

Customer: ThyssenKrupp Nirosta

Web Site: www.nirosta.de

Customer Size: 4,185 employees

Country or Region: Germany

Industry: Manufacturing

Partner: Open Text

Web Site: www.opentext.com

Customer Profile

Headquartered in Krefeld, Germany, ThyssenKrupp Nirosta manufactures stainless steel flat products. It generated sales of €2.503 billion (U.S.\$3.5 billion) in 2006.

Software and Services

- Microsoft Office System
 - Microsoft Office Outlook 2007
 - Microsoft Office Professional Enterprise Edition 2003
- Solutions
 - Office Business Application
- Open Text's Livelink ECM – Customer Information Management

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Stainless Steel Manufacturer Boosts Service by Optimizing Data Access via Messaging

“Our customer service workers have near-instant access to content-related information and are able to answer e-mail without wasting time searching or requesting information from others. This is an invaluable benefit.”

Klemens Bransmüller, Chief Information Officer, ThyssenKrupp Nirosta

Facing an increasingly competitive global market, stainless steel manufacturer ThyssenKrupp Nirosta wanted to optimize relationships by streamlining access to information and customer inquiry processing. It used an Office Business Application that enables employees to access SAP ERP data and unstructured customer information using Microsoft Office Outlook® client software. Today, ThyssenKrupp Nirosta is improving customer service, and sharpening its competitive edge.

Business Needs

With a total production of more than a million metric tons, ThyssenKrupp Nirosta is a leading global manufacturer of stainless steel flat products. These materials are used in everyday domestic appliances as well as in technically sophisticated industrial applications.

ThyssenKrupp Nirosta permanently optimizes its Supply Chain to obtain improvements of internal and external processes enabling it to achieve the desired results of Customer satisfaction as well as cost optimization

of internal processes and information. The challenge for ThyssenKrupp Nirosta is that the supply chain in the steel industry is very process-oriented, generating large amounts of structured and unstructured data that resided in the standardized SAP ERP (Enterprise Resource Planning) systems, tailor made Manufacturing systems (customized developments and planning and line sequencing products from company PSI Berlin Germany) and Microsoft products for support of the office functions.

Customer-facing employees also managed many customer-related, unstructured

documents, including invoices, contracts, shipping documents, and e-mail messages. This information was stored in various locations, including employees' hard disk drives. When employees needed to access any kind of information acquired across the supply chain, they had to hunt through the ERP systems or ask colleagues for documents. This wasted time and slowed down customer inquiry processing and response.

ThyssenKrupp Nirosta employees needed to access structured transactional data and unstructured customer information in a single interface to provide better customer service. Ideally, the solution would take advantage of existing IT resources and the interface would be familiar enough to keep training and disruption to a minimum.

Solution

ThyssenKrupp Nirosta originally chose the Livelink ECM™ application, from Microsoft® Gold Certified partner Open Text™, and then added the Customer Information Management solution to their implementation. This Open Text solution is an Office Business Application (OBA), a new breed of easily customizable, collaborative solutions that address business challenges by using familiar Microsoft Office desktop programs, server software, and tools to link employees with line-of-business information.

In this case, Customer Information Management aggregates structured data from ThyssenKrupp Nirosta's ERP systems with unstructured customer data to provide a single point of access to "virtual customer records." Customer service workers use the OBA solution from within the Microsoft Office Outlook® messaging and collaboration client

to easily access the information they need from a familiar workspace.

"When we implemented Customer Information Management, we were particularly impressed by the deep integration into the familiar Microsoft Office world and the functions available," says Marco Kurz, Project Manager at ThyssenKrupp Nirosta.

Now employees can respond to customers' inquiries sent via e-mail without having to look in many different systems. Smart tag technology allows staffers to use Office Outlook to automatically identify customer information, like customer number or invoice number, and turn it into a hyperlink in the e-mail message. Clicking on the link displays all relevant customer or invoice information. Staffers can also use the intuitive folder structure, standard indexing system, and search dialog that comes with Customer Information Management to search, locate, and retrieve the information they need—all from within the Office Outlook interface. The seamless integration between Outlook, SAP ERP and Customer Information Management is supported by single sign-on technology that connects staffers to customer information contained within the disparate enterprise systems.

ThyssenKrupp Nirosta incorporated customer ideas into the deployment of this OBA, which began in January 2006. Early on, the company rolled out the OBA to its sales, administration, procurement, logistic distribution and shipping staffs to streamline the e-mail and document-intensive shipping process. ThyssenKrupp Nirosta plans to deploy to a total of 500 employees.

The company also provided training workshops for employees. "However, training was minimal because of the solution's

simplicity and integration with Microsoft Outlook," says Klemens Bransmöller, Chief Information Officer at ThyssenKrupp Nirosta.

Benefits

ThyssenKrupp Nirosta is already benefiting from its OBA solution. By using the OBA to easily access corporate information about a customer, employees can more efficiently process customer inquiries. The end result is that ThyssenKrupp Nirosta is optimizing information processes between embedded partners (internal and external) and providing faster information sharing in the whole supply chain

Simplified Information Access

Working with the Customer Information Management OBA, employees have just one access point to the information they need, instead of many. And because everyone is using the same, familiar interface to find customer-related data that once would have been buried in business systems or hidden in a coworker's inbox, the whole company presents a more cohesive, responsive image to the customer.

Save Time

Any time a business process takes less time to complete, a company saves money. To date, ThyssenKrupp Nirosta's employees are using the OBA to reduce the time it takes to find information in sales, logistics, and finance applications. The end result of using this customer information management system is streamlined processes and improved customer relationships.

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information from others,” says Bransmöller.
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ThyssenKrupp Nirosta also saved money through minimal deployment disruption and low training costs. And because Customer Information Management takes advantage of software that the company already owns, it can further reduce the total cost of ownership. “We expect that this optimized interaction between SAP, Microsoft, and Open Text will further reduce our customer-centric transaction and process costs,” says Bransmöller.