



Essar Steel: Optimizing Business Process Efficiency with SAP® MaxAttention™ Services

The biggest assets of any global business operation are competitive speed and efficiency. To optimize its business for **faster, improved end-user productivity**, Essar Steel India Limited turned to SAP® MaxAttention™ services from the SAP Active Global Support organization. The team analyzed the company's core business processes and fine-tuned them for competitive advantage.

Executive overview

Company

Essar Steel India Limited

Headquarters

Mumbai, India

Industry

Mill products

Products and Services

Value-added flat-rolled steel products

Employees

Over 5,888

Revenue

Rs 16,810 crores
(approx. US\$3 billion)

Web Site

www.essar.com

Partner

AEGIS Limited
www.aegisglobal.com



BUSINESS TRANSFORMATION

The company's top objectives

- Enhance system performance and response time of critical applications
- Improve data volume management and optimize efficiency of business processes
- Plan the SAP® ERP application landscape for acquired companies

The resolution

- Engaged SAP MaxAttention™ services from the SAP Active Global Support organization
- Utilized technical performance optimization and data volume management services to improve business critical transactions
- Developed IT landscape management vision across business geographies

The key benefits

- Enhanced business efficiency with reduced response time
- Improved runtime of critical business processes
- Reduced storage space requirements with optimal utilization of disk space

Read more ►

“Using SAP MaxAttention services, we’ve optimized our SAP ERP application landscape to support our geographic growth and escalation in data volume without the need to purchase additional hardware.”

Jayantha Prabhu, CTO, Essar Group

TOP BENEFITS ACHIEVED

8%–15%

Improvement in database response time

10%–15%

Improvement in runtime of business transactions

30%

Reduction in disk space utilization

See more metrics ►

Executive overview

Company objectives

Resolution

Business transformation

Future plans

Maximizing value and efficiency from the SAP® software landscape

Essar Steel India Limited is an India-based, fully integrated flat-rolled steel manufacturer, with worldwide operations and steel plants in India, North America, Indonesia, the United Kingdom, and the Gulf. The company manufactures and sells iron ore pellets, hot-briquetted sponge iron, flat-rolled products of steel, and nonalloy steel to a wide range of industry segments including automotive, consumer appliances, construction, engineering, and shipbuilding. Essar Steel also operates a network of more than 350 steel retail outlets and offers services such as cutting, slitting, and blanking of steel sheets.

As Essar Steel expanded globally, the volume of its business transactions increased exponentially. Database growth impacted storage utilization, critical business processes began to run at suboptimal levels, system downtime escalated, and management

reporting faced significant challenges. Slow response times across the enterprise had to be addressed head-on.

Essar Steel started to weigh up options to improve performance. Wanting to avoid significant new hardware expenditure for server and storage upgrades, the team sought a better way to resolve Essar Steel's IT complexities.

Because SAP® software formed the backbone of Essar Steel's internal systems, the IT team consulted with the SAP Services organization to find the best solution to overcome its system performance challenges and improve data volume management.

“With SAP MaxAttention, we leveraged value from our existing investment in SAP software and reduced risk on new project implementations.”

Minesh Mohile, General Manager & Head IT, Essar Steel India Limited



Executive overview

Company objectives

Resolution

Business transformation

Future plans

Optimizing the software landscape with SAP MaxAttention

To optimize Essar Steel's SAP ERP application configuration for current use and future growth, the consultants proposed SAP MaxAttention™ services from the SAP Active Global Support (SAP AGS) organization. The services would uncover business process bottlenecks and help to maximize the benefits of the existing SAP software landscape, mitigating IT risks related to the company's expansion into new geographies.

First, the SAP AGS consultants analyzed system performance, resource utilization, and system reliability across the company. Understanding the system response issues, the team made performance improvements to speed up the response time, optimize resource utilization, and reduce unplanned downtime.

Next, the team ran an IT planning service to help the company frame its vision for managing its IT landscape across the geographical locations. Over about four days, the IT team worked with experts from Germany and the United States to explore key factors in that vision, including risk mitigation of the software configuration. With stakeholder approval, Essar Steel's IT management landscape was remodeled accordingly.

“Our employees were trained in specific areas of SAP system administration and root cause analysis. These areas are now being taken care of by internal Essar teams.”

Subhash Shelke, Associate Vice President – IT Infrastructure & Projects Group, Essar Steel India Limited



Executive overview

Company objectives

Resolution

Business transformation

Future plans

Improved end-user productivity

“With SAP MaxAttention I am significantly increasing my IT team’s contribution to the business without increasing my budget,” says Subhash Shelke, associate vice president of the IT infrastructure and projects group at Essar Steel. The results of the technical performance optimization and data volume management services reduced Essar Steel’s database size by 390 GB, representing 30% of its volume at the time of analysis.

The management team is also benefiting from a vastly reduced runtime for business critical reporting – down from six hours to under a minute.

Applying the recommendations for employee and manager self-service improvements has reduced the services’ runtime by 25%. This has enabled the company to eliminate unnecessary use of system resources while improving end-user productivity levels.

KEY BENEFITS

8%–15%

Improvement in database response time

10%–15%

Improvement in runtime of business transactions

30%

Reduction in disk space utilization



Executive overview

Company objectives

Resolution

Business transformation

Future plans

Upgrading for innovation

With an optimized SAP software landscape in place, Essar Steel is now planning to move to the latest enhancement package for SAP ERP to leverage the new innovations that are available.



© 2013 SAP AG. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP AG. The information contained herein may be changed without prior notice.

Some software products marketed by SAP AG and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.

Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices.



The Best-Run Businesses Run SAP™