



Ardent Steel: Building a Strong Future with the SAP® Business ByDesign™ Solution

Iron ore pellets are a crucial component of steel production. In order to provide steel manufacturing customers the very best in quality and service, Ardent Steel Ltd. needed a reliable, integrated solution to manage its business and increase efficiency across its operations. With the SAP® Business ByDesign™ solution, the company can run more effective business processes and improve overall visibility. This helps Ardent Steel achieve its goals and capitalize on growth opportunities.

Ardent Steel drives growth and innovation in the cloud

SAP® Business ByDesign™ is the catalyst for continued success

Objectives

- Transform into an integrated player in the steel industry
- Effectively manage growth strategy
- Introduce integration and improve visibility
- Replace legacy software with a single, powerful enterprise resource planning solution

Why SAP

- Trusted brand that is recognized as a worldwide leader
- Parent company's positive experience with SAP® software
- On-demand operational management and reporting with the SAP Business ByDesign™ solution
- Partnership with ZIETA Technologies for a smooth implementation

Benefits

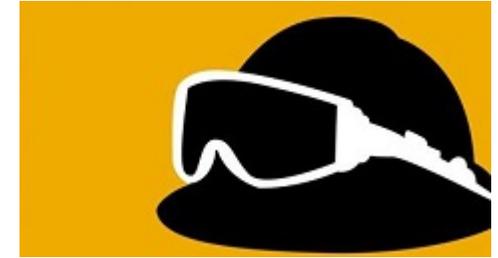
- Integrated solution without a costly IT infrastructure, leading to significant savings
- More-efficient processes and enhanced collaboration
- Greater productivity and time savings
- Authentic, real-time data for more accurate decision making and better planning
- Ability to respond quickly to market demands and competition

Future plans

- Drive innovation and operational excellence
- Partner with SAP to address logistics needs in the near future
- Expand the SAP solution portfolio with company growth and expansion

“SAP offered the perfect solution for our company's needs. SAP Business ByDesign is helping us gain greater control of our business and prepare our company for the future.”

Pramod Panda, Associate Vice President of Finance and Commercial Control, Ardent Steel Ltd.



Company

Ardent Steel Ltd.

Headquarters

Keonjhar, Odisha, India

Industry

Industrial machinery and components

Products and Services

Manufacture of iron ore pellets

Employees

460 (plus 275 indirect employees)

Revenue

Rs 4 billion (US\$67 million)

Web Site

www.ardentsteel.com

Partner

ZIETA Technologies Pvt. Ltd
www.zietatech.com

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The Best-Run Business Run SAP™