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#### Uddeholms AB

## The Uddeholm Steel handbook

A digital tool for sales people and customers



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#### On the web

Our websites and social media



# Bigger toolbox





By using all digital opportunities we get more tools to use – a bigger toolbox.



#### Uddeholm in 60 seconds

Founded in 1668\*

Producer of tool steel

Sales offices and representatives in 67 countries

~3000 people: 900 in production and 2100 in the sales

Uddeholm products sold by ASSAB in south and east Asia

Merged with Böhler in 1991 → Böhler-Uddeholm Group

Member of the voestalpine Group since 2007





<sup>\*</sup> http://www.uddeholm.com/timeline.php#!/1668

#### Tool steel in 60 seconds

- Tool steel is used for manufacturing tools that shape, bend, cut, mould, forge etc. most of the products we use in our daily life.
- It can also be used increase performance of mechanical components and replace engineering steel.
- High alloyed tool steel: ESR, powder steel, conventional steel
- Tool steel shapes the world we live in!













#### Our business model in 60 seconds

- Tool steel business is a mix of B2B and B2C
- An average sales company may have:
  - +10.000 customers
  - Average delivery is ~50 kg.
  - Quick deliver from stock
- Personal contacts and service are very important!
- Solution Based Selling: Identify the customers tooling problems and offer a solution that give the best Total Tooling Economy.









# The communication puzzle -Using of app technology (smartphones and tablets)



Answers in global survey (sales staff):

- More and better customer intimacy (42%)
- Increased communication (66%)
- Quick response between information and agreement when making decisions (48%)

74% of sales staff was positive (32% of a sales persons working time are travelling and waiting...)



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## The uddeholm Steel handbook

Why did we make an app?

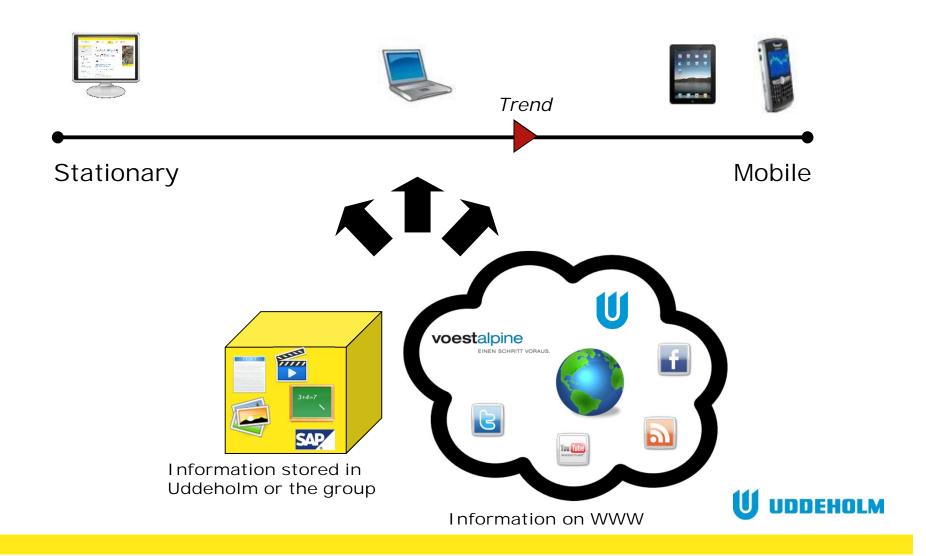




StPeters square, Rome. The crowd is waiting for the newly elected Pope, Benedict XVI in 2005 and and Francis I in 2013.



# The internet is going mobile



# App or mobile webb?

Mobile website:	ative app
<ul> <li>Independent of device (iOS, Android, BlackBerry etc.)</li> <li>"Unlimited" resources, back end like SAP etc.</li> <li>Requires internet connection.</li> <li>Expensive if the user is abroad.</li> </ul>	Installed on the device.  Better user experience  Pre-loaded with information and resources  Downloads info from www on demand  Different platforms  Can be used anywhere, anytime & off-line

Sales people and customers travel and work in environments with low or no connectivity

#### Native app on iPhone/iPad

Easy development, skilled developers, many test users, reach large user group Blackberry not supported in Sweden









#### The Uddeholm Steel handbook

- Support for sales people (Solution Based Selling & Total Tooling Economy)
- Features:
  - Dynamic productfinder
  - Profitability calculator
  - Weight calculator
  - Unit converter
  - News and contact info
  - More to come... (what do you need?)
- Works on iPhone and iPad. Soon also on Android.
- Free to download for anyone!













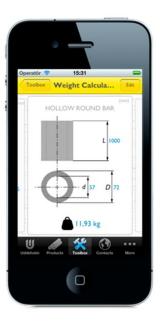


## Demo

















# Summary



- Our sales force has a powerful tool supporting our business model.
- Extra service and promotion channel directly to our customers 24/7.
- Cost = 1 cup of coffee at a café per sales meeting (first year only)
- Apple & Android cover majority of users worldwide (80%). Other versions pending.
- More services and tools can and will be added.



#### Advice

- Plan a lot, then plan more.
- An app is not a website it is a program built for a specific purpose
- Make sure your business model and processes are well defined and stable before you start
- Select dedicated test users
- After sale support very important



#### Contact

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# Backup



#### The industrial sales process also happen on-line

Digital communication support every step of the sales process: before, during and after.

#### **Awareness**

- Search engines
- Directories
- On-line advertisement
- Blogs/forums

#### Research

- Websites
- Documents
- Productfinders
- Blogs/forums
- Youtube
- Webinars
- Contact

#### Compare

- Datasheets
- Tables
- Product descriptions
- Blogs/forums

#### Buy

- Telephone
- E-mail
- Send form
- Social media
- Webshop
- Stocklists

#### Support

- Chat
- Wikis
- Documents
- Self service









Customers talk about us in social media. You cannot stop them or control them.

But try to listen and talk to them!

