

Improving customer experience in steel industry with Track&Trace

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Niko Korte – Head of Fossil Free Business Platforms

SSAB

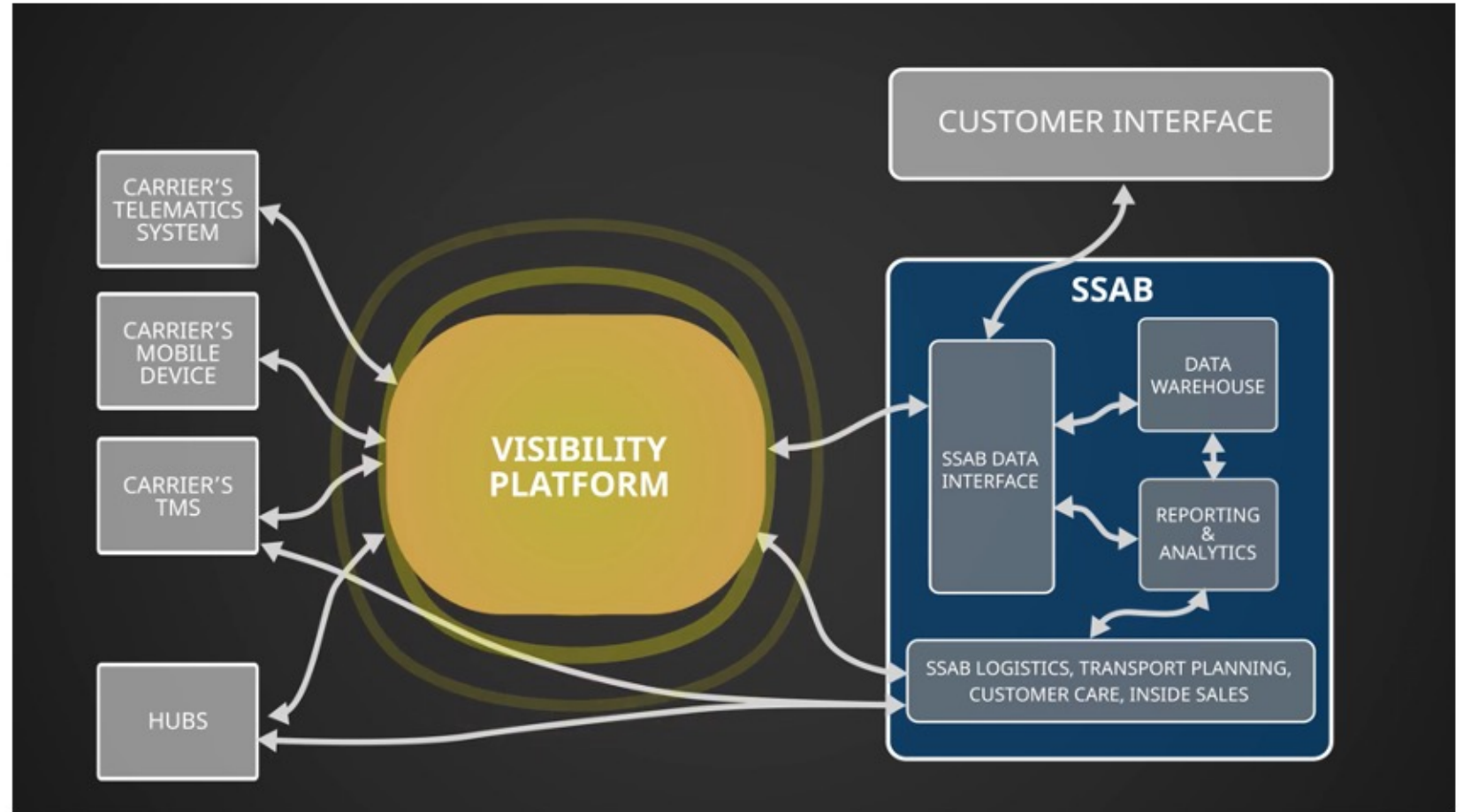
Initial situation

Strong business need from customers, sales and logistics organization

- Multimodal and multileg global logistics setup
- Unharmonized data, systems & processes
- Limited expertise and not too many examples

Selected approach

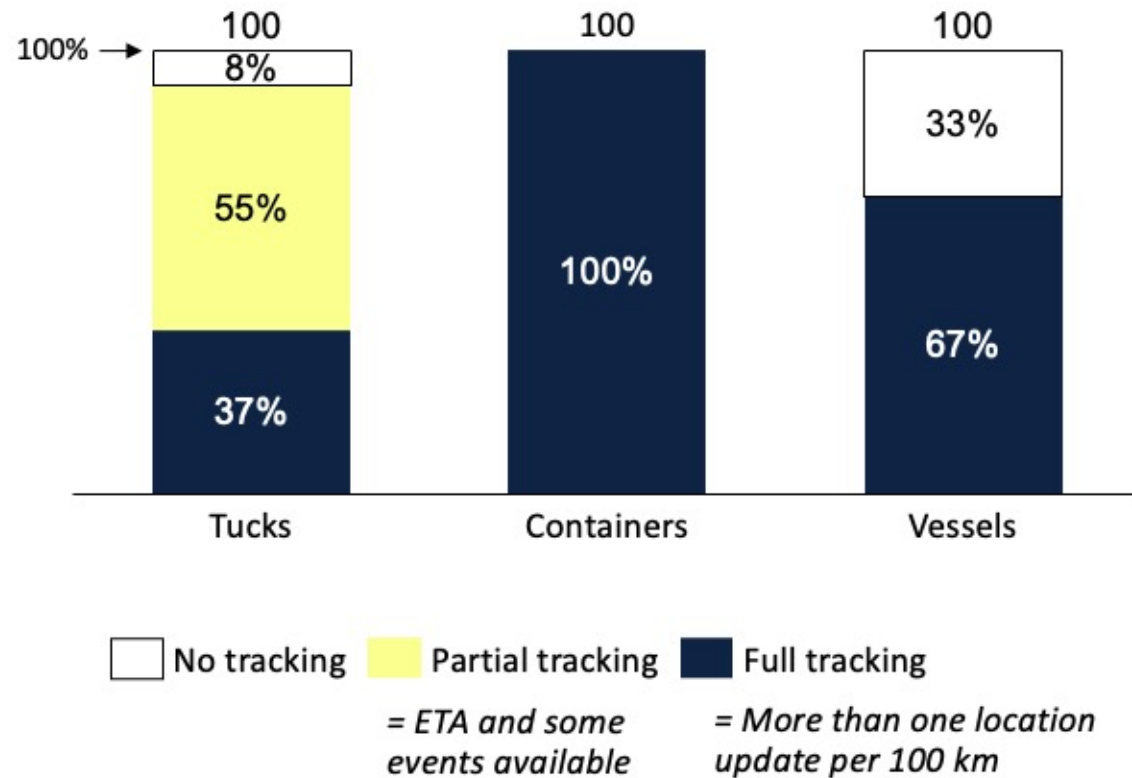
- One version of truth serving all business needs
- Own service layer for data
- Dedicated delivery team
- Visibility platform partnership
- Change management focus



Results

- T&T for Nordic mill deliveries implemented in 6 months
- Estimated Time of Arrival forecast and event and location updates
- Portal view for customers
- Performance reporting (transport time, pick-up accuracy..)

Tracking coverage per transport mode, Dec 22, % of tons



Expanding and improving the service

- Continued carrier onboarding
- Regional and downstream expansion
- AI models for improving tracking forecast
- Sustainability metrics

The screenshot displays the SSAB tracking dashboard. At the top, the SSAB logo is on the left, and navigation links for 'HOME', 'TRACKING', and 'TOOLS' are in the center. On the right, there are user profile icons and links for 'NINO KORTE', 'DEVELOPER PORTAL', 'COMMUNITY', 'HELP', 'SETTINGS', and 'SIGN OUT'. The main content area is titled 'TRACK LOAD' and is divided into several sections:

- ETA:** 01/09/2022 08:50 CDT +16h 09m EARLY
- Load Number:** OX686175ATU70099537
- Consignment#:** OX_10395226_20
- Pickup Locations:** SSAB Oxelosund, Oxelosund
- Destination:** [Redacted]
- Shipper:** GMBH, PETERSBERG
- Carrier:** [Redacted] Transport GmbH

Below the details are two tabs: 'TRACKING UPDATES' and 'USER MESSAGES'. The 'TRACKING UPDATES' tab shows two events:

- Picked Up:** Load has been picked up by Geofence on 31/08/2022 00:58 CDT.
- Departed Pickup:** SSAB Oxelosund, Oxelosund Truck has departed facility.

To the right of the details is a timeline showing key events:

- 31/08/2022 01:00 CDT : Pickup Time
- 30/08/2022 23:03 CDT : Truck Detected Near Facility
- 31/08/2022 00:58 CDT : Truck Departed Facility

At the top of the timeline, the 'LATEST LOCATION' is 'E4 Värnamo, Jonkoping County'. Below the timeline is a 'TRACKING MAP' showing a route through a green landscape with various locations marked, including Värnamo, Vaggeryd, Vetlanda, and Hogsby. A 'Radar' toggle is visible on the right side of the map.

[Link to video](#)

SSAAB

Thank you!