

Differentiate in commodity markets through simplified business processes in Mill products

Executive overview

May 2015



Mill & Mining Industry Coverage

Forest Products



- Solid Wood
- Plywood
- Particle Board

Pulp & Paper



- Brown Paper
- Fine Paper
- Hygiene

Packaging



- Paper Packaging
- Plastic Packaging
- Aluminum Packaging
- Glass Packaging

Mining, Non Ferrous Met.



- Mining
- Copper
- Aluminum

Primary Metals



- Flat Steel
- Long Steel
- Aluminum

Fabricated Metals, Cable



- Mill Service Centers
- Cable
- ...

Cement & Concrete



- Cement
- Ready Mix Concrete
- Concrete Products
- Aggregates

Building Products



- Bathroom
- Windows
- Ceramics
- Flooring
- Roofing
- Furniture

Textiles



- Yarn & Fibres
- Fabric
- Carpet & Rugs

The mandate: manage increasing dynamics, complexity, and uncertainty in a global world

Mill Industry Trends:

- Mergers and increasingly De-Mergers/Spin-offs
- Sustainability & Regulations
- Shift in demand from developed world to emerging countries
- Increased volatility in commodity prices, currency and energy
- Raw material price management is key to maintaining profitability
- Slowdown in China
- High energy costs
- Sustainable cost control
- Focus on Process efficiency

1

Meet demand, proactively manage supply chain risks, and respond **in real time to supply chain events**

2

Collaborate more efficiently to reduce **logistics costs** and achieve superior **customer satisfaction**

3

Maximize return on assets with **higher utilization** while enabling safe, reliable, low-cost operations

4

Control price risk associated with raw material and energy supplies

5

Proactively manage **knowledge and talent**

Mining Industry Trends:

- Replacement of thermal coal with renewable energy and natural gas (fracking)
- Mergers and increasingly De-Mergers/Spin-offs
- Increase Productivity / Cost control
- Sustainability & Regulations
- Drop in Commodity Prices
- Significant cuts in capital expenditures

1

Integrate and **increase visibility** into mining assets and operations **with a scalable IT landscape**

2

Safely optimize asset performance & utilization; Sustainably drive environmental, health, and safety programs

3

Profitably drive **commodity management**

4

Globally manage complex supply chains and transportation networks

5

Proactively manage **knowledge and talent**

The business challenge: drive agility and sustainable growth while controlling operational costs

Primary Business Objectives



Drive profitable order fulfillment



Maximize manufacturing and asset performance



Enable revenue growth

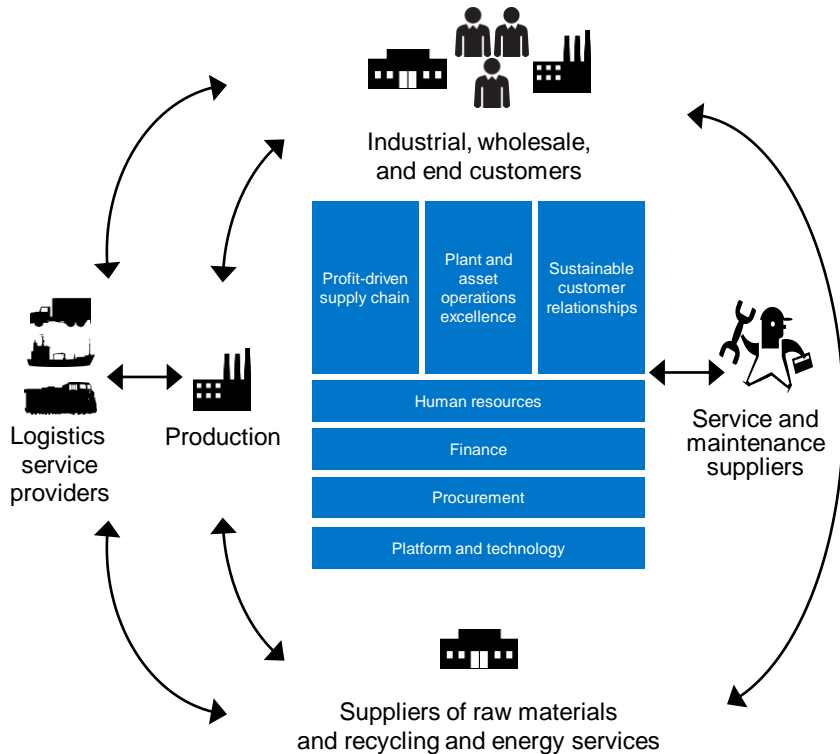
Key questions: How do we . . .

- Deliver the right quality products, in the correct quantity, on time, and profitably?

- Leverage best practices and standards across our global manufacturing assets and make best use of them?

- Empower sales with 360-degree customer insight, accurate forecasts & real-time pipeline visibility

Mastering the challenge: driving top performance through simplified business processes



Profit-driven supply chain - Manage supply chains holistically – from purchase to delivery – with real-time data.



Plant and asset operations excellence - Streamline manufacturing and maintenance with predictive analytics, end-to-end integration and automation.



Sustainable customer relationship - Exceed the expectations of digitally connected customers by driving revenue and profitability with accurate forecasts and real-time pipeline.



SAP portfolio: next-generation technology for business

Mobile



Unwire your business to deliver secure, real-time, business-critical information – anytime, anywhere, to anyone, on any mobile device.

Cloud



Capture the power of the cloud – while fully integrating with on-premise investments. Empower your employees, engage customers, and collaborate with partners across business networks.

Applications



Run your business smarter, faster, and simpler, with an integrated suite of applications powered by SAP HANA – delivering long-term predictability and nondisruptive innovation.

Analytics



Explore and exploit data, find answers in real time, and make confident decisions. Harness visually compelling, easy-to-use tools on the devices of your choice.

Database & Technology



Simplify your IT infrastructure dramatically and drive high-value innovation by exploiting across structured and unstructured data sources.

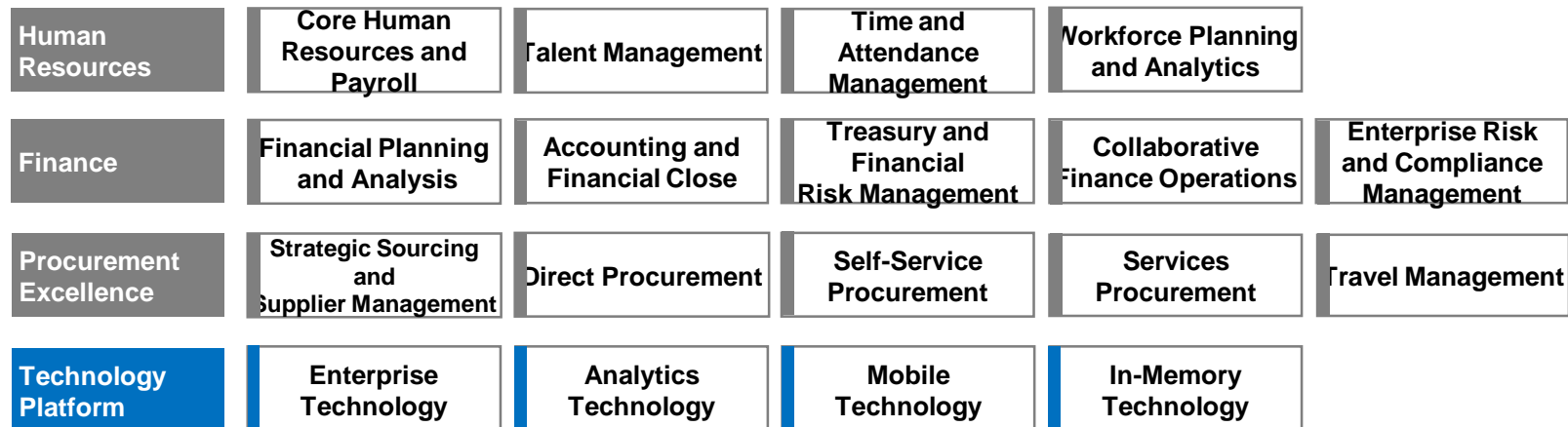
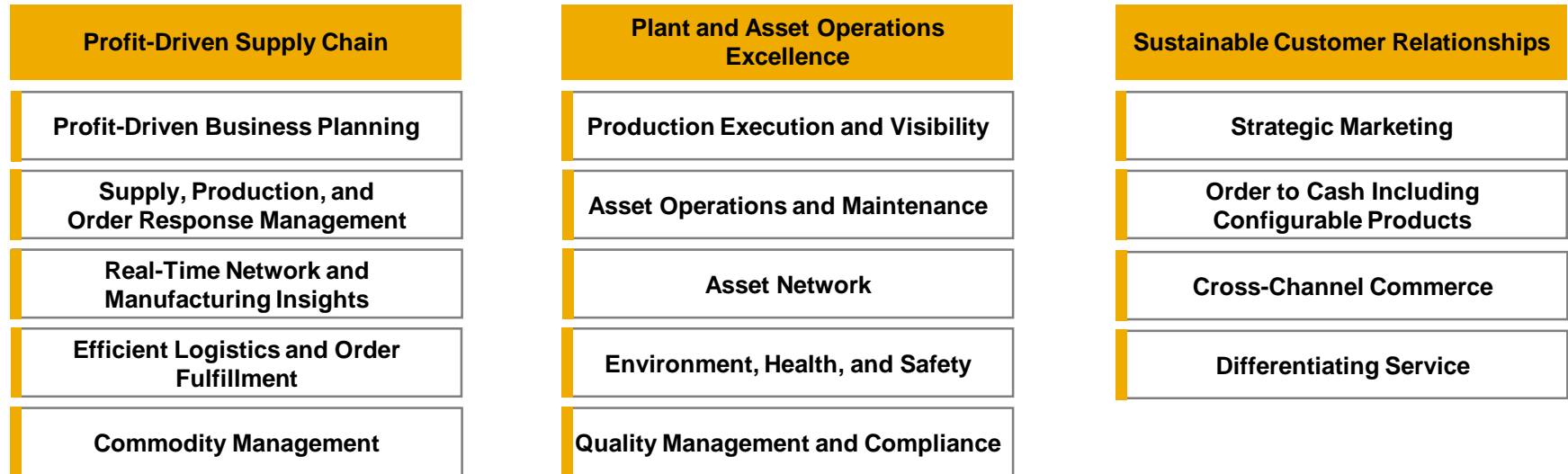


A real-time business platform, powered by **SAP HANA**

Value Map 2015 for the Mill Industry

Differentiate in Commodity Markets

Interactive Version: [Solution Explorer](#)



Solutions from SAP for profit driven supply chain



Sales and Operations Planning

What do SAP solutions help customers do?

Profit-driven business planning

Anticipate change and make adjustments to manage risks and opportunities

Supply, production, and order response management

Increase customer loyalty and competitive advantage with short lead times and reliable delivery dates

Real-time network and manufacturing insights

Analyze manufacturing data in real time to support contextual decisions while considering individual product specifications

Efficient logistics and order fulfillment

Provide exceptional customer service and manage cost by delivering the perfect order

Commodity management

Optimize commodity procurement, sales, and risk management to react quickly to market changes

Typical results*

33%

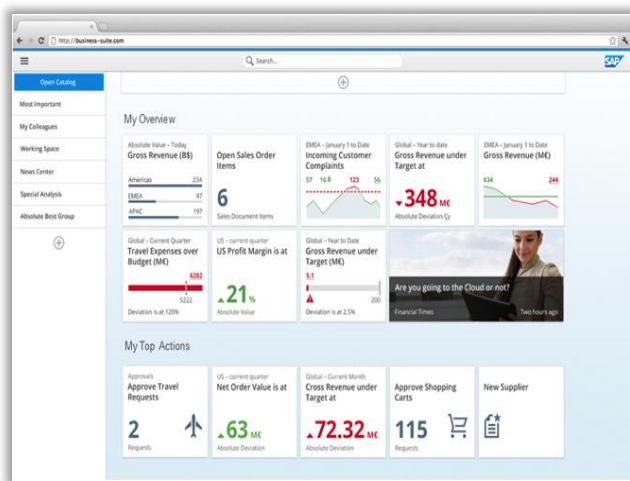
Lower order-fulfillment lead time when supply plans are aligned with actual demand*

45%

Fewer late shipments with real-time visibility into order and labor status and inventory*

*Source: SAP Performance Benchmarking.

Solutions from SAP for plant and asset operational excellence



SAP Fiori launchpad – use one entry point for all your manufacturing-related tasks

What do SAP solutions help customers do?

Production execution and visibility

Produce based on specifications, with real-time visibility, collaboration, and integrated operations

Asset operations and maintenance

Keep assets up and running with effective maintenance planning, scheduling, and dispatching

Asset Network

Deliver services and parts when and where needed with real-time asset data and value chain support

Environment, health and safety

Reduce environment, health, and safety risks to enable safe operations and business continuity

Quality management and compliance

Prevent manufacturing defects, sustain quality control, and enable continuous process improvement

Typical results*

17%

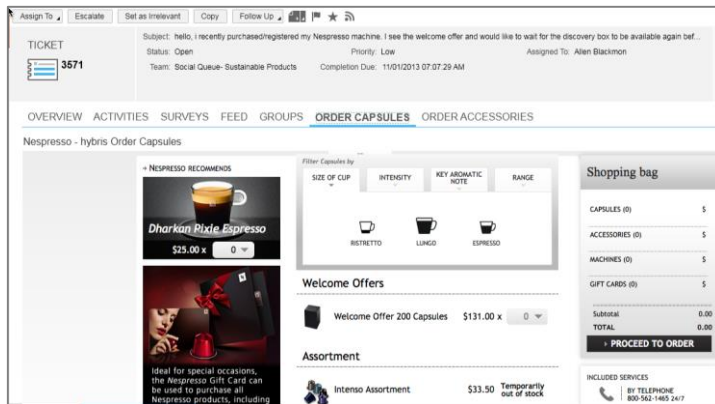
Higher return on assets where asset management systems are fully integrated*

18%

Lower cycle time for production when KPIs are monitored and analyzed automatically*

*Source: SAP Performance Benchmarking.

Solutions from SAP for sustainable customer relationships



Leading OmniCommerce platform and suite

What do SAP solutions help customers do?

Strategic marketing

Leverage Big Data analytics to gain key customer insights and make smarter decisions

Order to cash including configurable products

Collaborate on customer needs, deliver as expected, and enable a perfect order experience

Cross-channel commerce

Sell goods, services, and digital content through every channel with a uniform commerce experience

Differentiating Service

Optimize the entire complaint process and provide seamless support across channels

Typical results*

30%

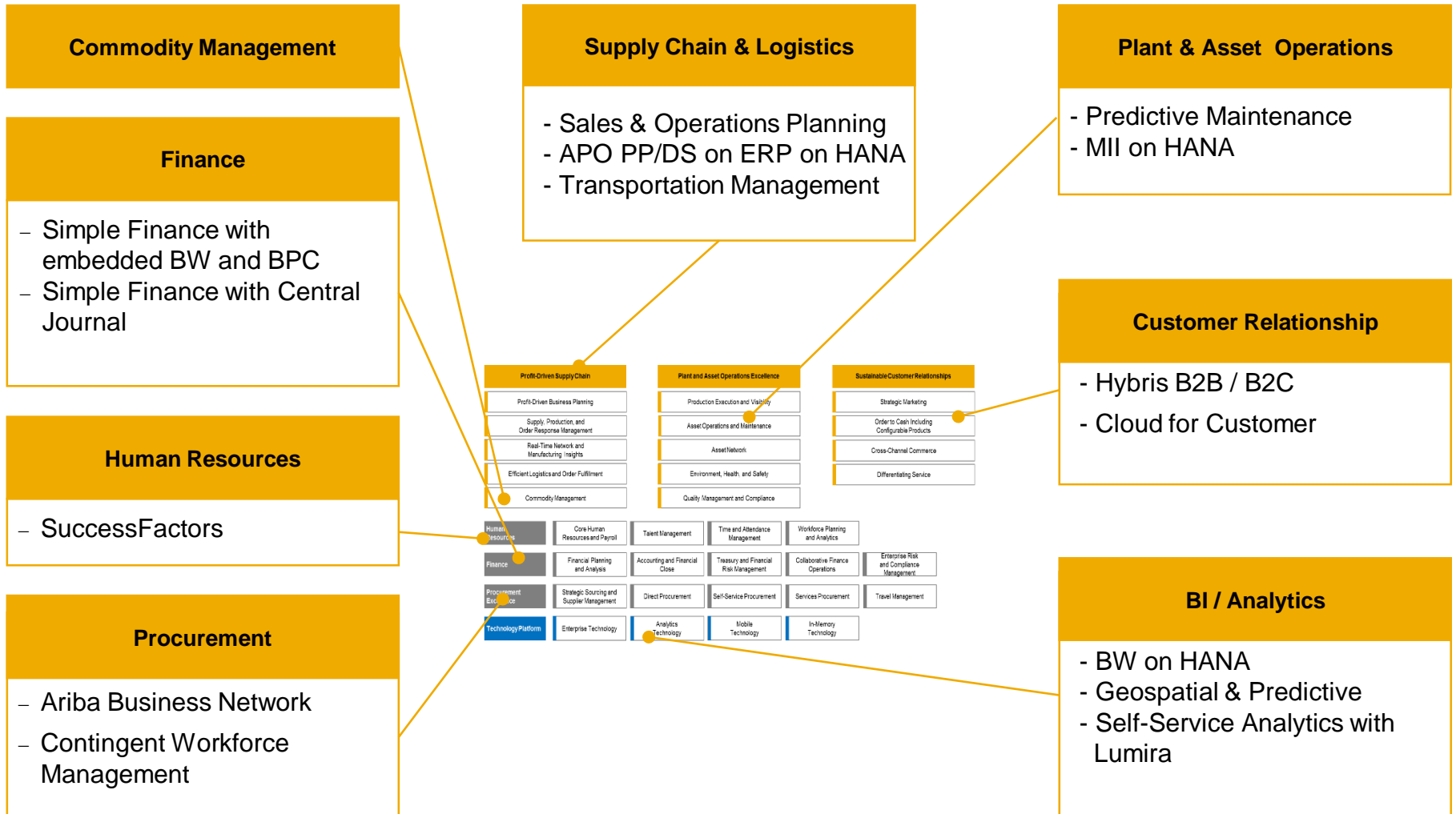
Less time spent on administrative work each week*

29%

Lower order receipt to ship time for organizations where key order management metrics are analyzed across dimensions such as customer and product*

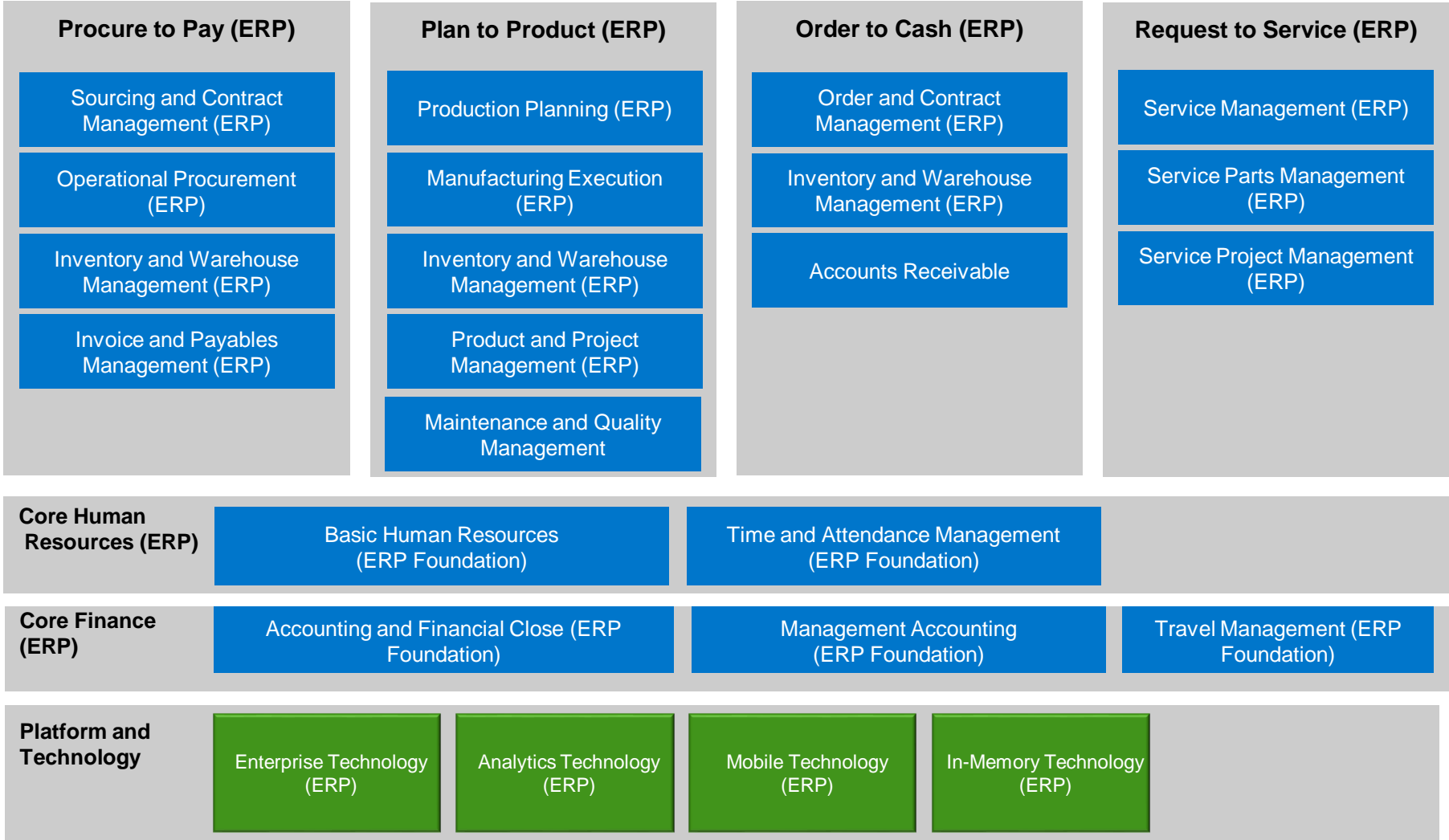
*Source: SAP Performance Benchmarking.

Solution Highlights for Mill Products



The Journey on SAP – Where to Begin From?

SAP ERP Foundation Starter Value Map



Mill Products industry leaders rely on SAP

Profit Driven Supply Chain



Plant and Asset Operational Excellence



Sustainable Customer Relationships



Finance and Human Resources



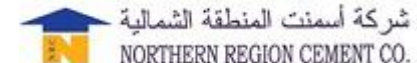
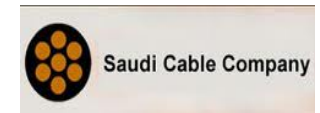
Procurement



Mill Products industry leaders rely on SAP (sample MENA customers)



Raysut Cement Company





Thank you!