



Dynamic Collaboration Engine for a Middle East based Petrochemical Corporation



About Customer

For 50 years, the customer has focused on making essential materials to support a growing world. They manufacture and supply petrochemical building blocks globally to leading companies. In doing this, PIC bring together world-scale assets in strategic locations, a strong heritage of operational excellence, and a passion for working collaboratively and are focused on expanding what is possible for their customers, partners, the communities in which they operate.

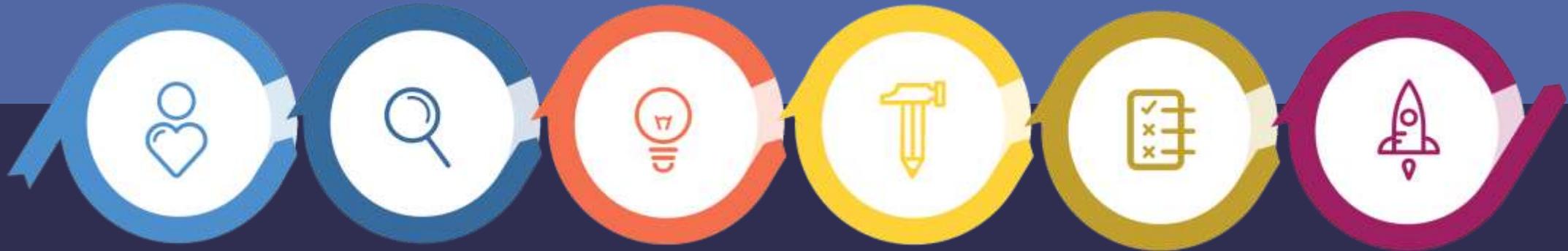
Objectives



- Take Consultative Approach to Improve User Experience
- Make information accessible in an easier and structured way
- User Interviews, usability testing to understand user pain areas, limitations and expectations.
- Digitalization of supply chain process
- Improve processes for contract tracking, shipment
- Promote better communication and collaboration
- To develop a Bilingual (English and Arabic) Internet facing Portal for the customer to support and enhance strategic, financial and operational business processes.

Process

Design thinking is a non-linear, iterative process that teams use to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test.



Research
Your Users'
Needs

State Your
Users' Needs
and Problems

Challenge
Assumptions and
Create Ideas

Start to
Create
Solutions

Try Your
Solutions
Out

Deploy Or
Launch

At ITCube, we design

- Intuitive, functionally sound and easy-to-use enterprise applications.
- Ensure minimum training with self-explanatory interfaces
- Clean, Crisp & Clear Interfaces

Why UX?

- For every £1 spent on design, businesses see a £4 increase in net operating profit.
- Companies spending on UX do better in their businesses
- High ROI

Business Solution



Working as a systems integrator with Praxis Solutions DMCC, ITCube delivered end-to-end partner collaboration engine for the customer:

- Portal with real-time single view of supplier & customer data
- Integrated with existing ERP systems, no redundancies
- Online registration & self-service inquiries for RFQ/ Tenders, Purchases, Sales Orders, Shipments & Payments
- Automated supplier shortlisting based on a defined index
- Automated contract creation from shortlisted vendors, contract tracking against purchases
- Generation of shipment requests, invoices & payment requests
- Real-time shipment tracking for customers
- Centralized place to download shipment-related documents



Business Benefits

- Real-time partner collaboration
- Cost savings - Oracle / Maximo collaboration partner license costs avoided
- Reduced communication / lead time
- Digitization of the entire supply chain process
- Efficient contract tracking, better visibility on shipments
- Improved clearance & payment receipts

Takeaways



Gained confidence of client and partner, resulting in new partnership opportunities, and high ROI



ITCube's framework and methodology of thinking outside the box worked wonders to find solutions to problems and deliver the project in time.

Evaluation methods and usability testing helped us in getting real users' problems, pain areas and insights for providing better user experience.

The relationship has prospered because ITCube worked closely with the stakeholders and exceeded the customer's expectations by delivering high quality solutions.

