

BLOG ARTICLE

Beyond technical service: How Clariant's Applied Catalyst Technology (ACT) team transforms technical support

– A conversation with Lorena Oviol on combining human expertise with digital innovation

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Lorena Oviol, Head of Applied Catalyst Technology at Clariant Catalysts, unveils how to achieve real impact by maximizing plant performance with catalysts. Her revelations about the fusion of human expertise and cutting-edge technology will prove invaluable for anyone seeking to understand how catalyst optimization offers a competitive advantage.

In today's rapidly evolving chemical industry, where operational efficiency and plant reliability are paramount, catalyst performance optimization requires more than just technical expertise – it demands a perfect fusion of human knowledge, reliable guidance, and cutting-edge technology. Clariant's Applied Catalyst Technology (ACT) team was built around this mantra, offering dependable, expert support that builds lasting partnerships with customers.

While advanced digital solutions drive operational excellence, it's the team's hands-on guidance and deep understanding of each customer's specific challenges that truly set ACT apart. The team serves as trusted advisors who combine their technical expertise with proven methodologies and advanced digital tools, helping prevent costly downtimes and maximize operational value in an increasingly competitive marketplace.



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Lorena Oviol
Head of Applied Catalyst Technology
Clariant Catalysts

Q1: How does the ACT team combine expertise and innovative solutions to improve catalyst performance throughout the lifecycle?

The ACT team takes pride in delivering value that extends beyond technical support. By integrating decades of human expertise with sophisticated digital solutions like CLARITY™, we develop a comprehensive understanding of each catalyst's lifecycle. This holistic approach enables us to create tailored solutions that precisely match our customers' operational requirements.

What distinguishes our methodology is our commitment to comprehensive lifecycle management rather than focusing on isolated performance metrics. Our team of skilled professionals collaborates with advanced models and platforms to continuously monitor, enhance, and optimize catalyst performance. This integrated approach ensures our customers receive comprehensive solutions, rather than just technical troubleshooting.

Q2: Can you elaborate on the importance of global-local expertise synthesis, and how programs like the Clariant Catalyst Institute (CCI) contribute to this fusion?

The power of our global-local approach lies in its ability to deliver the best of both worlds. We have strategically positioned five regional teams across the globe, ensuring that our customers receive support that's both world-class and locally relevant. The Clariant Catalyst Institute (CCI) plays a crucial role in this synthesis by equipping and empowering our talented engineers, account managers, and R&D scientists through comprehensive catalyst training. This ongoing development ensures our teams maintain industry excellence standards.

Our local teams understand the specific challenges and requirements of their regions, while our global network ensures that innovations and best practices are shared across all locations. This structure allows us to be responsive to local needs while maintaining consistent, high-quality standards worldwide. Through the CCI's development programs, we ensure our customers work with the most qualified catalyst solutions team capable of optimizing performance, efficiency, and sustainability. The CCI's continuous training and development opportunities keep our teams at the forefront of catalyst technology, enabling us to provide consistent, reliable service.

Q3: How does CLARITY exemplify the combination of human expertise and innovative technology for enhancing performance?

The integration of our digital service portal CLARITY with ACT team's extensive expertise has transformed the way we deliver value to our customers. By incorporating Navigance's capabilities, we've created a unique position in the market to deliver optimized solutions that enhance customer interactions and operational outcomes. In an environment of increasing industrial competition, our combination of advanced tools and data-driven analytics empowers customers to maintain their competitive advantage.

The real-world impact of CLARITY is evidenced through customer feedback across various chemical industries. Plant managers and technical officers from global chemical companies have praised the platform's ability to display catalyst operations in real-time, monitoring critical parameters like pressure drop and hotspot locations. They particularly value how CLARITY has revolutionized their operations by replacing traditional spreadsheet-based monitoring with sophisticated, automated dashboard systems.

Industry players highlight how CLARITY has enhanced collaboration with Clariant's catalyst experts through well-organized, customizable dashboards that provide comprehensive performance insights. The platform's automated data upload capabilities have significantly accelerated evaluation processes, while its secure data-sharing features ensure all reports and expert advice are consolidated in one accessible location. This transformation from traditional methods to digital innovation has created more interactive and engaging relationships between catalyst users and providers, setting a new benchmark in technical services delivery.

Q4: In what ways does the ACT team integrate expertise and advanced solutions to contribute to Clariant's safety goals?

In the ACT team, we prioritize looking out for each other while implementing comprehensive safety practices in our daily operations. This approach ensures that safety standards are well integrated into our work, driving continuous improvement in how we operate.

Our team regularly shares safety learnings and best practices, helping to build and reinforce a strong safety culture. Through regular safety reviews and discussions, we ensure that safety remains a top priority in our daily work. When optimizing catalyst performance, we operate within defined safety parameters and encourage open communication about safety concerns and improvements.

This commitment to safety extends to how we work with our customers, sharing relevant safety insights and promoting responsible operational practices.

Q5: How does ACT set Clariant Catalysts apart by going the extra mile beyond technical service to become a trusted partner?

What truly sets us apart is our commitment to being more than just a service provider – we aim to be a trusted partner in our customers' success. This partnership approach is embedded in everything we do, from our global-local presence to our investment in cutting-edge digital solutions like CLARITY.

We firmly believe that by working together, we can maximize the promise of our customer's technology. Our approach combines lifetime coverage of catalyst performance with state-of-the-art digital platforms and tools, all supported by our global network of reliable experts. This comprehensive support system ensures that our customers receive not just technical service, but a true partnership focused on their long-term success.

The future of catalyst technology requires this powerful synthesis of expert service and cutting-edge solutions. At Clariant, we're committed to continuously evolving this synthesis to generate increasing value for our customers, setting new benchmarks in technical service delivery and customer collaboration.

Learn more about Applied Catalyst Technology [here](#).



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Clariant is a focused specialty chemical company led by the overarching purpose of “Greater chemistry – between people and planet.” By connecting customer focus, innovation, and people, the company creates solutions to foster sustainability in different industries. On 31 December 2024, Clariant totaled a staff number of 10 465 and recorded sales of CHF 4.152 billion in the fiscal year for its continuing businesses. Since January 2023, the Group conducts its business through the three Business Units Care Chemicals, Catalysts, and Adsorbents & Additives. Clariant is based in Switzerland.

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Building on a 165-year history, Clariant Catalysts is a global and independent manufacturer of energy-efficient catalyst technologies shaping a sustainable future for the chemical industry. We create greater chemistry – between people and planet – by helping to decarbonize our customers’ production processes and scaling up the transition toward zero-emission chemicals and fuels. Through our exceptional R&D and established expertise, our broad portfolio of catalysts and adsorbents provides innovative solutions that range from the oil and gas to the plastic sectors. With more than 2 000 employees at 31 locations, our high-performing teams collaborate with partners and customers across our global footprint.

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