

## Client

Bhartia Industries Ltd  
New Delhi (India)  
(www.bchindia.com)

## Industry

Electrical Switchgear  
Manufacturing

## Company Profile

Setup in 1965 as a joint venture with Cutler-Hammer of USA, Bhartia Industries Ltd is today fully owned by Indian promoters. It is one of the largest Indian manufacturer of low voltage electrical and electronics switchgear and control products.

## Situation

Bhartia Industries required a scalable, powerful and secure solution to enable their large mobile sales force and 280 channel partners to access real time sales related information from their SAP ERP system using SMS on their mobile phones from anywhere in India.

## Solution

Logix's **gateSMS™** and **dataSMS™** has been successfully deployed to mobile enable various enterprise information at Bhartia Industries Ltd.

## Enterprise SMS Information & Communication System



### Introduction

Bhartia Industries Ltd implemented SAP ERP system in 2001 to support its growing business operations. Although this streamlined information flow and availability within Bhartia Industries, but it did not solve the needs of its mobile sales force and its large network of channel partners spread across India. They still had to make phone calls to Bhartia Industries factory or office to get updated sales related information (viz. product price, stock availability etc.). The channel partners mainly needed updated information on order and account status etc.

### The Need

In its endeavor to provide better and faster response to customers, Bhartia Industries Ltd decided to mobile-enable its enterprise information. Logix was invited to provide an effective solution. The system requirements outlined by Bhartia Industries were as follows:

- 24X7 availability of information to its mobile sales force, channel partners and management team using SMS from their mobile phones.
- Capability of communicating with SAP database to extract data from various tables and perform computations based on this data to calculate the required information.
- A scalable, click and deploy solution that would allow new applications to be configured easily and quickly.
- Information presentation in configurable format.
- Secure solution that would not compromise on the confidentiality of the information and information access based on user access rights.
- Scheduled broadcasting of daily business report to management team.
- Automatic email to production planning in case of stock enquiry by a user resulted in zero value.
- Logs to monitor system usage.

### The Solution

Logix delivered a comprehensive solution based on its products **gateSMS™** and **dataSMS™**. The entire solution was implemented and made live in less than two weeks and works 24X7. The solution allows mobile sales force of Bhartia Industries to retrieve prices, stock availability, order status, order booking summary, account status etc. by sending a simple SMS query. The queries received by gateSMS/dataSMS are processed and the requested information is sent back within few seconds as a SMS to the user's mobile phone.

The system has been configured to send out daily SMS, containing information about business done on the previous day and during the month, to the management team of Bhartia Industries Ltd.

