

CASE STUDY: ENERGY, RESOURCES & INDUSTRIALS

# Keytree and Essar build a digital customer experience: Essar Stanlow 2.0

*“Keytree is a leading SAP® partner with extensive SAP C/4HANA® knowledge. Their agile approach to delivery, combined with user experience skills and knowledge of the industry will help drive this important project to success.”*

— Raahil Burhaani, Chief Information Officer  
Essar

## QUICK STATS

- \$14 billion annual revenue
- Approximately 50,000 employees
- Headquarters in Mumbai, India

## KINETIC ENTERPRISE PILLARS

- Intelligent
- Clean
- Inclusive
- Responsive ✓

## KINETIC ENTERPRISE DRIVERS

- Intelligent Spend

## THE ISSUE

Essar Oil UK owns and operates Stanlow, the third largest refinery in the UK. Following a major overhaul of the 770-hectare site, which dramatically increased the company’s operational capabilities, Essar launched Stanlow 2.0, a program that is digitally transforming refining operations. A pivotal aspect of this transformation is the introduction of a new digital channel to allow Essar customers to easily interact with the organisation.

## THE SOLUTION

The B2B customer portal was delivered using SAP C/4HANA and SAP Commerce Cloud technology, providing a digital platform to meet evolving customer expectations and demands.

SAP Commerce Cloud was integrated using in-built functionality, templates and accelerators. Keytree customized the solution’s Checkout Accelerator so Essar could continue to meet the requirements of individual customers and provide a seamless, customer-centric checkout experience.

## RISE WITH SAP

- Business Process Intelligence
- SAP Business Network ✓
- SAP Business Technology Platform
- Tools and Services
- SAP S/4HANA® Cloud
- Cloud infrastructure by choice ✓

## SAP TECHNOLOGIES LEVERAGED

- SAP C/4HANA
- SAP Commerce Cloud

## THE IMPACT

- A significant reduction in calls to the contact center. Customers can now order all products online through a superior user experience
- A bespoke service, tailored for customer’s specific purchasing needs, creating a personalized customer journey
- An application that can be easily maintained and easily expanded
- An up-to-date cloud-based platform that will provide customers with quick and easy access to Essar products
- A solution that will grow with the needs of the customer and the business
- A system designed to give agents a real-time view of each customer, ensure agile methodology and support business growth and future platform developments.
- A system, technique and respective tooling to ensure agile methodology will support future delivery
- Transformed the way clients order products and access real-time business information

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