

How Did a User-Friendly E-Commerce Platform Digitalize Business for Russia's Largest Steel Producer?

From manufacturing to construction to infrastructure, the modern world is built on steel. And PAO Severstal does everything from mine it to produce it. Businesses have learned that they can count on Severstal for high-quality steel products at a good price – making it a global leader in the steel sector for profitability. But, as a company committed to world-class service, Severstal wanted to make life easier for customers. The answer was a user-friendly e-commerce platform that made orders and buying simple.

Working with the SAP Digital Business Services organization, Severstal deployed the SAP® Hybris® Commerce solution. Not only did the company get guidance on IT architecture, but it received continuous support – from testing to launch to monitoring – through SAP MaxAttention™ services. In less than a year it has already seen an increase in sales volume and revenue in specified markets, as well as a widening customer base. The project was such a success that more SAP Hybris solution rollouts are in the planning stage – which will help bring in more new customers and keep the current ones coming back for more.





Launching a Solid E-Commerce Platform with SAP Digital Business Services



PAO Severstal
Cherepovets, Russia
www.severstal.com/eng

Industries
Mining – metals

Products and Services
Broad range of steel products, iron ore, and hard coking coal

Employees
50,000

Revenue
US\$5.9 billion

SAP® Solutions

SAP® Hybris® Commerce solution, SAP HANA® database, SAP ERP and SAP Customer Relationship Management (SAP CRM) applications, and SAP MaxAttention™ services

As Russia's largest steel producer, Severstal was looking to improve customer service. It worked with the SAP Digital Business Services organization to deploy SAP Hybris Commerce. With the project a success, the company now plans to launch the e-commerce solution across all lines of business.

Before: Challenges and Opportunities

- Preserve its position as one of the world's most efficient, low-cost steel producers
- Increase value-added sales by further enhancing quality and customer care through a better understanding of customer needs at every touch point
- Create a unified, scalable, user-friendly, and convenient e-commerce platform to attract new customers, provide special services to existing customers, and improve customer loyalty
- Manage a large catalog, a diverse sales process, and users with no e-commerce experience

Why SAP

- Market, e-commerce, and business transformation experience of the SAP Digital Business Services organization, which proved to be the best partner for an effective implementation and smooth operations
- SAP MaxAttention for volume-test optimization, launch support, high-availability validation, critical-incident support, and solution performance and stability validation as well as overall guidance on IT architecture

After: Value-Driven Results

- New channels of customer interaction, including online and auction orders for standard rolled metal and online orders directly from available stock
- Wider customer base and higher sales volume due to improved online store performance
- Higher customer satisfaction thanks to self-service tools, a modern user experience, order dashboards and reporting, simpler registration and contract execution, faster delivery, anytime access, and transparent pricing
- Opportunity for geographical extension and to enable online orders for industrial products and metalware

“We went live with SAP Hybris Commerce less than a year ago and already have ambitious plans to extend geographic reach and product assortment. The collaboration with SAP Digital Business Services was key to our success.”

Sergey Dunaev, CIO, PAO Severstal

SAP Hybris (v)

50%

Of the customers at the key plant in Cherepovets using e-commerce services

24x7

Access for customers

1 million

Tons of steel products ordered in the e-commerce shop during 10 months in 2017

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