



O&G supermajor
unlocks value of digital
portal for retail,
commercial businesses



Client background

Client: Oil & Gas supermajor

Services: Uses advanced technologies and innovative processes to build a sustainable energy future. Interests in over 20 refineries, produces about 3 million barrels of oil equivalent per day

Geographies: Operates in more than 70 countries

Revenue: Over \$230 billion

The supermajor opens up digital channels for B2B customers, reduces OPEX by more than \$27 million per year

Challenges

The Oil & Gas supermajor was looking to transform how they engaged with their B2B customers and put these customers “at the heart of everything they do.” For years, this O&G major had been running a transactional IT system for order placement by global business customers. While functional, this system did not allow the O&G supermajor to digitally engage with their customers and personalize the relationship with them.

The supermajor was grappling with an e-commerce portal that was not just expensive to run and maintain, but also looked dated in terms of the content, customer interface and personalization. They needed a digital hub that would be compatible with all mobile devices, would have data analytics capability to throw up actionable insights and would not require multiple logins for users. The O&G supermajor was trying to overcome the fragmented digital experience that the portal had to offer and bring in something that was more intuitive and easier to use.

Solution

With Wipro, the O&G supermajor implemented a system that brings a step change in the way they engage with their B2B customers & channel partners in global commercial and retail businesses through rapidly growing digital channels.

Wipro was involved from the outset of this digital

initiative – from shaping the solution to implementing and supporting business critical applications. Our team worked hand-in-hand with the client to initially assess the requirements, then propose the toolsets and architecture required to best meet the O&G supermajor’s needs. The integration of Adobe, Hybris and ERP was the first in the industry.

Initially developed following Waterfall methodology, in January 2015 the team successfully switched mid-program to Agile methodology, embracing the Scaled Agile Framework model. Adobe Experience Manager (AEM) was used for the digital aspects of the solution, SAP Hybris for the e-commerce elements and a bespoke Java-based application to manage the authentication and profile of each user, elegantly interlaced with the client’s Active Directory.

The program is now the largest, most complex and most successful implementation of Agile delivery across the supermajor’s global business. In addition to the methodology and automation of build, testing (quality and security) was a critical success factor for this launch.

The system now delivers a clearly differentiated B2B offering and integrates fully with the company-wide SAP, transforming the way the supermajor and their global business customers operate on a daily basis. It is recognized as a critical platform for future growth of the global commercial and retail businesses.

Business impact

The digital transformation journey is likely to deliver over \$340 million in cost reduction by 2021. The benefits are expected to be seen primarily across the following areas:



Reduction of **\$27.1 million per annum** in operating expenditure



5.1 million decrease in sales time liberation per annum



6.4 million per year reduction in customer service center and sales costs



Annual savings of 8.2 million from decommissioning of legacy systems



\$7.4 million per annum reduction in marketing costs



Superior customer experience: Their customers can now place orders, review their accounts, interact with service centres, all in one system – a true one-stop-shop for ordering large quantities of fuel and lubricants

“Wipro, by setting up a digital portal for global B2B and retail businesses, helped the O&G supermajor stay on track to realize business benefits of over \$300 million by 2021.”

Deepak Tripathy
Client Partner, ENU, Wipro Ltd.



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