



Largest Steel Producer in Australia Implements Newview for Inter-Enterprise Commerce

BHP Steel's Customer Network: BHP Steel's value chain is a complex multi-tier network comprised of in-house sales, distributors and large and small buyers. There are more than 7,000 customers in 50 countries throughout Australia, New Zealand and Asia.

BHP Steel's Business Challenge

In both Australia and New Zealand, BHP Steel occupies strong market leadership positions. In Asia, BHP Steel occupies niche positions with a range of branded coated steels and roll formed products.

The primary driver for BHP Steel's expeditious drive to extend its e-commerce capability has been the dynamics of the Australian steel market, which have changed significantly in recent years. Increased requirements and demands from customers, including the provision of more customized market offers, coupled with increased competition from imports and other materials were challenges to BHP Steel's ability to remain the market leader. These factors caused BHP Steel to rethink its e-commerce strategy.

Within such an environment, BHP Steel's management knew that the business would have to strive harder to deliver improved value for its customer base. E-commerce was seen as an excellent way to augment BHP's value proposition as a method of retaining a leading market position.

Although events in Australia were the primary driver for the new e-commerce strategy, BHP Steel's footprint in Asia also has become more important. E-commerce is seen as an additional opportunity for BHP Steel to differentiate itself by being a market leader and innovator in these markets. This strategy would also augment BHP's corporate and product portfolio brand positioning in these markets.

BHP Steel's strategic imperative was to consolidate its strong market position through enhancing its value proposition via e-commerce.

BHP Steel was one of the first steel manufacturers in the world to offer significant web-based services to their customers. Over the past two years, the company developed a range of Internet applications that provided order management services to their customers. Yet, management felt this initial step was not sufficient to sustain a distinct, long-term competitive advantage.

Extracting Value from Existing Applications

BHP's private-labeled business network has the capability to accommodate transactions for BHP Steel's entire portfolio of steel products, integrating existing BHP Steel systems and additional Newview inter-enterprise applications.

Newview's solution features a single, integrated, hosted application that crosses the boundaries of enterprise and provides all participants of the supply chain with a secure, web-based system. Participants gain self-service, real-time data access and end-to-end visibility of the status of any business activity - anytime, from anywhere, with no costly IT requirements.

BHP Steel manufactures flat steel products and serves customers in the building and construction, automotive, and manufacturing industries. The company is the largest steel producer in Australia and the 19th largest worldwide, with sales of more than U.S. \$3.9 billion (A\$7.4 billion). BHP Steel operates manufacturing plants and in-market processing and distribution centers throughout Australia, New Zealand and Asia.

"We've made it faster and easier for our customers to do business with us. By increasing our ability to transact with customers over the web, we've placed BHP at the forefront of e-business capability in the steel industry.

Our partner Newview has successfully demonstrated its ability to deliver an enhanced and extended platform that combines existing and new applications – and features an increased level of flexibility."

*- Kirby Adams
CEO, BHP Steel*

Tailored to BHP

Newview automates and integrates multi-enterprise performance management for hundreds of business processes. Key functions enabled include demand aggregation, material specification communications, price management, contract management and claims processing. These processes were modeled and executed from a library of industry-specific applications tailored to BHP.

Newview optimizes decision making through information analytics, performance reports and data mining capabilities. Based on a comprehensive set of common standards and protocols in a single database, Newview provides a strategic platform to rationalize material specifications and assess partner performance.

Delivered within 90 Days

BHP's business network, which Newview delivered within 90 days of project launch, provides a robust, collaborative, scalable platform for BHP Steel and its "community" to conduct business online. In addition to reducing the cost of doing business, Newview provides BHP with an enhanced ability to leverage its superior brand portfolio, strengthen its relationships through value-added services, and cost effectively expand its reach regionally and globally. The system is developed on a building block architecture that can be easily modified to accommodate future processes.

The key benefits are:

- > Strengthened customer loyalty through higher levels of service 24x7, and up-to-date, downloadable information including:
 - Ordering functions
 - Real time invoices and statements
 - Printable test certificates
 - Forecasting capabilities
 - Logistics information services
 - WAP (Wireless Application Protocol)
- > Powerful, cost-efficient integration solutions for both large and small customers
- > Rapid implementation and customer adoption, which establishes market leadership and the e-commerce "standard" for the region.
- > Reduced inquiry-to-contract-to-invoice costs through automation and integration of previously manual or stand-alone applications.

- > Enhanced company and product brands.
- > Savings on hardware and IT costs due to hosted solution with IT support
- > Elimination of entry and procedural errors in previously manual programs

Why BHP Chose Newview

BHP wanted a partner that was adept in performance management technology - especially for direct materials - and that understood the dynamics of BHP's business. The technology partner needed to be flexible to meet the needs of both BHP Steel and their wide-ranging customer base.

Newview demonstrated a complete understanding of both BHP Steel's business processes and the particular business practices of the Australian steel market, as well as the ability to deliver an efficient, flexible and wide ranging solution for BHP Steel and their value chain. Another factor was Newview's integration technology, which links its multiple back-office systems together with advanced web-enabled functionality into the hosted site, <http://www.bhpsteelconnect.com/>. Using Newview, BHP Steel was able to mine and extract data from multiple back-office systems at disparate data centers throughout Australia.

"With BHP as a partner, Newview is centered in the middle of a company's e-commerce eco-system – Newview is one of the first to provide a trading platform that helps companies link to both customers and suppliers."

*- Bruce Richardson
Senior Vice President
AMR Research*

¹Source: AMR Research/Newview press release, BHP Steel and e-steel Complete Multi-Million Dollar Pact, 11/2000

Newview Technologies Inc. develops innovative Process Management Technology solutions that coordinate and streamline processes across business platforms. With its flexible Network Business Process Architecture™, Newview helps clients achieve "true fit" business processes that connect customers, partners and suppliers throughout the business network. Newview's building block architecture is easily configurable, works with existing business applications and can be deployed in 90 days.

For more information on Newview Technologies Inc., please visit us at www.newview.com or contact us at 817.335.0300.