

Maximum Business Impact Reliance Industries

The B2B portal created by the IT team of Reliance is meant to cater to the increasing customer demands. Reliance Industries is well known for its petro-chemical products business. For this, the company has an ecosystem of agents and channel partners through which it gets all its orders. Recently, Reliance also ventured into the petrol retail business. Orders for this business come through regional hubs, depots, and retail outlets. The company faced issues servicing customers as the volume of business grew, resulting in delays in servicing orders leading to customer dissatisfaction and an increase in the cost of order fulfillment due to rework. An order management system was, therefore, the need of the hour to eliminate manual processes and minimize delays in order execution.

The B2B portal was created to allow customers to place orders online for any product from Reliance's various business divisions—be it petroleum, polymer, or polyester. This was tightly integrated with the back-end ERP system running on SAP, so that orders would directly get updated after checking, and be moved

Max Business Impact

Business problem

Delays in customer servicing due to the growing volume of business

IT solution

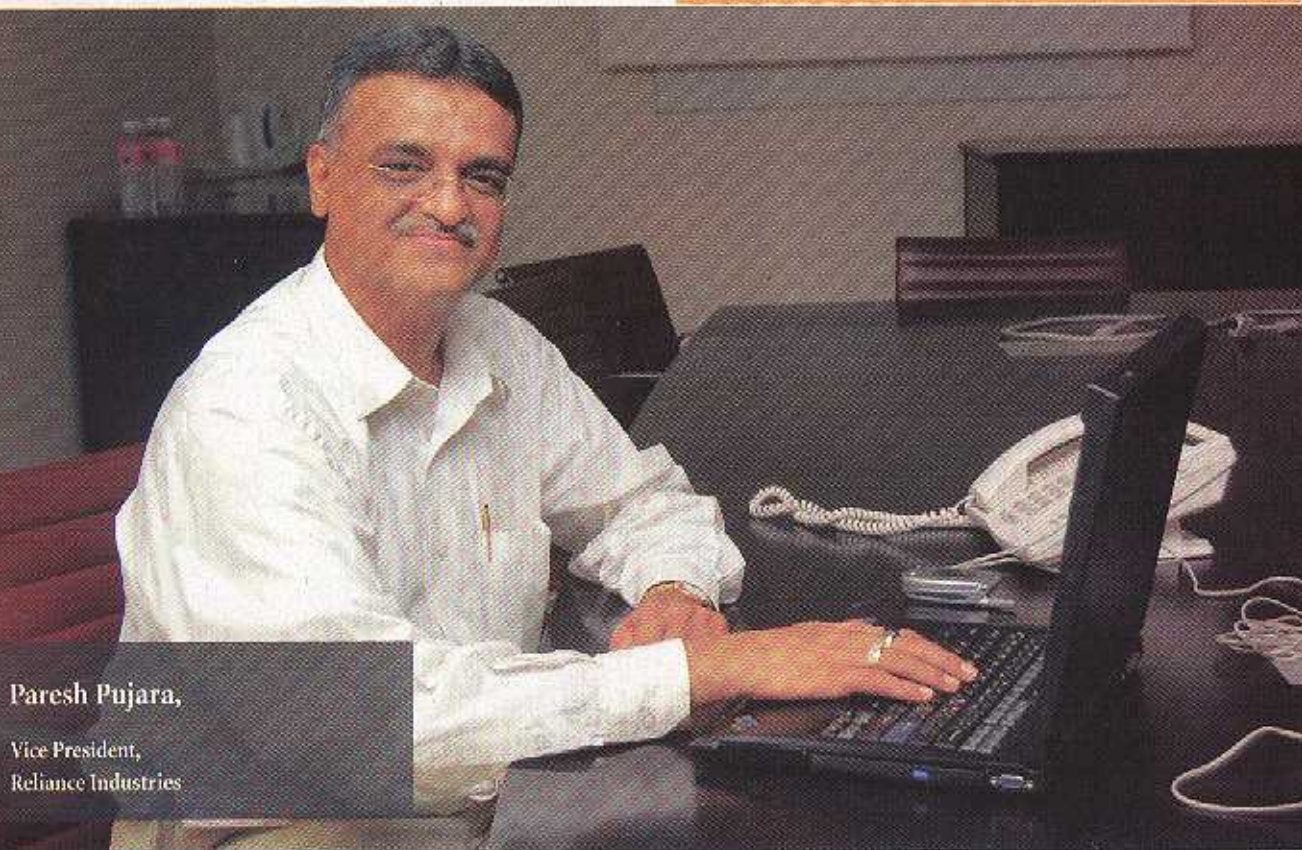
An online e-commerce portal for customer order management

Implemented by

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Technology platform

3-Tier architecture with ASP front end and MS-SQL and SAP database at the back-end



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