Moglix: Transforming industrial product supply into businesses with cloud AI and data

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GOOGLE CLOUD RESULTS

✓ Achieved 4X improvement in PasS business with generative AI vendor discovery

✓ Generated 500 orders over three months at minimal cost through a Vertex AI-powered chatbot

✓ Improved operational efficiency by 50% with AI-enabled OCR data extraction from PDFs

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Moglix rendered digital transformation and innovation for its clients with Google Cloud's Vertex AI, enhancing product searches, descriptions, data access, and

efficiency to improve customer experiences.

The new way to market industrial products to businesses

"Each of our technology projects drives one or more of these three impacts: enhance the customer experience, improve productivity, and boost governance. Our AI strategy executed through Google Cloud supports all three."

Sandeep Goel
Managing Director, Moglix

To innovate, operate more efficiently, and improve customer experiences, Moglix embarked on a Google Cloud-powered digital transformation spanning product catalog search, descriptions and information, data access and capture, and more.

With Vertex AI, the business delivers unified search with natural language query support, automated product descriptions that contribute to a 4% rise in SEO traffic, and a chatbot that provides users with almost immediate responses to product questions.

Another Vertex AI-powered chatbot enables Moglix executives to rapidly discover corporate and external information for use in presentations and meetings. Improved brand and category identification through Vertex AI-powered natural language query interpretation has delivered a 15% improvement in conversion rates on the Moglix platform.

"We require technology projects to fall into one of three buckets: enhance the customer experience, improve productivity, or boost governance. Our AI strategy executed through Google Cloud supports initiatives in each of these buckets," Managing Director Sandeep Goel shared.

Why Google Cloud?

Moglix has achieved extensive, measurable benefits from using Vertex AI and other Google Cloud services. Its AI-powered ecommerce chatbot answers about 60% of customer queries, generating more than 500 orders worth over INR 21 lakhs over three months, at minimal cost.

Additionally, the strategic use of generative AI vendor discovery has established connections with 550 maintenance, repair, and operations suppliers, enriching

"When customers look for an industrial product, they typically have very precise specifications. Prior to Google Cloud, we had to search manually and sometimes could not locate a requested

Moglix's supplier network and increasing its PaaS business from about INR 12 crore to 50 crore per quarter. Generative AI-powered OCR product data extraction from PDFs has delivered a 50% improvement in operational efficiency. With [BigQuery](#) providing its data lake, the business delivers reports and analyses up to 50X faster than before.

"When customers look for an industrial product, they typically have very precise specifications. Prior to Google Cloud, we had to search manually and sometimes could not locate a requested product and its vendor. However, with generative AI through Google Cloud, we can quickly and easily find a requested product and its vendor, improving our conversion rate," said Goel.

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Sandeep Goel
Managing Director, Moglix

Headquartered in India, **Moglix** provides a digital platform, an extensive network of suppliers and buyers, and advanced logistics solutions that transform the supply chains of manufacturing and industrial businesses. The organization offers over 700,000 industrial products to more than 1,000 businesses nationwide.

Industry: Technology

Location: India

Products: [Vertex AI](#), [BigQuery](#)

Why Google

Choosing Google Cloud

Trust and security

Modern Infrastructure Cloud

Multicloud

Global infrastructure

Customers and case studies

Analyst reports

Whitepapers

Blog

Products and pricing

Google Cloud pricing

Google Workspace pricing

See all products

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Infrastructure modernization

Databases

Application modernization

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