

**TATA STEEL**



# Tata Steel Nexus: Our eCommerce Journey with SAP Commerce

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# Tata Steel Group

**The Tata Steel Group is one of the world's most geographically-diversified steel producers**

- One of world's largest steel producers
- Annual crude steel capacity of more than 34 million tonnes
- Around 65,000 employees
- Manufacturing operations in 26 countries across five continents
- Present in both mature and developing markets
- Group recorded a consolidated turnover of US \$21.06 billion FY21
- Fortune 500 company

**Tata Steel Europe One of Europe's largest steel producers**

- Primary steelmaking: IJmuiden, Netherlands, & Port Talbot, UK
- European downstream manufacturing operations: Locations in UK, Netherlands, Germany, France, Belgium, Sweden, Norway, Finland, Spain, Turkey, Canada and the US



# Tata Steel Nederland (TSN) Facts & Figures

**23**

locations in 9 countries

**11,418**

employees,  
approx. 40,000 indirect jobs

**#2**

most CO<sub>2</sub>-efficient steel plant  
in the world

**€6.9 billion**

annual turnover FY21-22

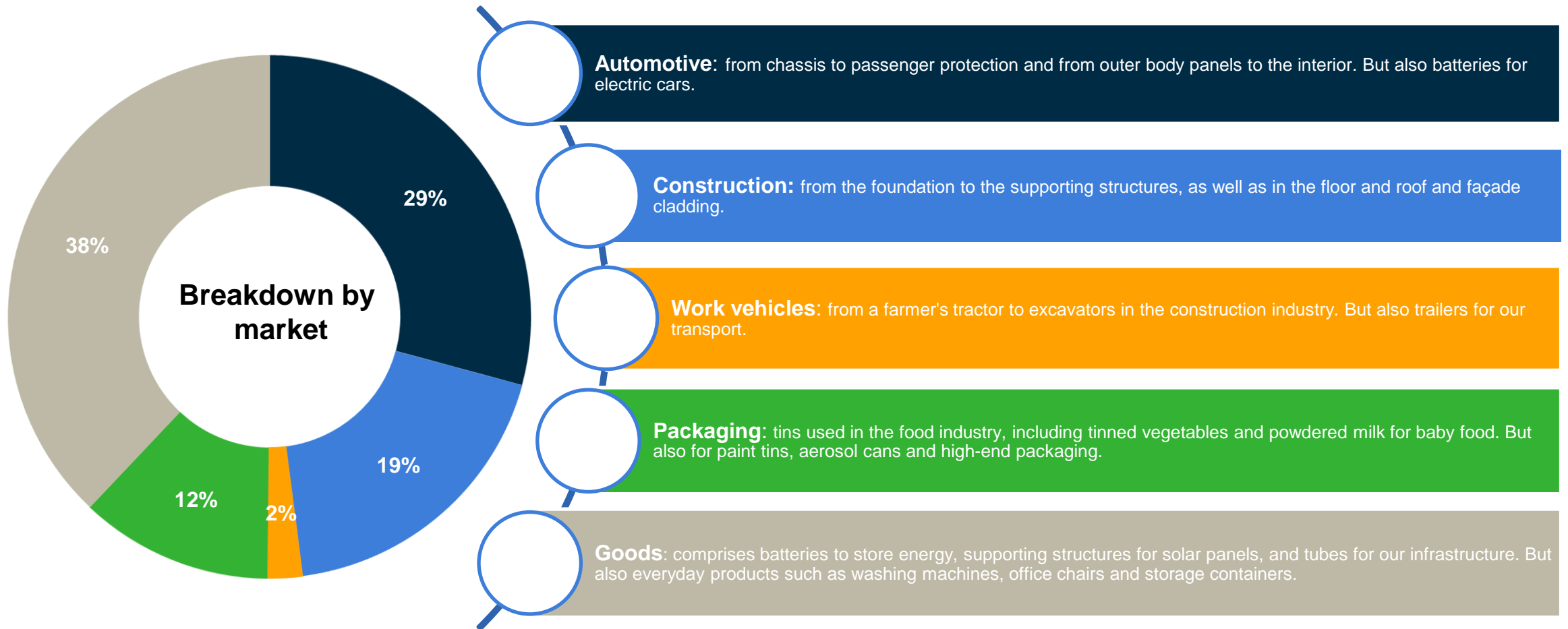
**7 m tonnes**

annual steel production  
in IJmuiden

**17,000**

product variants

# Our market sectors



Clean Green Circular

Leadership principles

Themes

- Connect
- Change
- Care

- People & Society
- Environment & Community
- Decarbonisation & Sustainability
- Customers & Value



## Purpose

*Why we are on the journey*

Improving how people around the world work, live and move, through sustainable steel

### Mission

*The route we follow*

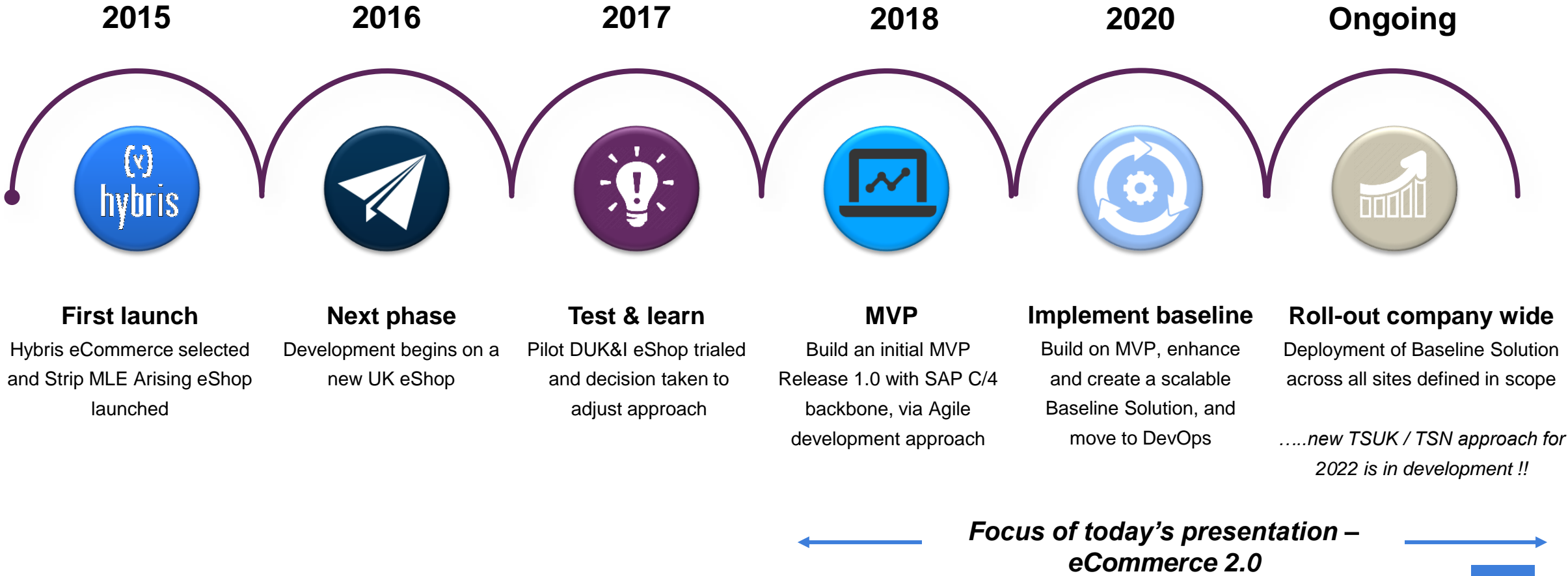
To continue to play a meaningful role for all our stakeholders as a clean, green, circular steel company that creates value, is an employer of choice, and maintains an ongoing dialogue with our neighbours

### Vision

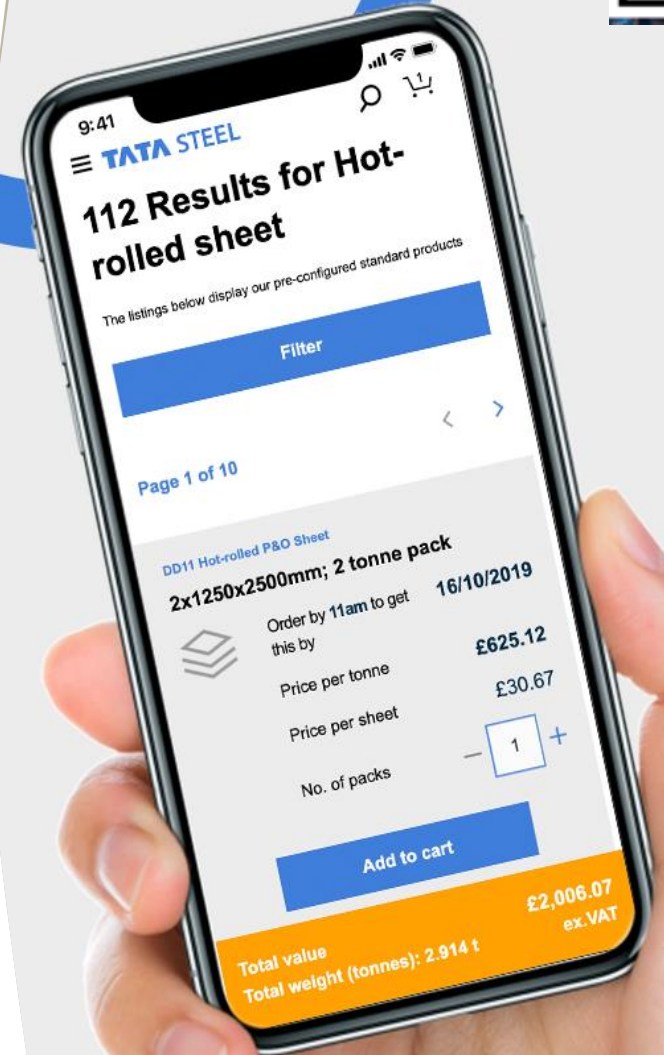
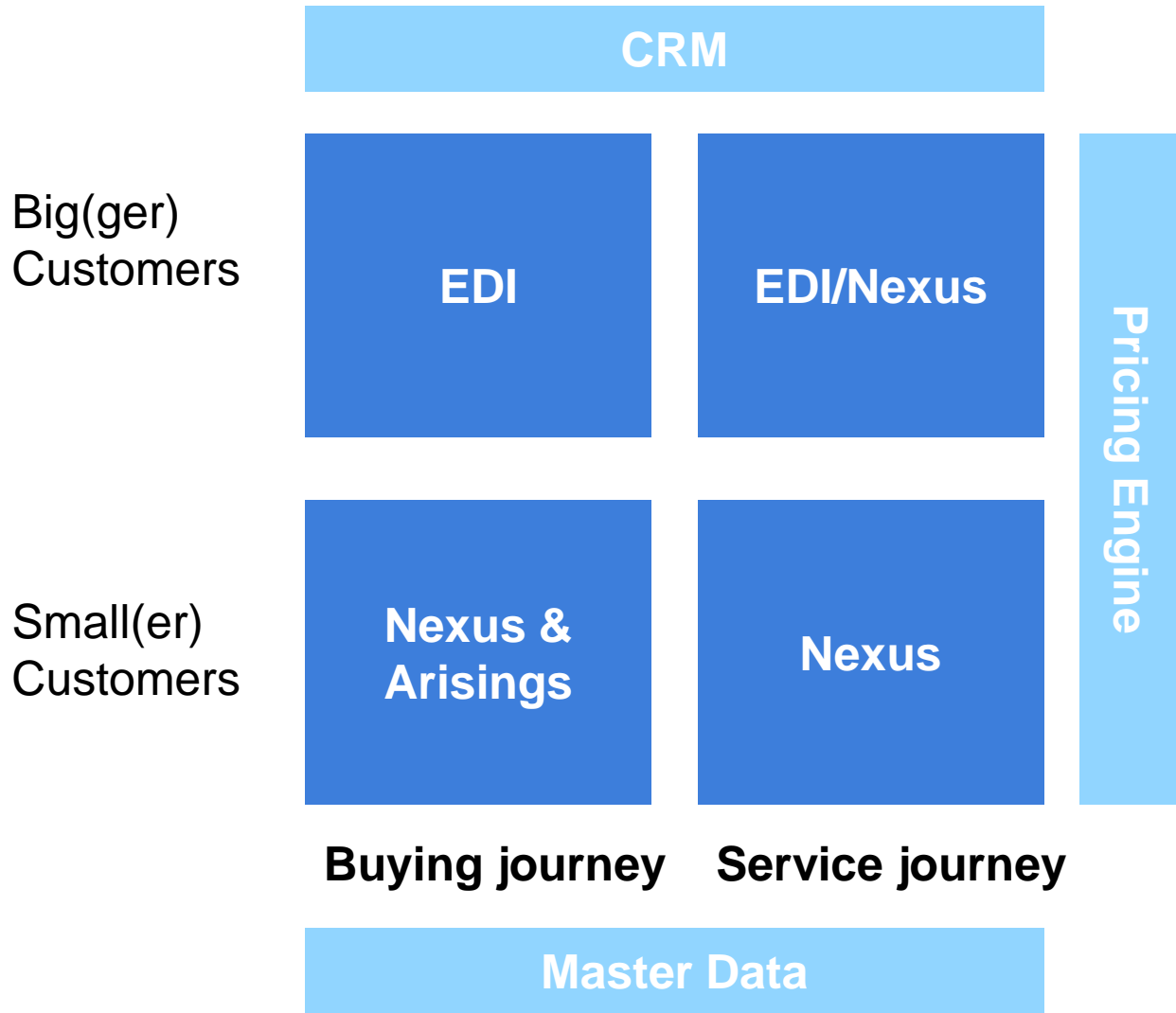
*What we expect to find when we arrive*

A clean, green and circular steel company that is sustainable in every sense

# Tata Steel's eCommerce Journey began in 2015



# Tata Steel Sales Digital Capabilities



FutureGame changer:  
Agile and DevOps way of working



# The Nexus eCommerce Programme



## Customer Focused Objectives

Make it easier to do business with Tata Steel



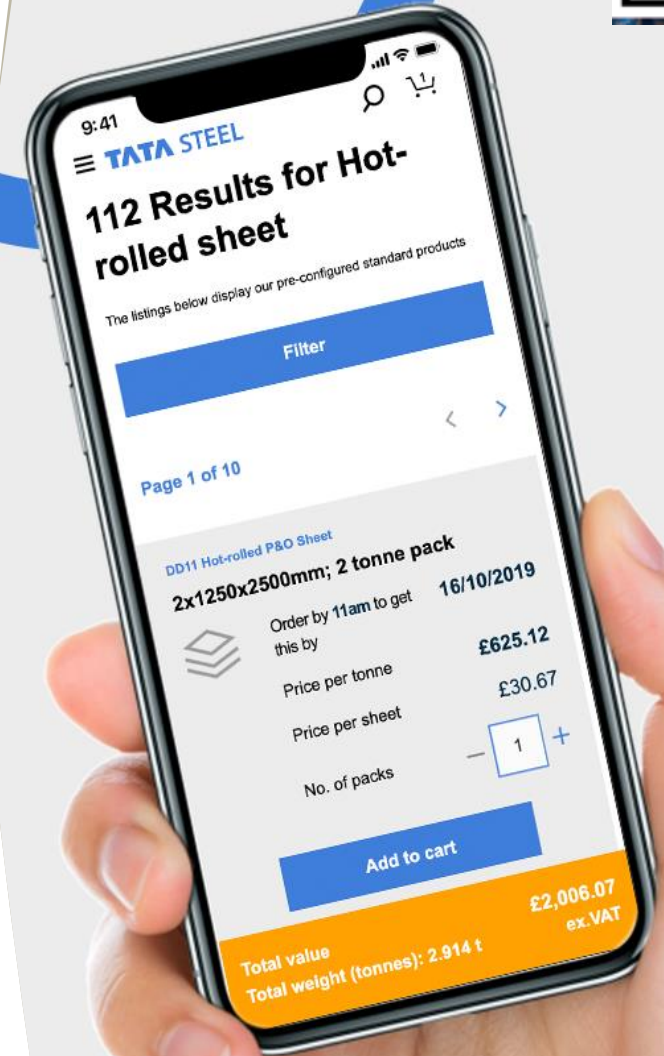
## How

Develop & deploy full eCommerce capability company-wide



## When

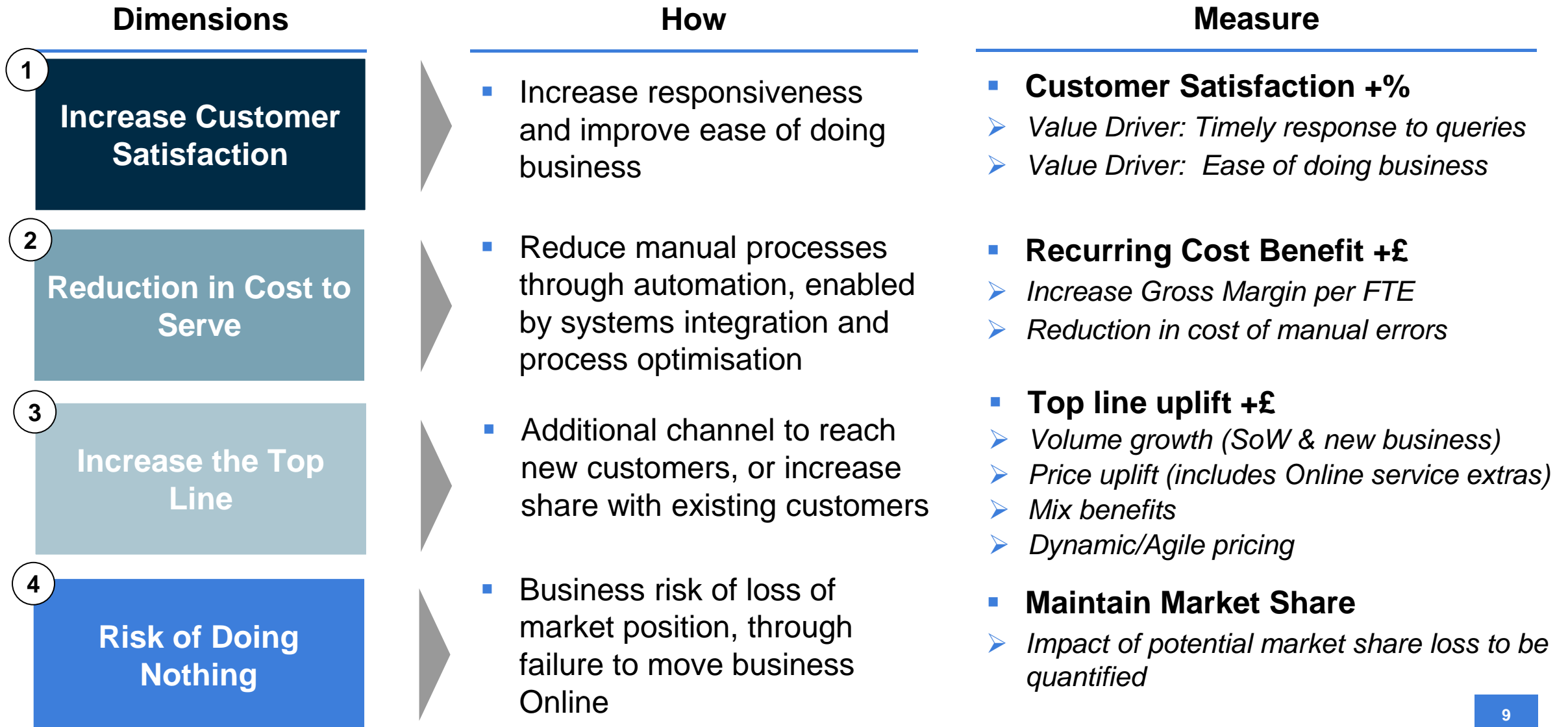
As quickly and effectively as practicable



Nexus: The eCommerce platform of Tata Steel in Europe

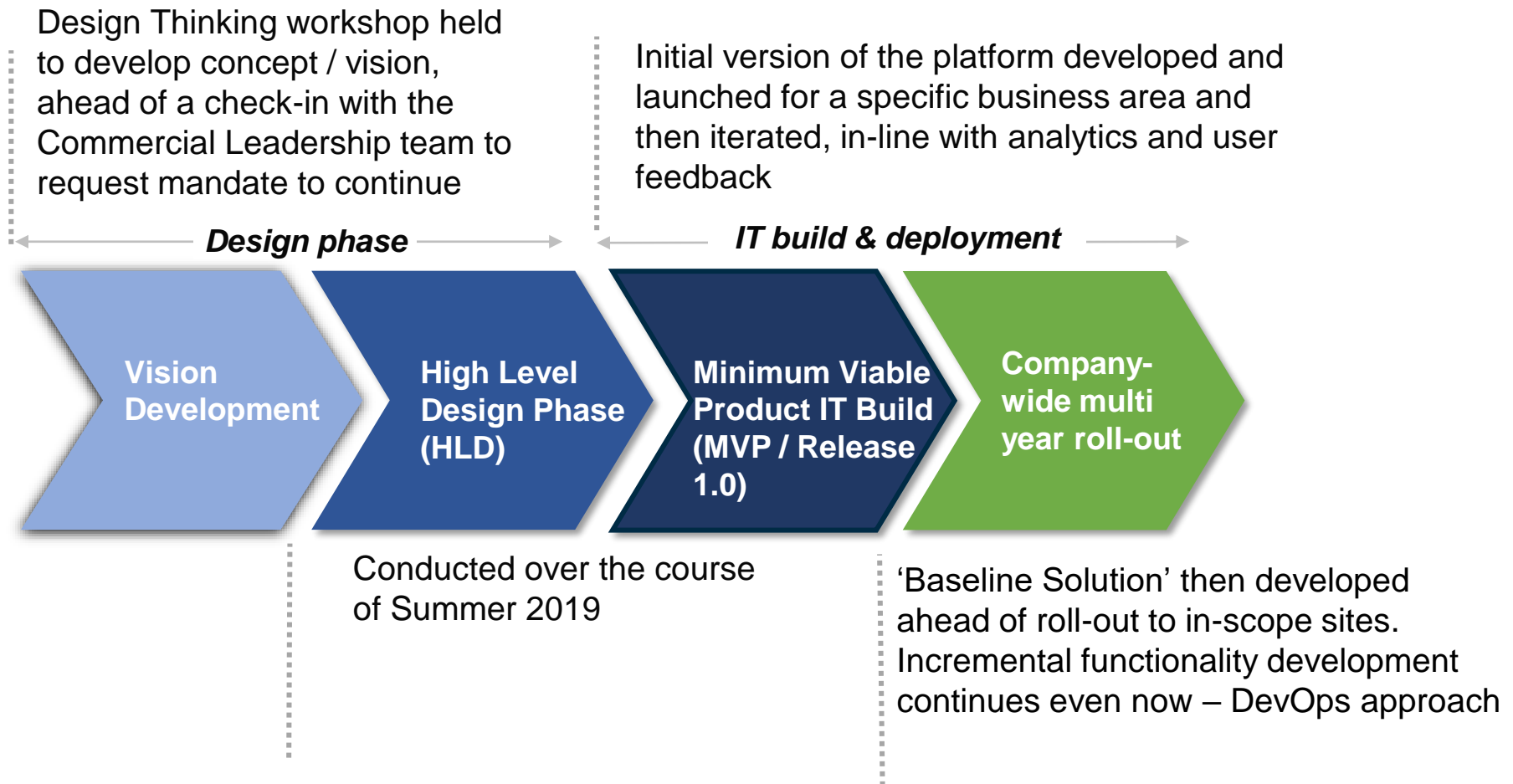


# eCommerce Programme objectives & business KPIs – The drivers



# eCommerce 2.0 Programme

## High Level Design & IT development approach



# Vision Sheet 1.0: Making it easy to do business with Tata Steel

PILLARS

## Connect



### Digital collaboration and communication

An online communication channel, supporting customers to rapidly connect with the right Tata Steel contact, first time

## Discover



### Browse products, prices and availability

Browse product & service offering, instantly view stock availability, lead times and prices, and easily complete purchase online

## Empower



### 24/7 Visibility, Reporting and Tracking

Instant access to account information, a convenient way of tracking orders, deliveries, downloading documents and managing account

BENEFITS



CUSTOMER

We want to quickly reach out to Tata Steel with our queries, see the available account team members and communicate online.



CUSTOMER

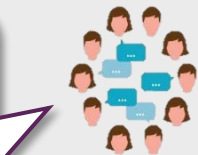
We want to quickly find products that are relevant to me, view technical information, get a quote and order when I am ready.



CUSTOMER

We want to be able to track order progress, view our transaction history and access our documents at any time, on any device.

We want our customers to have full visibility of our business relationship, and digital tools to enable transparent collaboration.



ACCOUNT TEAM

We want to know what our customers have been searching for, so we can proactively support and make recommendations.



ACCOUNT TEAM

We want to be alerted of any order issues or delays, allowing us to proactively respond and resolve service concerns.



ACCOUNT TEAM

FEATURES

Multiple ways to contact TSE. Receive alerts and notifications on orders and keep updated on the latest TSE news.

Ability to submit RFQ and accept/decline offer. Select packaging and ability to upgrade delivery and service extras

View order book overview, dashboard summary of account, financial information and purchase history. Receive delivery ETA and digital POD

# 139 people from across Tata Steel participated in the High Level Design (HLD) phase workshops of eCommerce 2.0

## Focus of the workshops

- Overview of eCommerce programme
- Our digital inspiration – beyond steel
- Design the Online Customer Journey
- Determine Sector specific needs
- Feedback on proposed Vision Sheet 1.0
- Designing the platform – Creative Hats!
- Sharing global digital trends
- Discussing proposed roadmap

And having a bit of fun too...



# Nexus giving customers some power...

## MVP Release 1.0



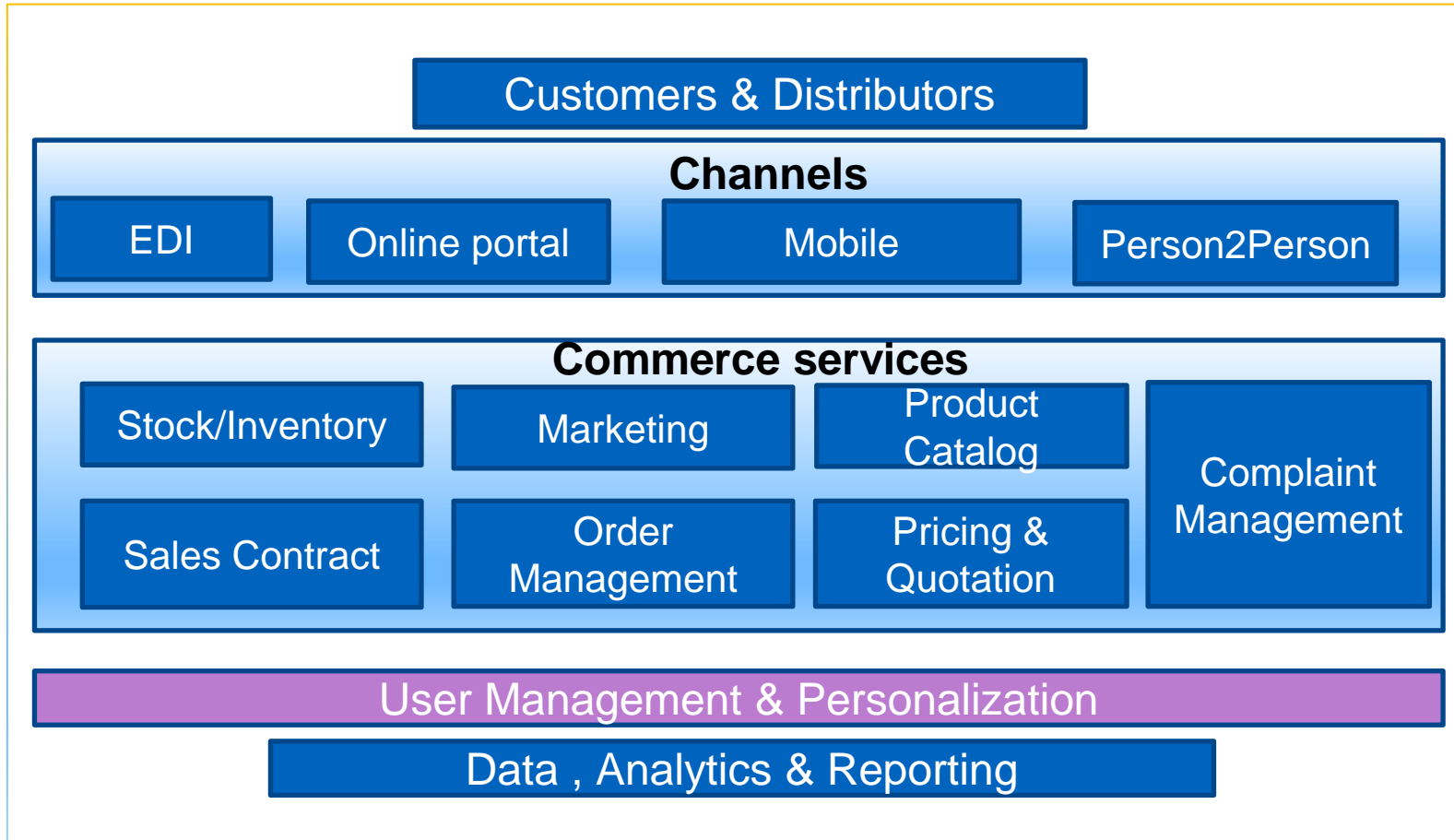
# Nexus giving customers The power...

## *Baseline Solution*



# eCommerce Architecture & Technologies underpinning CX

## Nexus Website (headless architecture) with SAP Commerce Engine aligned to the Tata Steel Corporate Website design

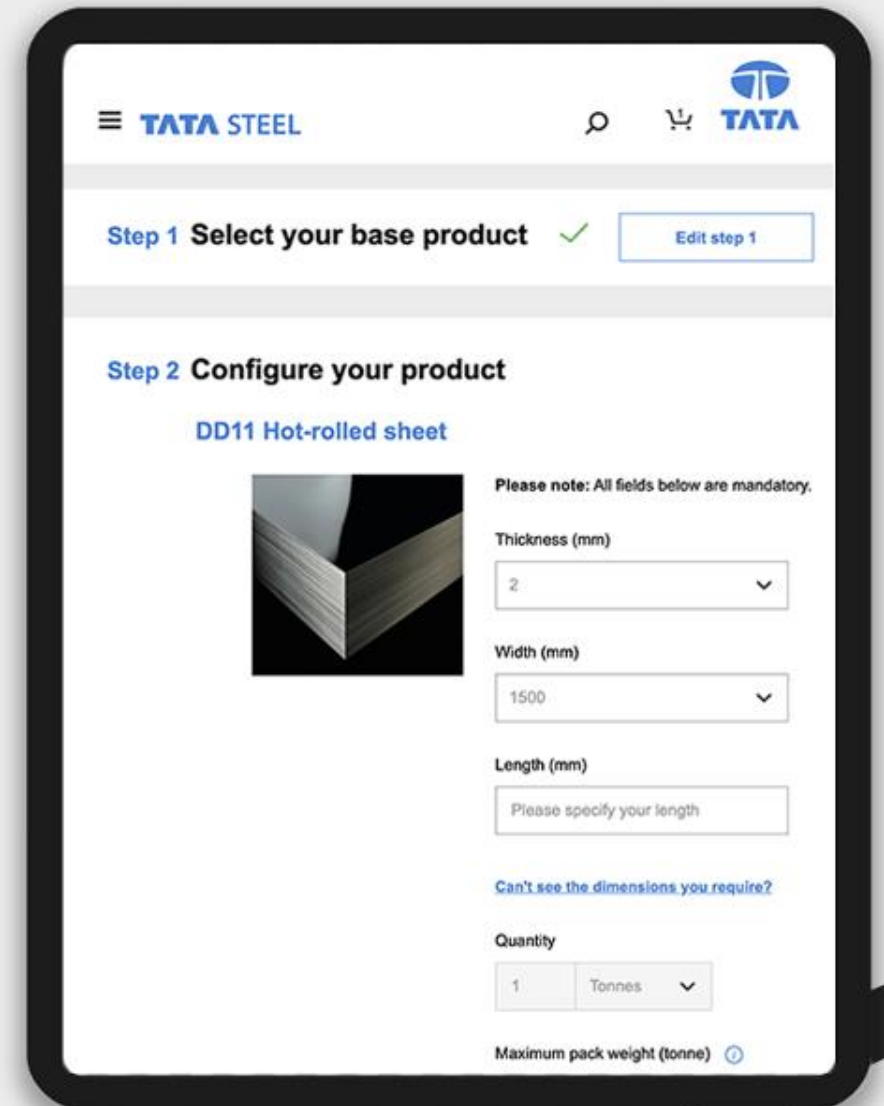


### Solution Components

- Drupal WCMS (Central CX / UI layer)
- Headless architecture with SAP Commerce
- SAP Commerce for Catalog management & order configuration and order intake
- PriceFx for pricing & quotation
- DnA platform (Azure, Power BI, Anaplan) for reporting & analytics
- Local ERPs for order management and stock inventory
- Eyefreight for delivery tracking
- Informatica MDM for centralized customer master
- SAP ERP for Credit Management
- Azure Active Directory for authentication

# Key learnings

- Don't be afraid to re-think the approach – the change of thinking in 2017 for us was key
- Design Thinking / Vision phase is critical part of an Agile Development process
- The IT bit is the “easy” bit.....it's the Business Transformation aspect that remains that challenge
- Important to architect for flexibility – to enable the solution to adapt to company/business context changes







Thank you

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