to adopt Microsoft Office 365, a suite of cloud-based communications and collaboration applications, such as email, videoconferencing, file storage, file sharing, and social networking services. Employees also use the same version of Microsoft Office through Office 365 ProPlus. "We're doing more here than just replacing email," explains Rabsatt. "We're bringing all our systems up to the same standard and creating an integrated services platform so that our employees can increase their productivity and make greater contributions to the company. Our workforce is comfortable using Microsoft technologies, so it didn't make sense to turn away from an environment we already knew."

In addition to the positive user experience that Mansfield Oil would gain from adopting Office 365, the company also appreciated the elevated level of security that the cloud services offered. "With Office 365, we're on a different plane in terms of security," says Rabsatt. "We can't match the kind of comprehensive security that Microsoft provides, and Microsoft invests in

research and development to keep reducing risk."

Reduced operating costs

In the energy industry, most companies aim to reduce the cost per gallon of fuel delivery. Mansfield Oil credits its adoption of Office 365 with helping it drive down those costs through greater reliability, increased connections among employees and customers, and the reduced need for business travel. "The dramatic reduction in our downtime clearly demonstrates the advantages of our move to the cloud," says Rabsatt. "If we lose the ability to send invoices and communicate with customers, we can't make deliveries, which conservatively costs us [US] \$70,000 a day. We haven't experienced those outages since we moved to Office 365. We also benefit from the elimination of third-party products, streamlined communications, and our ability to educate and collaborate virtually." Mansfield Oil plans to extend the Office 365 environment to its vehicle drivers, who will use mobile devices and anywhere access to information and coworkers to resolve issues faster—and therefore keep costs low—without having to reroute or delay delivery schedules.

A more flexible workforce

Now that Mansfield Oil uses Office 365, its employees can work more effectively from anywhere, which improves both efficiency and employee satisfaction. For example, the company's senior leadership team now uses Skype for Business Online to conduct its weekly meetings so that executives don't have to travel to a central location. Also, the company uses Microsoft OneDrive for Business to provide employees with more secure access to data from anywhere, which helps them have meaningful conversations based on

real data, even from a customer's site. "Now that we use Office 365, we have tangible moments to strategize and move the business forward, regardless of our employees' locations," says Rabsatt. "These cloud components are far more accessible to our end-user community. Employees are able to use the full power of technology without physical or organizational barriers."

Mansfield Oil is now more nimble. For instance, one of its offices recently experienced a network outage when its Internet provider lost service. "In the past, we would have had to scramble to redirect our communications, but those employees either went home or to an Internet café and didn't lose any productive time because they could continue working with Office 365," says Rabsatt.

Taking the initiative

With its flexible, scalable technology platform, Mansfield Oil is finding new ways to bring data to employees more quickly and establish innovative work practices. The company plans to incorporate enterprise social media in a sophisticated way by using a combination of Yammer enterprise social networking, Microsoft Power BI for Office 365, and other components to make both its people and data more valuable. "Thanks to Office 365, we have done more to improve our capabilities in the last two years than most companies do in 10 years," says Rabsatt. "It's easy to benefit from the level and speed of innovation that we get from Microsoft through zero-touch deployment—Microsoft develops fantastic new capabilities, and we pass them along to employees immediately to enhance our ability to move as a cohesive company."