Customer Profile

NLMK Europe – NLMK Europe is a steel producer focused on innovation, long-term customer relations and sales network development, which enhances on-time deliveries to customers in Europe and across the globe.

- 2,000 employees at production facilities in Belgium, Denmark, France and Italy
- 3.1 million tonnes annual production capacity of value-added steel products
- Processes steel close to customers in Automotive, Shipbuilding, Construction, and Energy industries

APOS

Landscape

NLMK started working with SAP Analytics Cloud and the SAP Business Technology Platform (BTP) in 2018. With growth in demand for reporting by internal users, NLMK needed to establish a publishing strategy with SAP Analytics Cloud.

Key Player:

- Head of BI Center of Excellence, NLMK Group

Affected Roles:

- Sales
- Customers

APOS

Customer Problem

Core Challenge

Timely broadcasting of ready-to-ship product information for each customer in preferred formats for easy processing by the customer.

Problem: Static lists generated as PDFs by their manufacturing system were difficult for customers to work with, and SAC Publications did not guarantee timely delivery.

Pain: Without timely delivery in usable formats, customers were unable to use reports to understand, manage and confirm shipping information and product deliveries effectively and efficiently.

APOS

Customer Problem

Solution Requirements:

NLMK Europe customers had expressed a preference for Excel spreadsheets that would allow them to work with the provided information and prepare them for presentations.

NLMK needed to:

- Distribute completed order shipping and logistic reports to customers

- Strictly and securely ensure that customers receive information about their product orders only

- Provide information to customers in usable formats

- Broadcast high volumes in a timely manner

Solution Barriers:

SAP Analytics Cloud Publications placed restrictions on NLMK Europe's ability filter data and provide information in usable formats to a high volume of recipients.

APOS

Customer Problem

Finding the Solution

APOS Publisher for Cloud gave NLMK Europe:
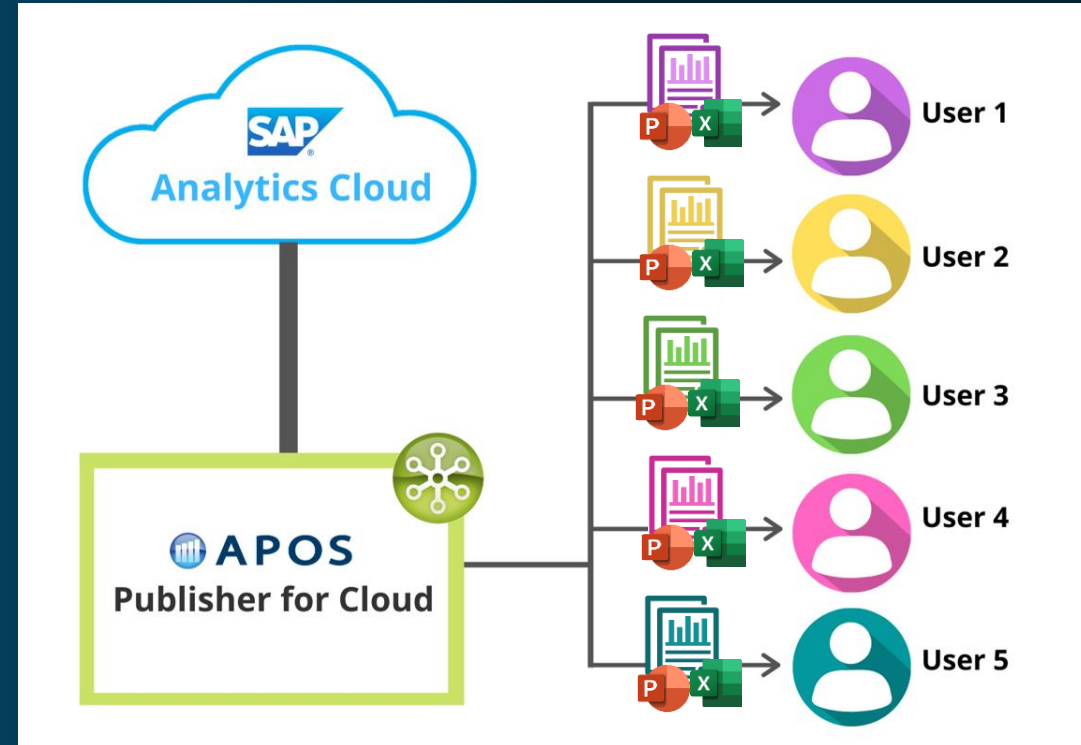
"Push" Publishing:
With widely distributed management and facilities, NLMK Europe needs to broadcast information, primarily via email, directly to customers, external consumers and others who do not log in to SAP Analytics Cloud on a regular basis. APOS Publisher for Cloud allows them to do this in a scheduled and timely manner.
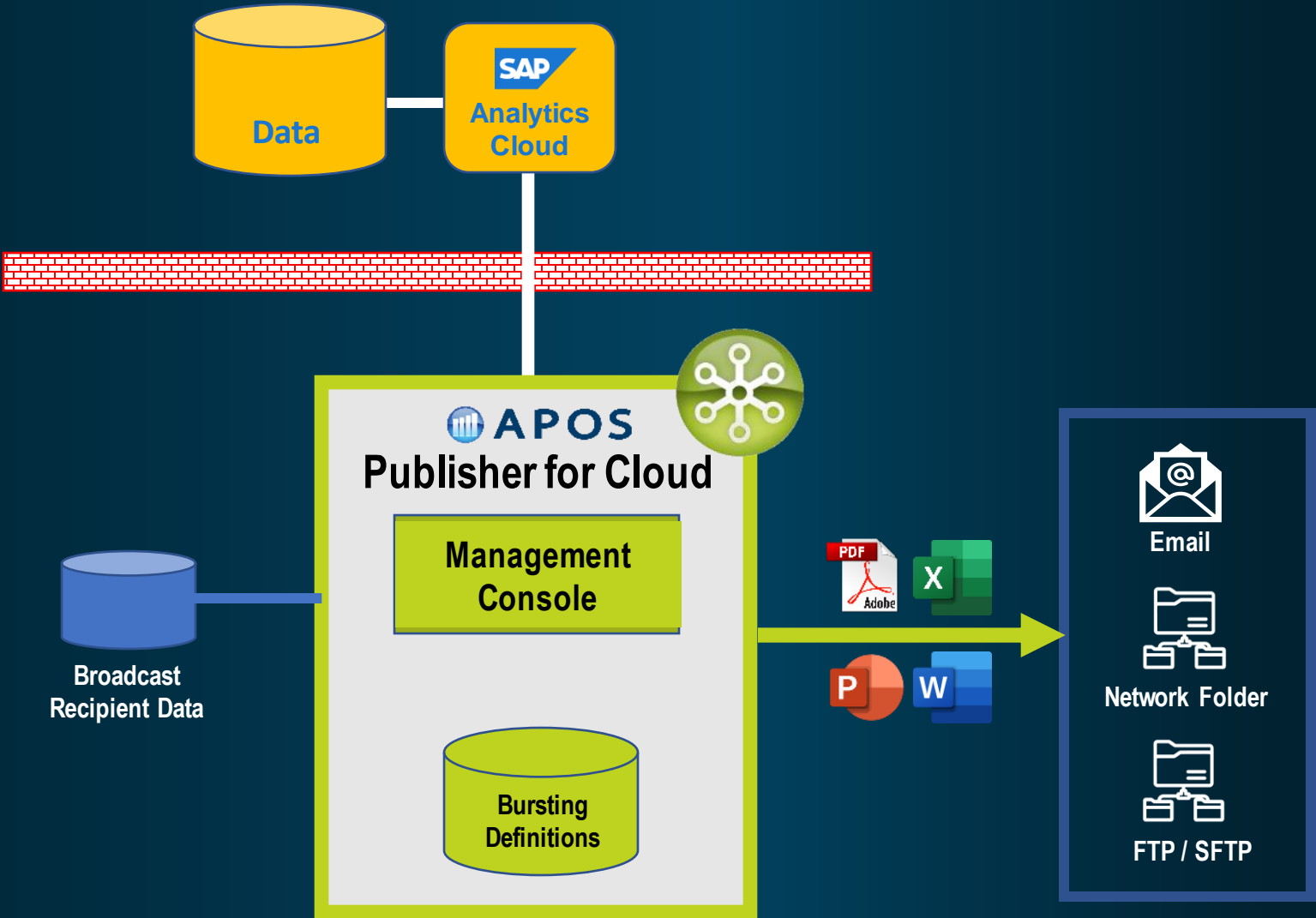
Format Control:
To meet the preferences of their customers, NLMK Europe wanted to provide information to them in their preferred formats, initially as Excel spreadsheets, but possibly expanding to other format types such as PowerPoint.

High-Volume Email Bursting:
With approximately 160 reports that needed to be burst in a timely manner, NLMK Europe needed a publishing solution that could manage that volume and scale to higher volume over time.

APOS

Solution Architecture

Solution Considerations

Information Control

NLMK Europe uses APOS Publisher for Cloud's automated, data-driven publishing capabilities to ensure each information consumer receives only the information to which they are entitled.

Information Accountability

By allowing NLMK Europe to make critical information directly and easily available for their information consumers through push publishing, APOS Publisher for Cloud encourages those information consumers take account of and responsibility for that information.

APOS

Outcomes

APOS Publisher for Cloud allows NLMK Europe to streamline logistics reporting with their customers and deliver timely shipping notices and conditions.

"The APOS solution was the only solution that fulfilled all of our current requirements, and created a clear path for future broadcasting developments. APOS Publisher for Cloud has automated our SAP Analytics Cloud report broadcasting, letting us provide timely and pertinent information to management and operations, and helping us to create a culture of information accountability. Both our sales personnel and our customers were very pleased with this solution as now they could use the information provided in Excel format for further processing the information for internal reporting."

- Achin Batra, Head of BI Center of Excellence, NLMK Group