

# REXEL DEPLOYS E-COMMERCE WEBSITE ON IZO™ PRIVATE CLOUD TO DIGITALLY CONNECT WITH ITS CUSTOMER

## REXEL INDIA



a world of energy

Rexel, a global distributor of energy products and services serves thousands of industrial, commercial, and residential customers by providing a broad range of sustainable and innovative products, services and solutions in the field of technical supply, energy management, and automation related to renovation, construction, maintenance, and production. Its massive scale of operations spans 2,000 branches spread across 26 countries served by 27,000 employees working cohesively across the globe.

Post setting up operations in India market, the company realised an eloquent need to adopt an e-commerce platform, in line with its international marketing strategy. Already having a long-standing relationship with Tata Group companies, it decided to collaborate with Tata Communications to launch its ecommerce website.

### BUSINESS NEEDS

- Robust platform to host the company website, featured with advanced e-commerce applications
- Speedy access to its content management system and database to support quick product updates, as well as enable fast archives, searches, and transactions on customer end
- Cost-effective technology with minimal capital outlays

### TATA COMMUNICATIONS' SOLUTION

- IZO™ Private Cloud backed by 99.99% uptime guarantee, for hosting a highly secure and available ecommerce website
- 24/7 monitoring and management

### IMPACT

- A highly available, always-on website provides anytime, anywhere, any device access to its customers, to a wide range of Rexel's products, vendor choices, easy to use search, comparison tools and online purchase, enormously enhancing the customer experience
- Increased reach to PAN India customers with easy online sales improved the productivity and efficiency of its sales operations
- A highly secure e-commerce platform to store and manage sensitive customer data helps minimise business risk and earn customer loyalty and trust

**“In the last couple of years, Tata Communications has made us believe in connecting digitally with the world. We now have a frictionless state-of-the-art e-commerce website with increasing customer traffic, which is a proof of our customers enjoying the ease of business enabled by it. We are also impressed with the expertise and prompt individualized attention, we have been receiving from the Tata Communications' team right from project conceptualisation to deployment and post sales. We are looking to expand the website capabilities in close discussions with them.”**

**Mayur Jhunjhunwala**  
Senior Sales Manager, Rexel India

For more information, visit us at [www.tatacommunications.com](http://www.tatacommunications.com).