



## Meeting Market Demands with Robust Distribution Solution for Reliance Communications

### COMPANY:

Reliance Communication

### INDUSTRY:

Telecommunication

### URL:

<http://www.rcom.co.in>

### KEY ISSUES

- Need of highly scalable and robust supply chain
- Lack of visibility across the distribution network
- Extensive performance & operational efficiency

### SOLUTION DELIVERED:

eBizNET – SC Suite

### BUSINESS VALUE

- Significant customer and market share acquisition
- Agile & scalable distribution solution
- Global access and control across supply chain
- High operational efficiency

### CUSTOMER

Reliance Communications, formerly known as Reliance Infocomm is the flagship company of Reliance – ADA Group. It is India's largest private sector information and communications company, with over 100 million subscribers. It has established a pan-India, high-capacity, integrated (wireless and wireline), convergent (voice, data and video) digital network, to offer services spanning the entire infocomm value chain.

### BUSINESS CHALLENGE

As part of an ambitious project to create an overarching digital infrastructure, RelCom initiated development of an optic fiber network covering 116,000 km and providing revolutionary data, video and value-added services across 640,000 villages, 2,500 towns and cities of India.

The mammoth and complex project required a highly robust supply chain. Other concerns being faced in creating the distribution network were:

- No existing System
- Highly scalable supply chain needed to meet the peaks in market demand
- System to handle 2000 concurrent users across 37 Regional warehouses, 110 City Distribution Centers and over 2000 POS
- Serial No. Tracking of handsets required - from OEM to end customer
- Business processes not fully defined – extensible system required to swiftly map new processes
- Macro management & micro information requirements – extensive MIS reporting

To meet the requirement in short span of time, eBizNET helped RelCom in developing and deploying an IT solution for the extended supply chain – from OEMs in Korea to the end customer

## **eBizNET™ SOLUTION**

Leveraging domain expertise in supply chain and distribution network, eBizNET conceptualized, developed and implemented a distribution solution within a record time of 50 days. The highly scalable and robust solution carried multi-company, multi-site and multi-user capability and was preferred over SAP WM and other Tier 1 systems. A full functionality WMS with PDT support and ability to handle complex reverse logistics was incorporated in the solution.

Status information was available on every handset from the time it left OEM till it reached a customer. An Interface Manager was built to integrate with various Host systems – SAP, Selectica & Clarify along with standard interfaces made available for data exchange with host systems.

Ranked among top 3 out of 22 systems being utilized at RelCom, the highly user configurable, scalable and extensible solution covered Pre-Airport Operations, Airport Receipt & Dispatch to Warehouse, Warehouse Management, Reports & Performance Monitoring, Track and Trace with POD, POS Order Management and Channel Inventory Status as part of solution scope. As post implementation, over 250 executives were trained in a short span of 2 weeks and a 24x7 help desk was setup for providing continued solution support.

## **BENEFITS**

- Global view of inventory, sales and receivables across the distribution network enabling better access and control on the supply chain
- Extensive reporting capabilities and performance monitoring
- Ability to trace individual handset anywhere in the distribution network
- Seamless integration of supply chain headquarter with all host systems
- High operational efficiency

## **BUSINESS VALUE**

After the implementation of eBizNET Distribution Solution, RelCom launched Reliance IndiaMobile Services and created history by signing up over 1 million subscribers in just 10 weeks of launch from 111 cities thus capturing nearly 60% of the incremental post-paid market or 25% of the total postpaid segment.

Later, the customer base further increased to 6 million in the span of 10 months post launch.

## **ABOUT eBizNET™ SOLUTIONS**

eBizNET Solutions is an affiliate of 7Hills Business Solutions, a leading provider of SaaS Supply Chain Execution Solutions and has its presence in North America and Asia Pacific. With a proven footprint across Retail, 3PL, Automotives, Pharma, Food & Beverages and High Technology, the company offers an array of unique solutions as part of its robust and integrated eBizNET – Supply Chain Suite in a SaaS or On-Demand environment for supply chain communities, supporting all the trading partners in the ecosystem. eBizNET is a cloud partner of NetSuite and SPS Commerce.

To learn more about us please contact: [sales\\_global@ebizscm.com](mailto:sales_global@ebizscm.com) or visit [www.ebizscm.com](http://www.ebizscm.com)