# An

# eBizNET™ Implementation

# Case Study

# At

# Reliance Infocomm Limited

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# Reliance Infocomm Limited - Implementation Case Study



In December 2002, Reliance Infocomm ushered a digital revolution in India. The company's catch line 'A New Way of Life' reflects the dream of Reliance Founder-chairman Dhirubhai Ambani to place the power of information and communication in the hands of common people at an affordable cost.

Reliance Infocomm has created an overarching digital infrastructure using state-of-the-art technology on the strength of a 60,000 km terabit capacity optic fibre network linking more than 600 cities and towns in India. The goal of Reliance Infocomm is to progressively expand its optic fibre network and eventually cover 116,000 km, with the ability to seamlessly connect every individual, home, and office in all 640,000 villages and 2,500 towns and cities of India. Reliance Infocomm will offer revolutionary data, video and value-added services in the largest and most complex rollout in the global history of information technology and communication. The services are being launched in three phases.

In the first phase Reliance planned to acquire 7.8 million customers for its CDMA voice services. In a revolutionary distribution strategy they decided each handset would be shipped to the customer straight from the 37 warehouses across the country. They also planned to have 8000 Point-of-sale outlets in a phased manner. This made it one of the largest retail distribution operations in the world.

All this would require an extremely robust supply chain. Two months before the launch date Reliance finalized its decision to outsource the logistics function to TNT India.  7Hills was awarded the contract for providing an IT solution for the extended supply chain – from OEMs in Korea to the end customer.

## Initial Scenario

- No existing System
- Needed a system to manage the extended supply chain from Vendor to End Customer
- 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
- Highly scalable supply chain needed to meet the peaks in market demand
- Business processes not fully defined – extensible system required to swiftly map new processes
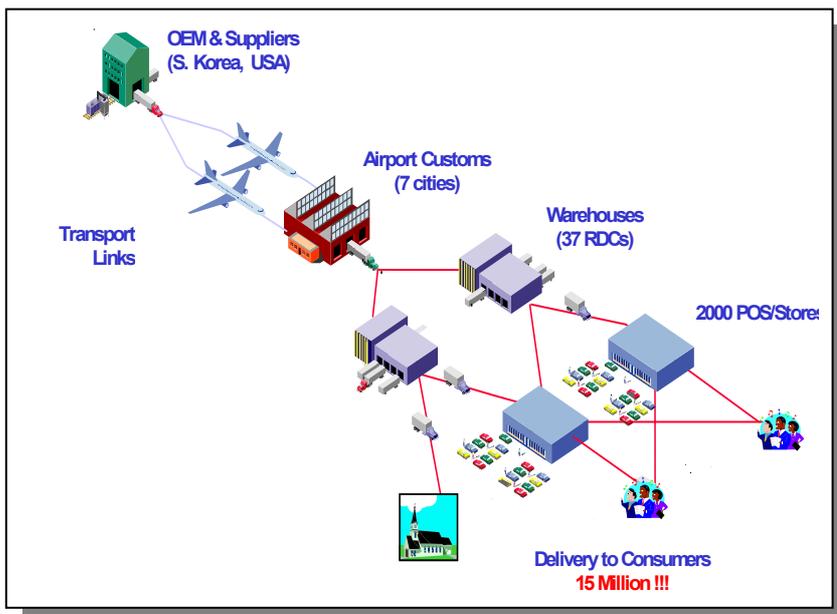- Macro management & micro information requirements – extensive MIS reporting

## 7Hills to the rescue

- 7Hills selected over other Indian IT majors like Wipro and Satyam
- eBizNET distribution solution preferred over SAP WM and other Tier 1 systems
- System can provide status on every handset from the time it leaves OEM till it reaches a customer
- Solution developed & deployed in record breaking time of 50 days
- Ramped up resources from 23 to 80 in 4 weeks. Onsite and offsite teams worked in perfect coordination to achieve this
- Handles complex Reverse logistics

## Solution Implementation

- Provides a global view of inventory, sales and receivables across the distribution network
- Robust Functionality yet Easy to Use
- Multi-company, multi-site, multi-user capability
- Includes a full functionality WMS with PDT support
- Highly user configurable, scalable and extensible
- Standard interfaces for data exchange with host systems
- Built an Interface Manager to integrate with various Host systems – SAP, Selectica & Clarify
- Trained over 250 people in 2 weeks
- Setup a Help Desk to provide 24x7 support
- Hardware Installation with automatic Fail-over
- Integrated with Portable Data Terminals (with built-in 2D barcode scanners)

OEM & Suppliers
(S. Korea, USA)

Transport
Links

Airport Customs
(7 cities)

Warehouses
(37 RDCs)

2000 POS/Stores

Delivery to Consumers
15 Million !!!

## Scope

- Pre-Airport Operations
- Airport Receipt & Dispatch to Warehouse
- Warehouse Management
  - ❖ Receiving
  - ❖ Order Processing
  - ❖ Invoicing
  - ❖ Shipping
  - ❖ Inventory Management & Cycle Counting
  - ❖ Stock Transfers
  - ❖ Returns Processing
- Reports & Performance Monitoring
- Track and Trace with POD
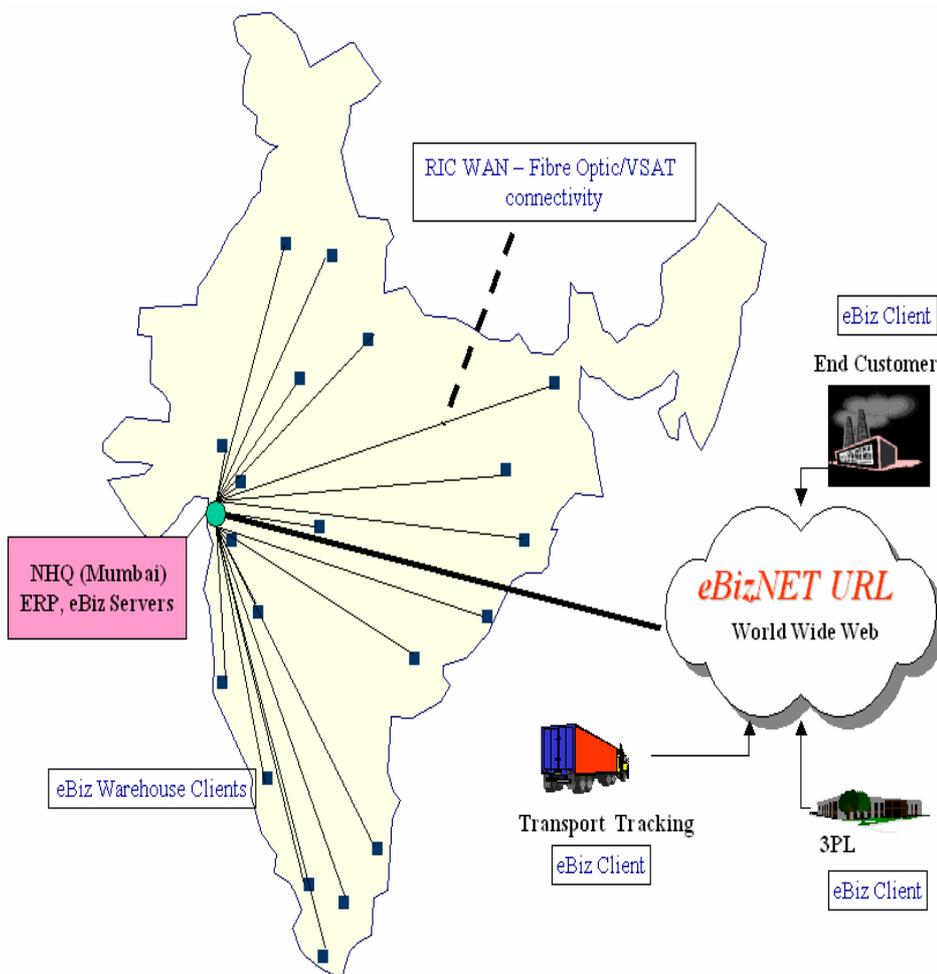- POS Order Management
- Channel Inventory Status

## Benefit/Value-addition

- Single eBizNET instance at NHQ, Mumbai
- Seamless integration at NHQ with HOST Systems
- User Access using Thin Clients over Intranet & Internet
- Microsoft ASP for the User Interface
- Business logic layer in PL/SQL packages
- Oracle 9i RDBMS (ver 9.2.0.4.0) on Sun Solaris 9
- Application on Win2k with IIS
- XML based integration with Host Systems
- Veritas Volume Manager
- PDT interface using MS eMbedded Tools

## Quality Management

eBizNET scored 80.36% in the Quality Management Review conducted by their QA department and was placed in the top 3 among 22 software systems operating at Reliance Infocomm. The factors where eBiz scored highly were:

- **Project Planning**
  - o Design Basis
  - o Statement of Work
  - o Schedule & work Assignment
- **Project Monitoring & Control**
  - o Project Review Meeting
  - o Project Status Reporting
  - o Action Tracking
- **Configuration Management**
  - o SCM Plan
  - o CM of Code (Check-in/Check out)
  - o Build Method, Patch Release
  - o Release Notes
- **Requirements Management**
  - o Consolidate list of Requirements



RIC WAN – Fibre Optic/VSAT connectivity

eBiz Client

End Customer

NHQ (Mumbai)
ERP, eBiz Servers

eBizNET URL
World Wide Web

eBiz Warehouse Clients

Transport Tracking
eBiz Client

3PL
eBiz Client

- o Managing changes to Requirements
- o Requirements Traceability Matrix
- o Release Plans/Schedules
- **Requirements Development**
  - o FRS for each work package
  - o Interface Requirements addressed
  - o WBS consistent with FRS
- **Technical Solution**
  - o Design Documents
  - o Coding Standards
  - o Product Support Documentation
- **Verification**
  - o Testing
  - o Defects Management

As of Nov 30' 2003 the software had completed the following volume of transactions:

- 11 million picks
- 7 million receipts
- 6 million Despatches
- 4 million stock transfers
- 0.3 million returns

The Reliance IndiaMobile service has created a new benchmark in customer acquisition in the communications industry by signing up over one million subscribers in just ten weeks of opening its offer only from 111 cities. Infocomm has further added 6 million customers in the span of 10 months.

Further, Reliance IndiaMobile has captured nearly 60 per cent of the incremental post-paid market or 25 per cent of the total postpaid segment, all in a matter of just ten weeks.

Reliance Industries is the lead investor in Reliance Infocomm. The group has an annual turnover of about US$13 billion. The overall capex for Reliance Infocomm has been estimated at Rs 18,000 crore (US$ 3.5 billion) compared to the initially announced Rs 25,000 crore (US$ 5 billion). The revision is attributed mainly to the sharp fall in telecom equipment costs globally. Despite downward revision in capex estimates, the overall scope of the Infocomm project has increased.