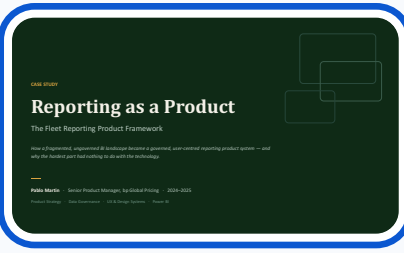
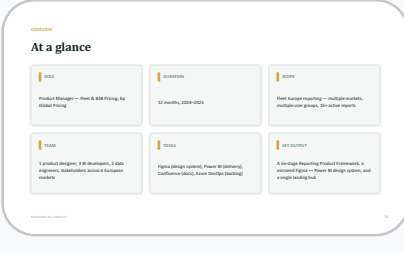


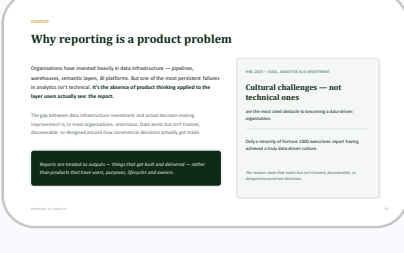
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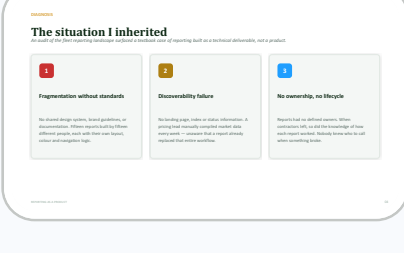
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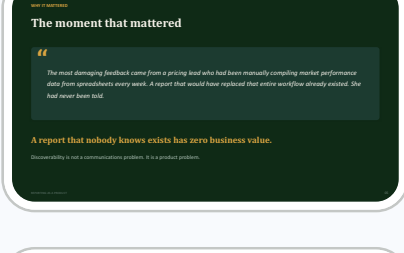
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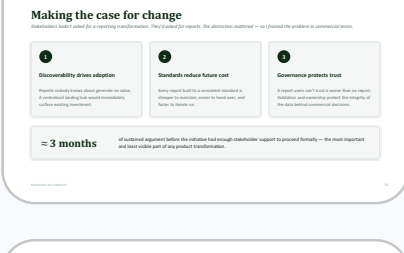
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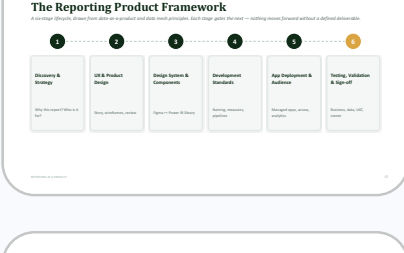
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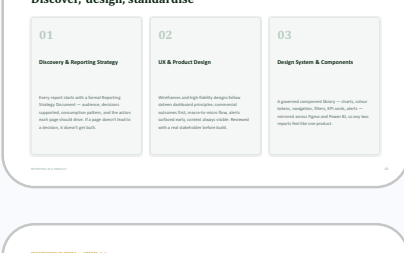
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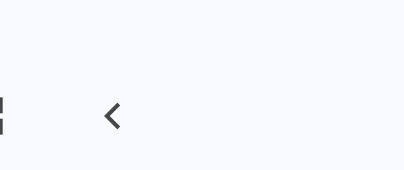
7



8



9



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CASE STUDY

Reporting as a Product

The Fleet Reporting Product Framework

*How a fragmented, ungoverned BI landscape became a governed, user-centred reporting product system — and why the hardest part had nothing to do with the technology.*

Pablo Martin · Senior Product Manager, bp Global Pricing · 2024–2025

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