



Success Story

Improved customer service efficiency and customer satisfaction

Steel producer connects customer service workers to all relevant content right in Microsoft® Outlook®

ThyssenKrupp Nirosta, one of the world's leading producers of flat stainless steel products, found a way to manage customer information that boosted employee productivity and streamlined business processes—and ultimately strengthened the company's competitive advantage.

The Germany-based company, which produces more than one million metric tons of flat stainless steel products per year, employs about 4,200 people and generated sales of approximately 2.46 billion Euro (3.15 billion US Dollars) in their 2005 fiscal year.

Unified access to core information

Although ThyssenKrupp Nirosta products are of high quality and in high demand, lower energy and labor costs in other steel-making countries—Asia in particular—are forcing the manufacturer to reduce costs across its value chain by shortening cycle times for front-office and back-office processes.

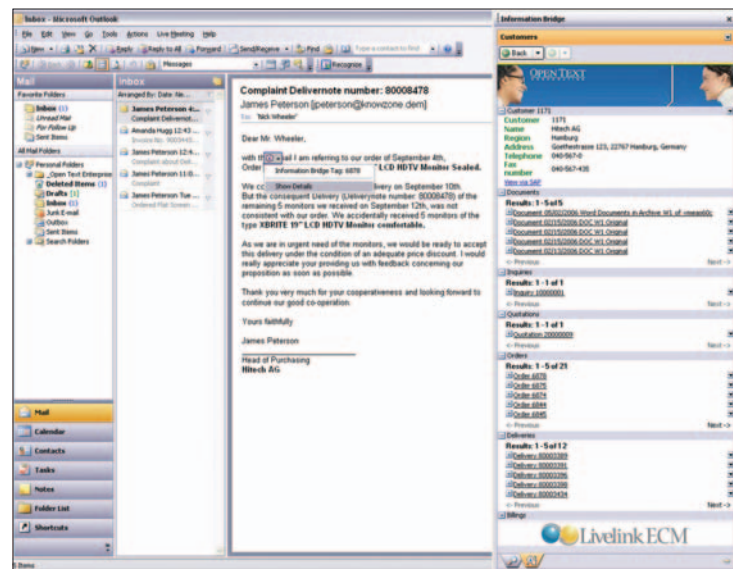
In everyday communications with internal and external partners, ThyssenKrupp Nirosta's employees need to access all information acquired across the supply chain, such as process data, material information, delivery data and customer information. To find the required information, customer service workers used to have to hunt through—and familiarize themselves with—several enterprise systems.

ThyssenKrupp Nirosta was looking for a solution to enable more efficient automated internal and external access to all business- and process-relevant documents in a single interface. Another goal is the

automated, event-driven transfer of this information via workflow to all partners involved in the supply chain.

To solve this issue, ThyssenKrupp Nirosta selected the Livelink ECM – Customer Information Management solution from Open Text, a leading provider of Enterprise Content Management (ECM) solutions.

The supply chain in the steel industry is very process-oriented, and the Open Text solution enabled ThyssenKrupp Nirosta to connect structured process data with unstructured documents



such as emails, SAP® invoices and contracts. Another important feature for ThyssenKrupp Nirosta is Customer Information Management's ability to integrate with SAP R/3® to provide quick and easy access to all relevant customer data and documents using a single point of access.

Industry
Metals and mining

Customer
ThyssenKrupp Nirosta GmbH

Business Challenges

- Centralize customer information access
- Improve customer care and satisfaction
- Streamline business processes
- Improve customer inquiry processing efficiency

Solution
Livelink ECM™ – Customer Information Management

Business Benefits

- Reduces cycle time of customer inquiry processing
- Lowers training costs and increases customer service worker adoption
- Allows more time to be spent on solving problems, rather than searching for information
- Increases customer satisfaction and retention
- Lowers total cost of ownership through out-of-the-box deployment
- Provides rapid return on investment by quickly decreasing customer-centric transaction and processing costs

Beyond the fact that Open Text is a trusted vendor with a proven track record in ECM solutions, ThyssenKrupp Nirosta chose Open Text to help its customer service workers do their jobs better, because of its unique content aggregation technology not available elsewhere in the market. Customer Information Management generates automatic searches for customer information across all enterprise systems and provides the needed information to the customer service workers, just-in-time and right within the familiar Microsoft Outlook workspace—an invaluable benefit considering that in today's fast-paced environment, most customer inquiries are received and answered through email.

No need to leave the Microsoft Office environment

ThyssenKrupp was very satisfied with the results from its Customer Information Management pilot project. "Open Text products and solutions help us manage all business-critical documents in the context of our customer-related processes. Livelink ECM – Customer Information Management extends the integration of SAP-managed processes into the Microsoft Office environment by adding document-centric information," says Klemens Bransmöller, CIO of ThyssenKrupp Nirosta. "The combination of SAP, Microsoft and Open Text technologies provides our employees with simplified, automated, event-driven (internal and external) access to all process-centric (structured) and document-centric (unstructured) customer information through a standardized and familiar Microsoft Office interface. We expect that this optimized interaction between SAP, Microsoft and Open Text will further reduce our customer-centric transaction and process costs."

As part of its learning curve, ThyssenKrupp Nirosta incorporated ideas from its customers into the deployment of Customer Information Management, which began in January 2006. In addition, the company conducted user workshops for employees to familiarize them with Customer Information Management. "However," says Bransmöller, "training was minimal because of the solution's simplicity. It has been easy to roll out the software to all users. Customer Information Management is fully integrated into Microsoft Outlook, so it allows for easy adoption."

The first stage of the Customer Information Management deployment involved 300 users in sales and logistics. They were selected because the shipping of ThyssenKrupp Nirosta products is a document-intensive process, with the correspondence mostly done by email. The company's goal is to roll out implementation of the solution to approximately 500 users across ThyssenKrupp Nirosta.

The solution streamlines customer inquiry processing in sales, logistics and finance applications. Information stored in multiple enterprise applications can be quickly accessed in a consolidated view directly from Microsoft Office applications.

A happy customer is a loyal customer

The now effortless access to all corporate information about a customer reduces labor costs, increases the efficiency of customer inquiry processing, lowers training costs by reducing the learning curve of new employees, and boosts customer satisfaction and retention.

ThyssenKrupp Nirosta can store all of its customer-related information, such as electronic documents and master data from different systems. These "virtual records" are now seamlessly integrated into the standard Microsoft Office desktop environment.

When an email is opened by a member of the sales team or other customer service staff, Customer Information Management provides the information directly in the Microsoft Office applications with which workers are most familiar. A user-friendly folder structure and a standard indexing system, combined with classic search dialogs, enable customer service and sales workers to immediately find the information they need.

"When we were implementing Customer Information Management, we were particularly impressed by the deep integration into the familiar Microsoft Office world and the functions available. Our customer service workers have instant access to content-related information and are able to answer emails without wasting time searching for or requesting information from others," says Marco Kurz, Project Manager for the introductory phase of Customer Information Management at ThyssenKrupp Nirosta. He adds, "It was nice to see how easy it was to integrate different products from Open Text with our ecosystem of enterprise applications, such as those from SAP"

In summary, the introduction of Customer Information Management has made information retrieval and processing for ThyssenKrupp Nirosta faster and more efficient. With Customer Information Management, sales and customer service workers are connected to all enterprise processes and information relating to customers directly in the familiar Microsoft Office application environment. At the same time, compliance is ensured and existing IT investments are leveraged to drive return on investment (ROI). As well, customer satisfaction has been significantly enhanced because customer inquiries are answered quickly and accurately.



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