



## CASE STUDY

# Building the Mobile Ready Fleet Management system for BPCL



## Overview

**Bharat Petroleum Corporation Limited (BPCL)** is an Indian state-controlled oil and gas company headquartered in Mumbai, Maharashtra. The company operates the country's two large and historical refineries located at Mumbai and Kochi, as well as Bina and Numaligarh refineries in a joint venture.

BPCL has been ranked 280th in the Fortune Global 500 rankings of the world's biggest corporations for the year 2015. The company employs more than 12,000 employees in various locations of the country.



## Business Challenge

BPCL wanted to develop an app solution to host a new venture.

The venture was centred on managing fleet operations that included freight exchange, vehicle maintenance, driver management, operations management, finance and insurance management on various products, as well as driver services management.

They expected the app to create a smooth and instant information flow between key players in the operation such as demand customer (shipper), supply customer (fleet owner), drivers, and BPCL team which included admin team and sales team.

And this on-demand goods transfer service was intended to offer to end customers (shippers) who want to transfer goods like oil and gas, manufacturing materials, automobile parts and many other goods through on-demand fleet services offered by truck owners.

**They wanted to develop three different apps for one integrated operation:**

**App 1:** Used by either shipper or fleet owner to place or accept the order of consignment respectively.

**App 2:** Used by drivers to manage the trips and connect with fleet owners

**App 3:** Used by BPCL team to manage shippers, fleet owners and fleet operations.

The development and integration of telematics system, e-wallet and eKYC feature was other prime requirement of the app.

After a thorough research, BPCL chose us as their app development partner, as we had a prior experience of developing a successful fleet management app for US's largest industrial gases company **Praxair**.

## Solution

Once refining their idea with our fine-tuned strategy building approach, our wireframe specialists sensibly defined the functional elements of the app. Once deciding the flow of every key feature and functionality, our UI/UX designers team crafted every screen in an intuitive manner. The development of e-wallet and telematics system was a key challenge during the development, but our expert development team handled it flawlessly.

And even the app had to strictly follow the business logics that were intended to synchronize the actions of multiple users (shipper, fleet owner and drivers) that are done on different apps. But the experience we had in building the same kind of solution for Praxair helped us do it perfectly. Once the app was made error-free through multiple tests that included rigorous security test and usability test, the app was launched at the respective app stores.

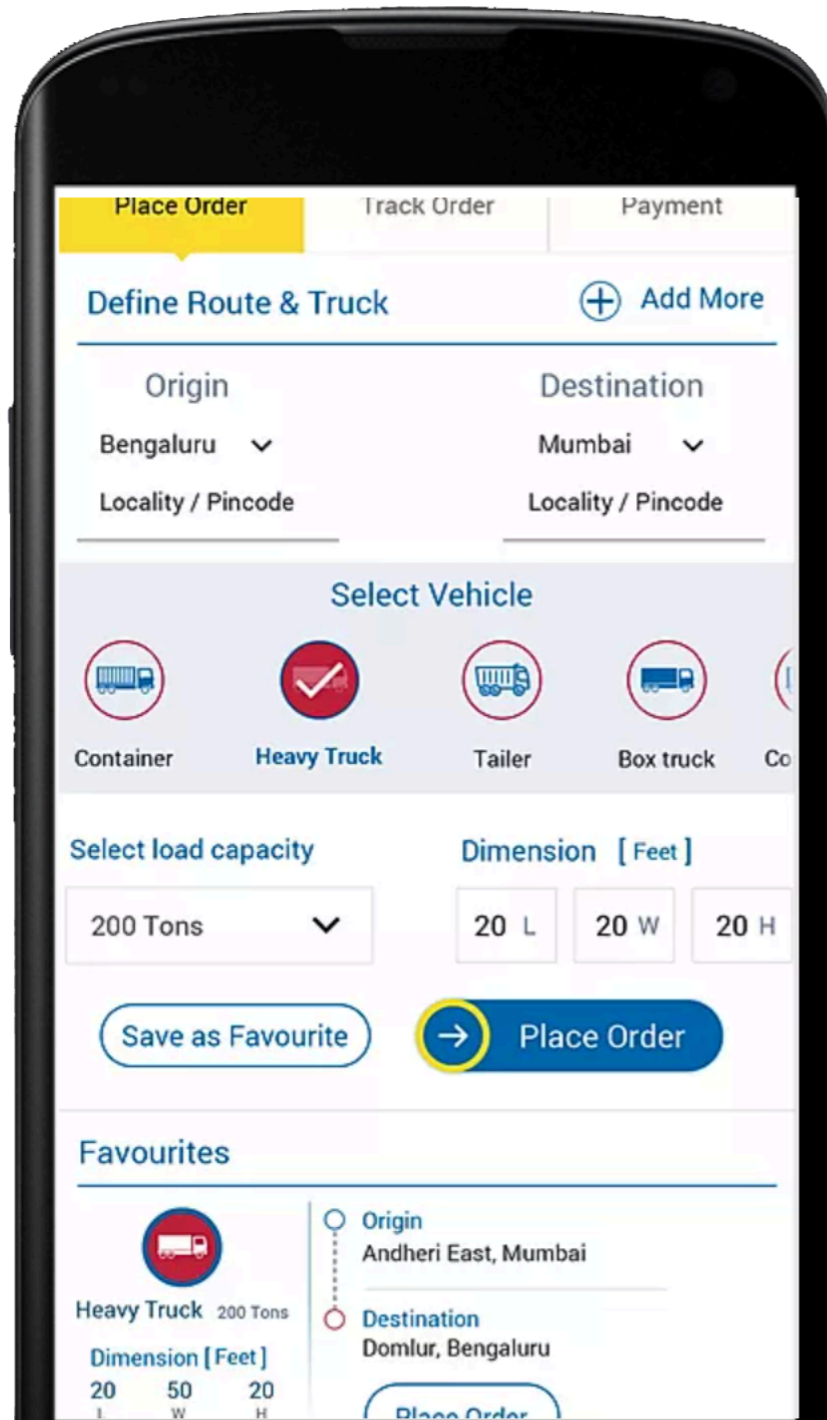
### Wireframe Stage



# App Features

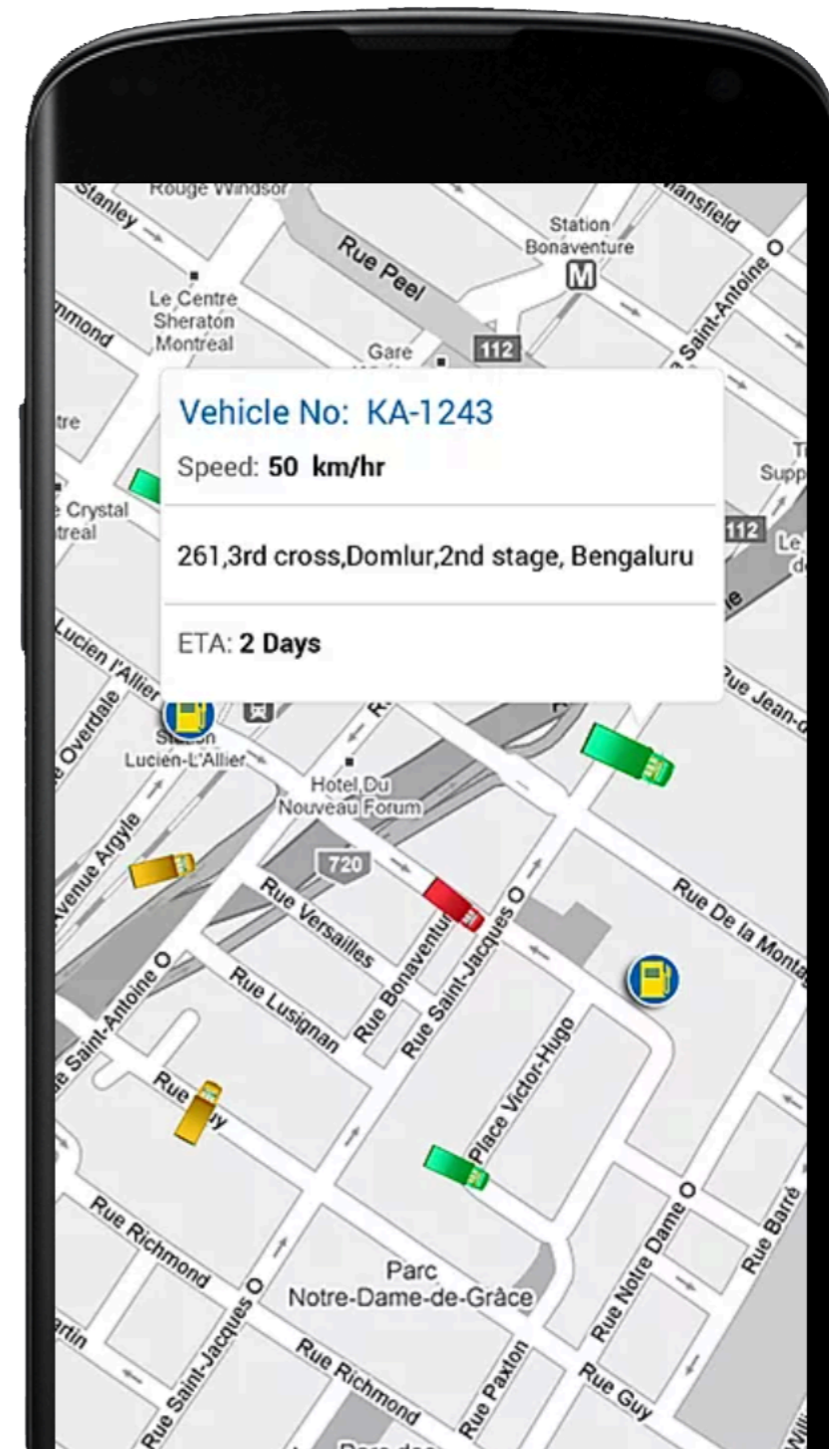
## Post & Book Loads

Helps in finding loads for the trucks



## Track your orders or trucks

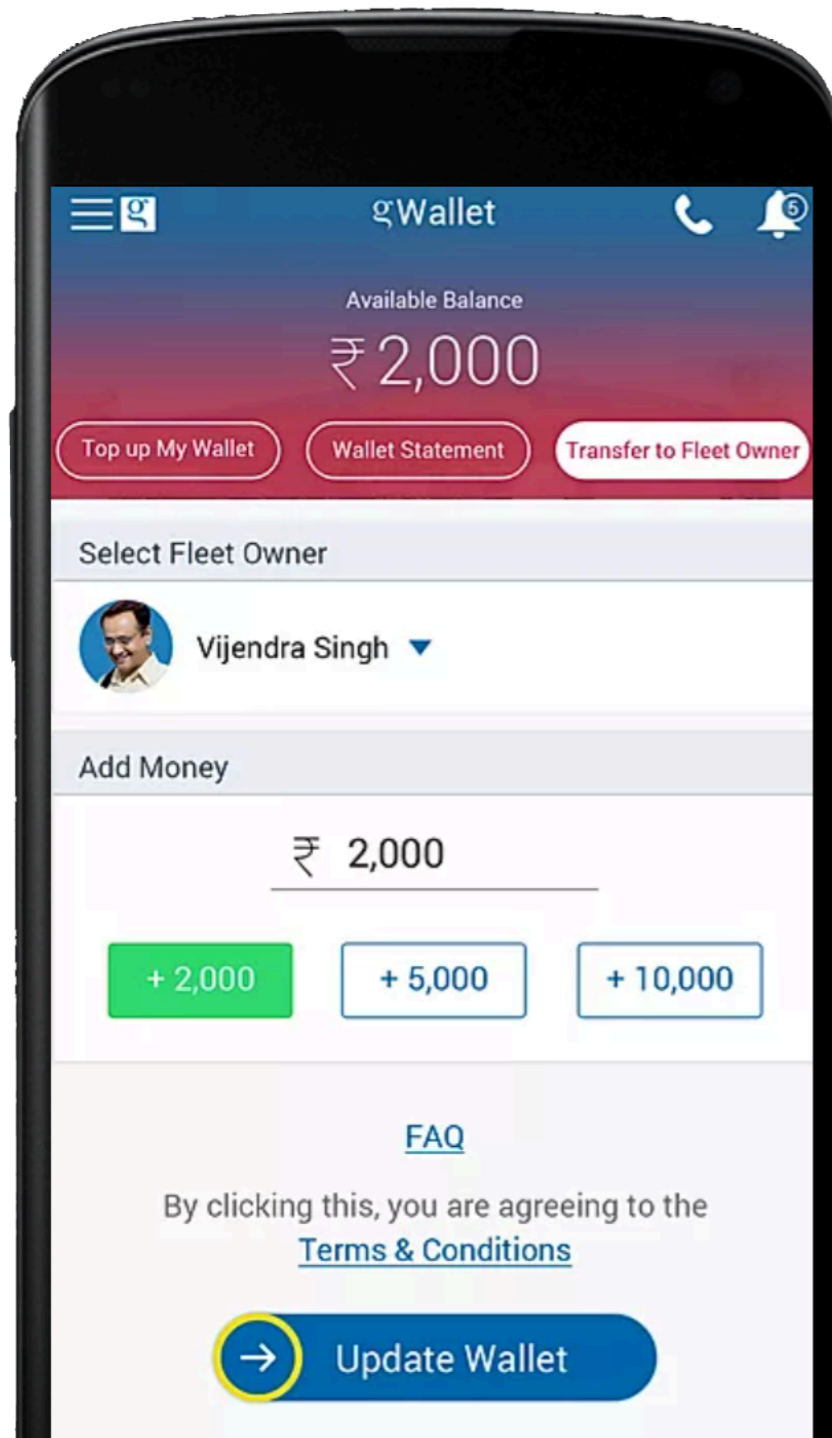
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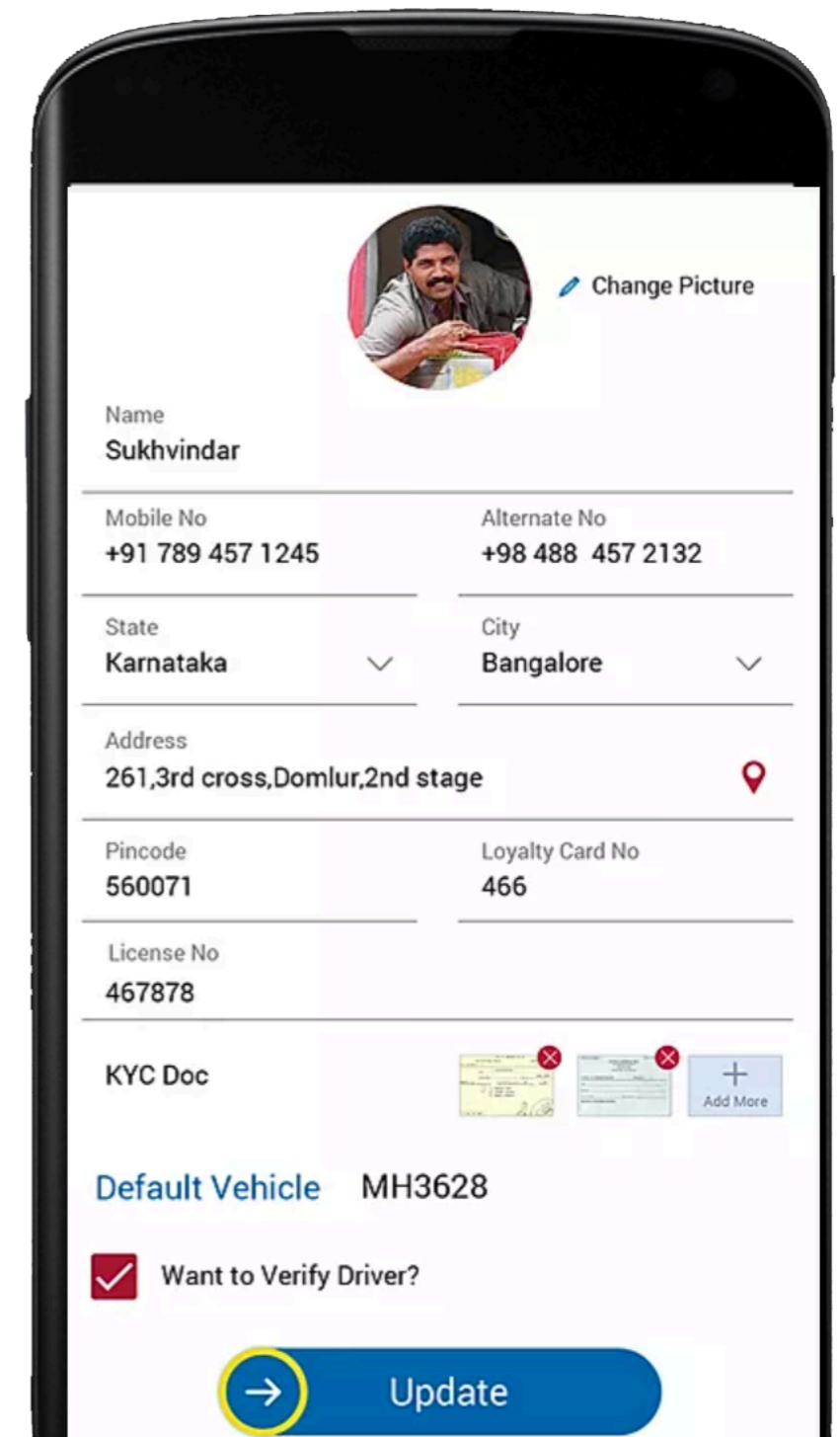
## G-Wallet

Facilitates online freight payments



## Hire Verified Drivers

Trusted & background verified drivers from huge database



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**FORWARD THINKING** is at the core of our business values, our consulting approach and our internal workforce. This also makes us the right choice for Enterprises on their path for Digital Transformation.

## THANK YOU.

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