



## **Binary Code provides Supply Chain Visibility from Manual Operations**

### **Overview**

The customer is a group company of an oil and gas major responsible for aviation business selling aviation fuel and services to airlines and other customers.

### **Business Need**

The customer primarily takes care of sales and marketing. The orders are fulfilled by the other group companies. The business managers require:

- Visibility into the cost elements of the supply chain from refinery to airport terminals
- Better qualitative and quantitative information about the supply chain

### **The Challenge**

The major challenge for Binary Code was that there were no existing applications. Only manual processes and Excel spreadsheets were being used. The users were very comfortable with this arrangement. A simple, intuitive and easy-to-use system needed to be developed. Further, as the business was global, different business managers used different supply chain information. Thus, the challenge was to capture all the essential elements and include them in the system.

### **Binary Code Solution**

Binary Code was involved in the design, development, deployment and support of a customized solution to meet customer needs. The technical tools used were:

- ASP.NET for front end
- C#.net for business components
- SQL server 2005 back end database.

To meet the usability challenge, web forms and pictorial representation were used to develop simple and user friendly user -interface. A specialist user-interface design was involved at the requirement stage itself to design a better application.

### **Benefits**

- The customer was able to get the supply chain elements like cost and performance visibility through a centralized system.
- The information available was useful for better service to the customers, better negotiation and more business through opportunity management.