

Bharat Petroleum Corporation Limited

Synopsis: *A chemicals manufacturer in India expands into new markets and expects to triple its profits in three years when it launches a new e-commerce Web site using IBM WebSphere Commerce Enterprise middleware*

Location: Mumbai
Industry: Chemicals & Petroleum
Retail

URL: <http://www.bharatpetroleum.com/>

Customer Background:

Bharat Petroleum Corporation Limited (Bharat) offers a diverse range of products, including petrochemicals, solvents, aircraft fuel and specialty lubricants. The company distributes its products through a wide network of petrol stations, kerosene dealers and liquefied petroleum gas (LPG) distributors. Bharat also supplies fuel directly to several airlines and hundreds of other industries. Through strategic joint ventures, the company facilitates pipeline access on a common-carrier principle, develops new pipelines and supplies natural gas to power plants in the private and public sectors.

Business Need:

Through its success in the petroleum industry, Bharat has built a large distribution network to support its business. When the company examined opportunities to expand into new markets, it discovered that there was a need for an online distribution channel similar to the United States' eBay. Bharat decided to leverage its extensive network and build an e-commerce Web site through which its vendors could market their goods directly to the public.

Bharat had all the resources it needed to start its e-commerce Web site, with the exception of the middleware. The company needed a solution that would enable it to quickly set up its virtual store without the need for extensive training. Bharat also hoped to purchase software that would integrate easily into its infrastructure.

Solution:

Bharat has a large development team in-house, and it considering using Microsoft products to develop its e-commerce Web site on a Java or Microsoft.NET platform. But, after IBM Business Partner MindCraft Software showed the client a proof of concept (POC) demonstrating how it could build a basic site in less than one week, the company enthusiastically deployed IBM WebSphere Commerce Enterprise V6 software in an IBM AIX 5L environment. WebSphere Commerce Enterprise software features ready-to-use templates, customer security and enhanced page layout designs out of the box. These features made it quick and easy for Bharat to set up its e-commerce site and market its vendors' products to the public.

Bharat is leveraging the software to enable its vendors to independently manage their product offerings. With each sale, Bharat gains a margin of profit and will quickly realize its return on investment (ROI). The e-commerce site will be online in January 2007 and is expected to be successful.

Benefits of the Solution:

With its new e-commerce site in place, Bharat expects to triple its profits in the next three years. Thanks to the ease of use of and the built-in templates included with the WebSphere Commerce

Enterprise software, the company quickly built its site and brought in several vendors to post their product offerings. Since vendors are able to post and remove their own products, Bharat is able to leverage its IT technology with a minimum of resources dedicated to maintaining the site.

Not only will the e-commerce site enable Bharat to expand into new markets, but it will also help the company reach millions of people and achieve its profit goals.