



ArcelorMittal

SAP Conference Building Materials

François Hanus
Head of Steligence® engineering
ArcelorMittal

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The
intelligent
construction
choice

Steligen[®]



772
Mt/yr

Construction is the largest market for steel, consuming half of total steel production **worldwide**

60 Mt/yr

Steel also plays a significant role in the **European construction sector**

Steligen[®]

A radical new approach to meet the construction market

Building the future

A global approach to construction

Optimization

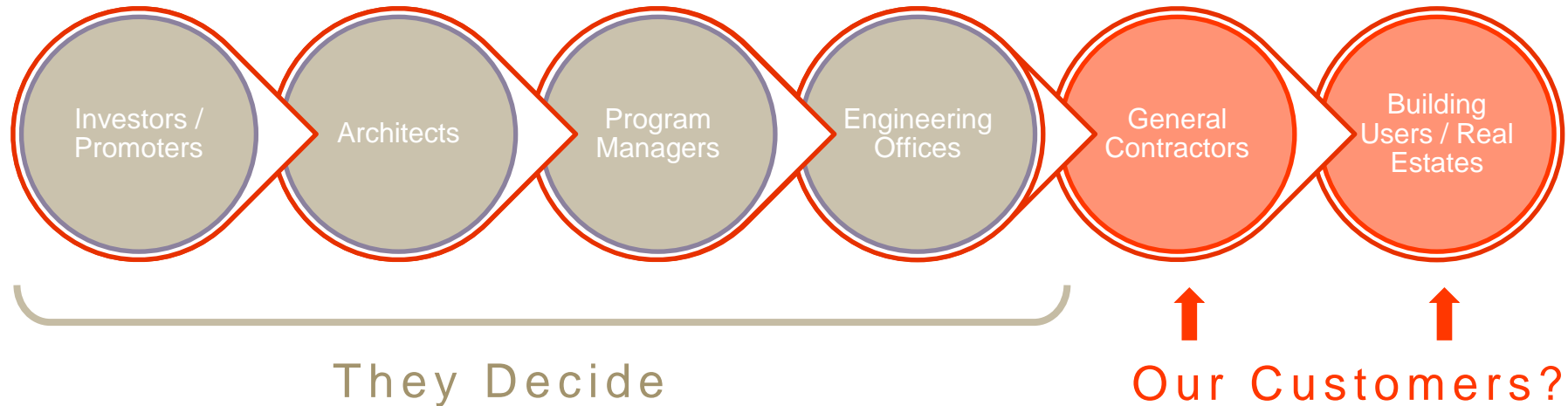
Meet the market needs

One face to the customer



Magnelis[®] is an ideal product for building the metal frame of green walls

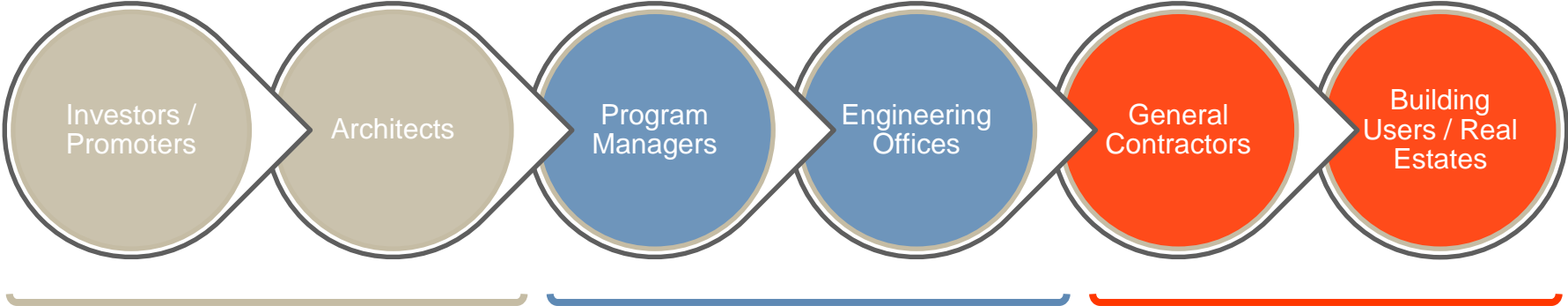
Steligen® New Strategy



Who decides if the building will be made of our solutions?

But they are not interested in products, only in the final solution

Stelignce® Marketing Strategy



Initiator group

Stelignce® Engineering

Design & Build group

Stelignce® Technical sales

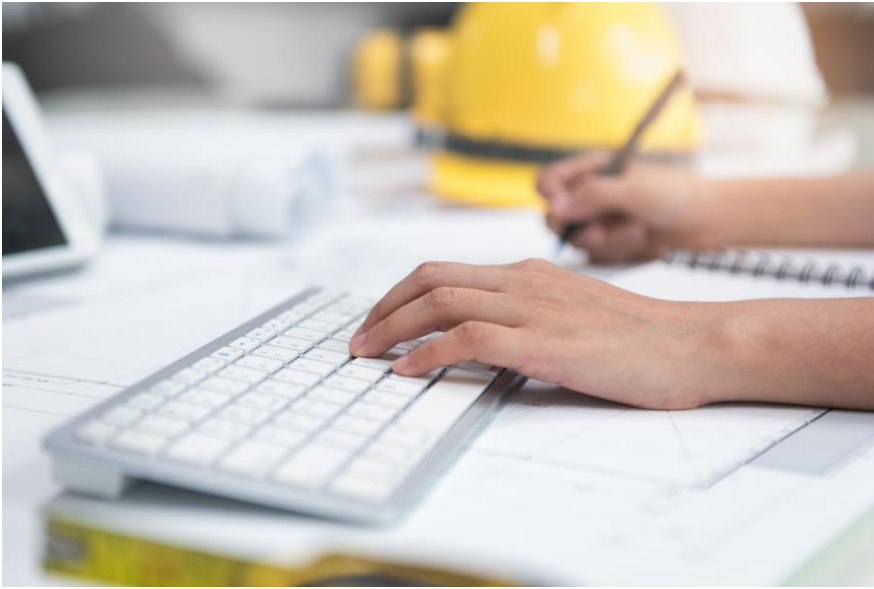
Stelignce® Fabrication Centers

User group

Communication

Steligenca® Engineering and Sales Network





The right tools



For exceptional conditions



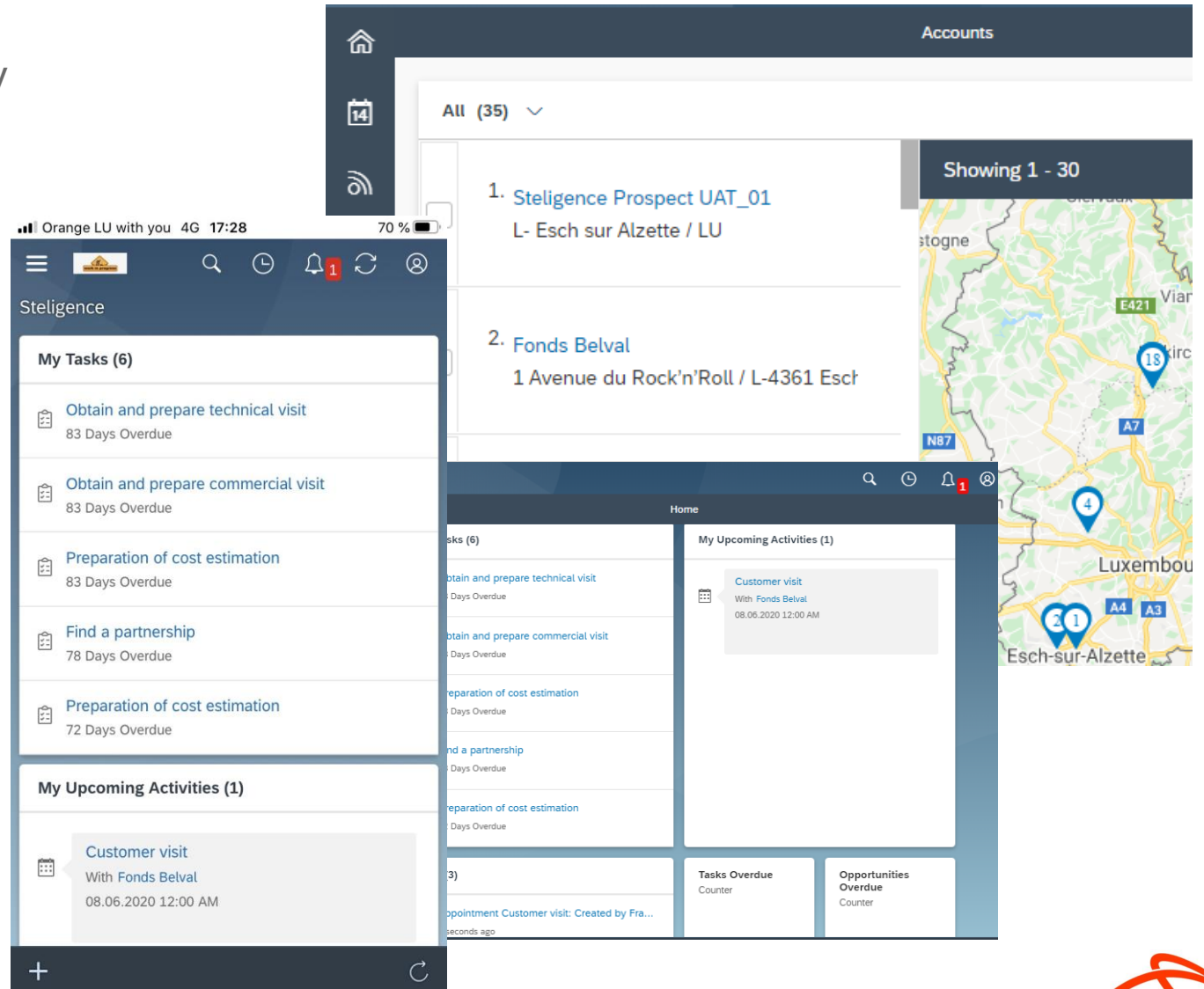
Digitalisation in Opportunity Management

Long Products Europe – IT & Steligen

Content Produced By:
SAP CoE – Center of Excellence

Steligence Opportunity Management

- A tool to manage Steligence® Opportunities by engineering and commercial teams.
- Features:
 - Accounts (Customers / Prospects) and Contacts
 - Opportunities (Projects)
 - Tasks
 - Calendar and appointments
 - Attachments
 - Reporting
 - Outlook and Google map integration.
 - Mobile ready out of the box
- Architecture:
 - SAP Cloud base solution accessible with web browser.
 - No hardware requirement makes deployment easier.
 - Intuitive user interface
 - Deeply customizable.



Principles



- Keeping solution **simple** makes implementation **quick and cheap**.
- Start as soon as possible with standard proven market solution, SAP Cloud for Customer.
- Use existing system.
- Keep specific developments (if any) for later phase when usage is mature enough.
- **Can be extended to other organization.**

Organization

- Small team, Business and IT project managers sharing effort and responsibility.
- Work with market leaders **SAP** and **SQLI**.
- Agile method for design and realization using prototype.
- “Old school” management with reporting, validation gates and documentation.
- Internal IT team integrated into project team and now able to maintain the solution.



SQLI
DIGITAL
EXPERIENCE





Outcomes

Quick-win

Clear Opportunity portfolio

Efficient reporting

Next ...

Deploy to the other BU of the **Stelignce**[®] initiative

Implement new features (visit reporting,...)

Contact us!

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Scan the QR code below

