**Introduction**

Chevron Inc. investment a huge amount of revenue in software to management people, project and internal processes. Basically every data has a digital footprint. Chevron purchases software mainly from the following companies:

1. SAP
2. PetroChem
3. Oracle
4. Salesforce
5. Microsoft
6. Google
7. Amazon
8. Zoho

Including the enterprise licenses from the companies mentioned above, Chevron has subscription to many SaaS based systems mainly used by the technical department. Few of these softwares are as below

1. JIRA
2. Confluence
3. Teamworks
4. GotoMeetings
5. Spot
6. DocuSign

**Software Usage breakdown**

Tentatively Chevron expense for annual software product is $4,000,000 annual, a tentative breakdown of this is as below

|  |  |
| --- | --- |
| **Company** | **Annual licensing cost** |
| SAP | $1,000,000 a year (estimated) |
| PetroChem | $750,000 a year (estimated) |
| Oracle | $750,000 a year (estimated) |
| Microsoft | $750,000 a year (estimated) |
| Salesforce | $100,000 a year (estimated) |
| Amazon | $100,000 a year (estimated) |
| Google | $50,000 a year (estimated) |
| Spot | $25,000 a year (estimated) |
| Zoho | $25,000 a year (estimated) |
| Miscellaneous | $450,000 a year (estimated) |

The top 5 major products that Chevron licenses

|  |  |  |
| --- | --- | --- |
| **Product Name** | **Company** | **Licensing cost** |
| Trace | SAP | $360,000 a year (estimated) |
| Inventorize | SAP | $240,000 a year (estimated) |
| DeliverIT | SAP | $200,000 a year (estimated) |
| PlantSmart | SAP | $200,000 a year (estimated) |
| PipeLiners | PetroChem | $50,000 a year (estimated) |

Ratings provided by Chevron for few of the products

|  |  |  |
| --- | --- | --- |
| **Product Name** | **Company** | **Rating** |
| Trace | SAP | 3.5 / 5 |
| Inventorize | SAP | 3 / 5 |
| DeliverIT | SAP | 3 / 5 |
| PlantSmart | SAP | 3 / 5 |
| PipeLiners | PetroChem | 4 / 5 |

**Our direct competitors**

Chevron uses the following competitor products

|  |  |
| --- | --- |
| **Competitor product** | **Our product** |
| Spot | TrackIT |
| GISLoader | PinPoint |
| Trace | AsseTrace |

License revenue from Chevron of our competitor products

|  |  |
| --- | --- |
| **Competitor product** | **Amount** |
| Spot | $25,000 a year (estimated) |
| GISLoader | $10,000 a year (estimated) |
| Trace | $360,000 a year (estimated) |

Top reason for using competitor product

|  |  |
| --- | --- |
| **Competitor product** | **Reason** |
| Spot | Product not available |
| GISLoader | Great integration with SAP |
| Trace | Part of SAP suite of products |

Ratings of our competitor products

|  |  |
| --- | --- |
| **Competitor product** | **Rating** |
| Spot | 3.5 / 5 |
| GISLoader | 3 / 5 |
| Trace | 3.5 / 5 |

**Our software usage**

Chevron uses few of our products as well, below are the products with their annual licensing cost for Chevron

|  |  |
| --- | --- |
| **Product Name** | **License / year** |
| TransferT | $15,000 |
| Traveko | $7,000 |
| GoDocs | $10,000 |
| PinPoint | $0 |
| TrackIT | $0 |
| AsseTrace | $0 |

Ratings of our products

|  |  |
| --- | --- |
| **Product Name** | **Rating** |
| TransferT | 3.5 / 5 |
| Traveko | 4 / 5 |
| GoDocs | 4.5 / 5 |
| PinPoint | NA |
| TrackIT | NA |
| AsseTrace | NA |

Stats of our products

|  |  |  |  |
| --- | --- | --- | --- |
| **Product Name** | **Purchased on** | **No. of monthly active users** | **Support ticket raised so far** |
| TransferT | 12th January 2015 | 125 | 43 |
| Traveko | 24th August 2016 | 233 | 12 |
| GoDocs | 7th January 2017 | 43 | 0 |
| PinPoint | NA | NA | NA |
| TrackIT | NA | NA | NA |
| AsseTrace | NA | NA | NA |