

Conexa-eNabler provides an innovative web-based platform for change

BP has operated in Australia since 1920. Its current operations extend through the value chain - from exploring for natural gas and oil in the North West Shelf, to manufacturing petroleum products at refineries in Western Australia and Queensland, and marketing fuels and other products through BP service stations.

Its other businesses include lubricants, petroleum distribution, shipping, marine, bitumen and aviation fuel products. With the integration of Castrol's operations, BP now holds the largest share of the Australian fuel and lubricants market.

BP and the Conexa-eNabler websites

BP Australia determined that enabling BP customers to purchase products and services over the Internet would increase customer satisfaction and boost service levels. The company's e-commerce team also believed that enhancing visibility over the entire procure-to-pay cycle and reducing administrative overheads would benefit all parties.

To accomplish this vision, BP selected Conexa as its e-business platform. Delivered on an Application Service Provider - or ASP - basis, eNabler is hosted by Conexa and consists of a series of applications. Conexa-eNabler customers - whether they are on the 'sell-side' or looking for a procurement solution to manage multiple suppliers - select the applications that meet their specific requirements.

BP chose Conexa-eNabler's Order, Invoicing and Payments modules to implement its plan to provide a streamlined process for ordering, supplying, invoicing and payments. Together, the applications provide each party with a clear view of the stage every transaction has reached - all the way through to payment. The amount of paperwork is significantly reduced - in some cases totally eliminated - and, in turn, this reduces administration costs on both sides.

As commercial transactions must be based on trust, Conexa-eNabler incorporates sophisticated access controls to ensure confidentiality of customer information. It reduces risk by securely storing both application and database servers in a highly secure, carrier-class environment. And, as a hosted solution accessible via standard web browsers, neither BP nor its customers need purchase, install or maintain any software or hardware.

How BP and its customers benefit

BP and the organisation's fuel and lubricant customers have been enjoying the benefits of BP-eNabler and its twin site Castrol-eNabler since 2005. During this time, according to BP's e-Commerce Offer Manager, Jay Tennekoon, the e-business platform has been embraced both by BP's customer service team and its customers' purchasing staff. "Customers love it because they know they have total control of their account - and they find it so easy to use", he says.

"We have nearly 2,500 commercial customers using the Conexa-eNabler websites and customers tell me how eNabler has helped them streamline the reporting process, while giving them greater visibility of their organisation's business operations", Mr Tennekoon says.

Specifically, BP customers benefit through the convenience of:

- a one-stop online interface with BP, which is available around the clock for anything from placing orders to making secure payments and checking old invoices
- total control over their fuels and lubricant supplies, with the ability to track orders from confirmation through to delivery
- quick and reliable access to product information
- a favourites list for fast repeat purchases of regular items
- customisable reporting functionality
- an option to further enhance procurement productivity by tailoring BP-eNabler to upload files to their own accounting systems

The resultant transparency means that issues such as late payments or disputes can be addressed before they become problems - with a positive effect on BP's debtors' ledger.

Most importantly, BP Australia continues to make itself easy to do business with and enhances its customer service levels - and this translates into a strategic edge in a highly competitive marketplace.