

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

* <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!

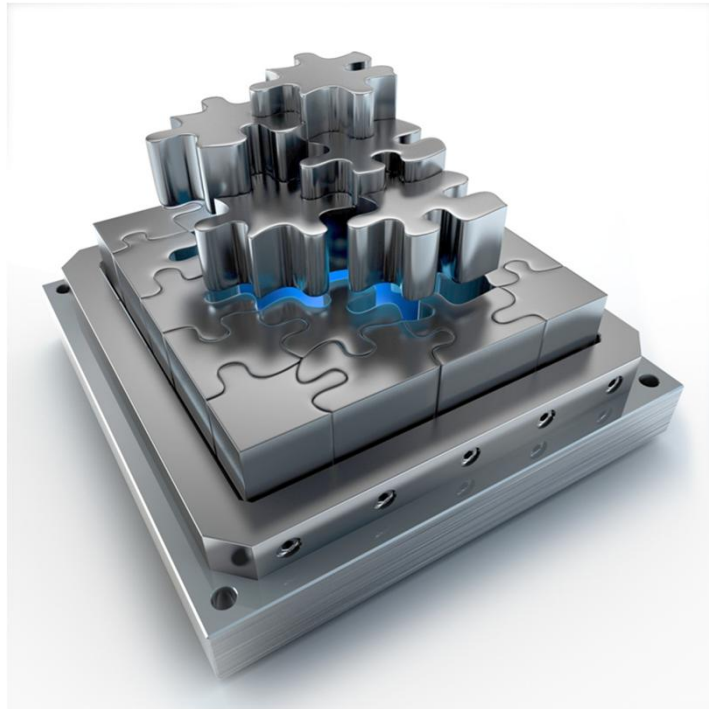


Our business model in 60 seconds

- 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):

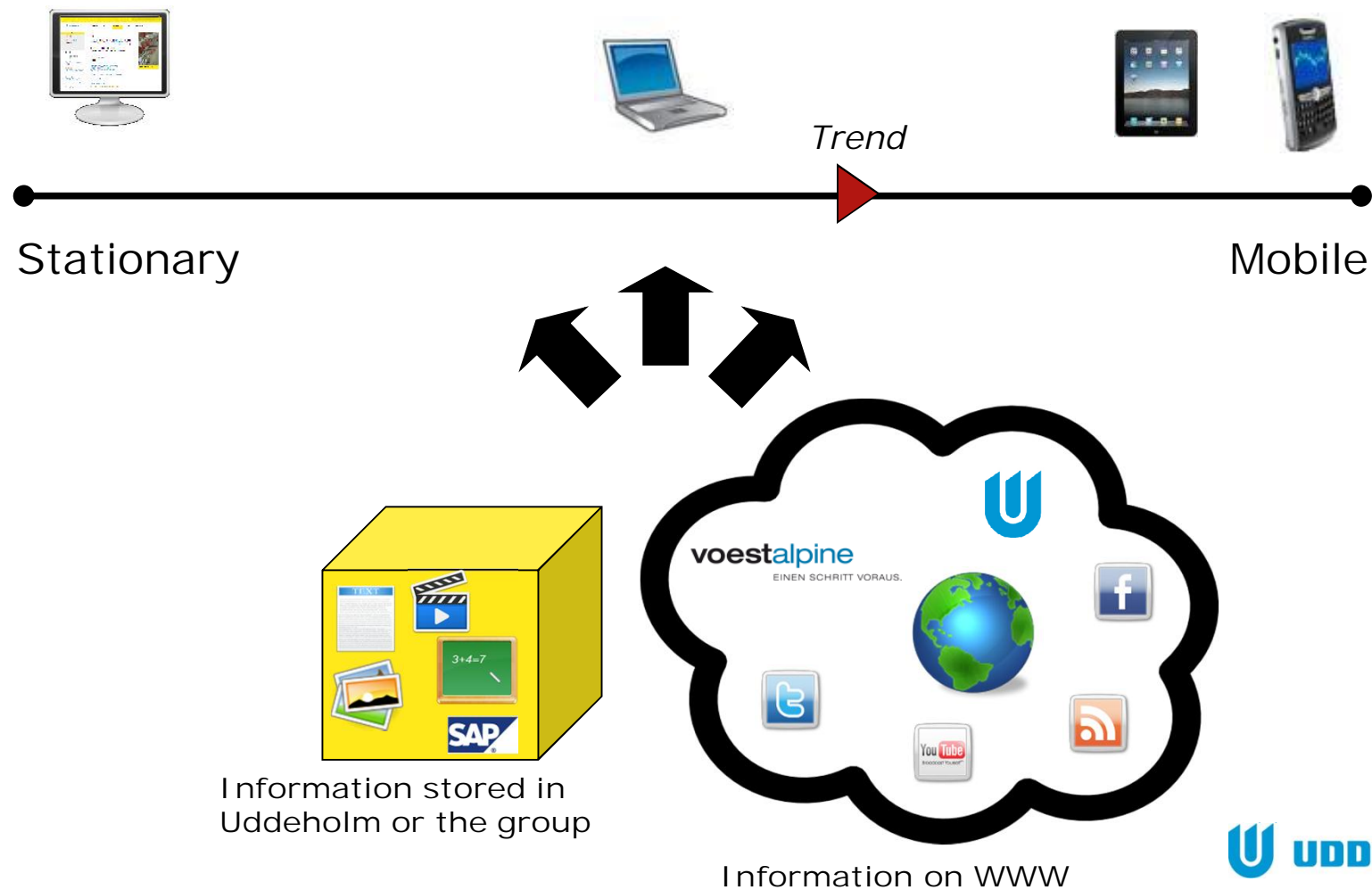
- More and better customer intimacy (42%)
- Increased communication (66%)
- Quick response between information and agreement when making decisions (48%)

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



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

The internet is going mobile



App or mobile webb?

Mobile website:	Native app
<ul style="list-style-type: none">• Our websites can be used.• Independent of device (iOS, Android, BlackBerry etc.)• "Unlimited" resources, back end like SAP etc.• Requires internet connection.• Expensive if the user is abroad.	<ul style="list-style-type: none">• 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

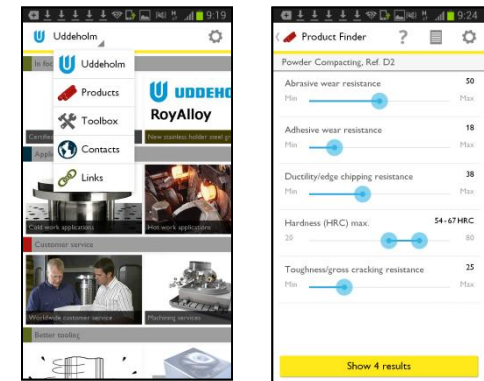
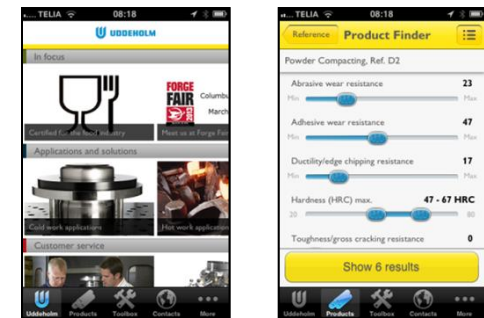
Native app on iPhone/iPad

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

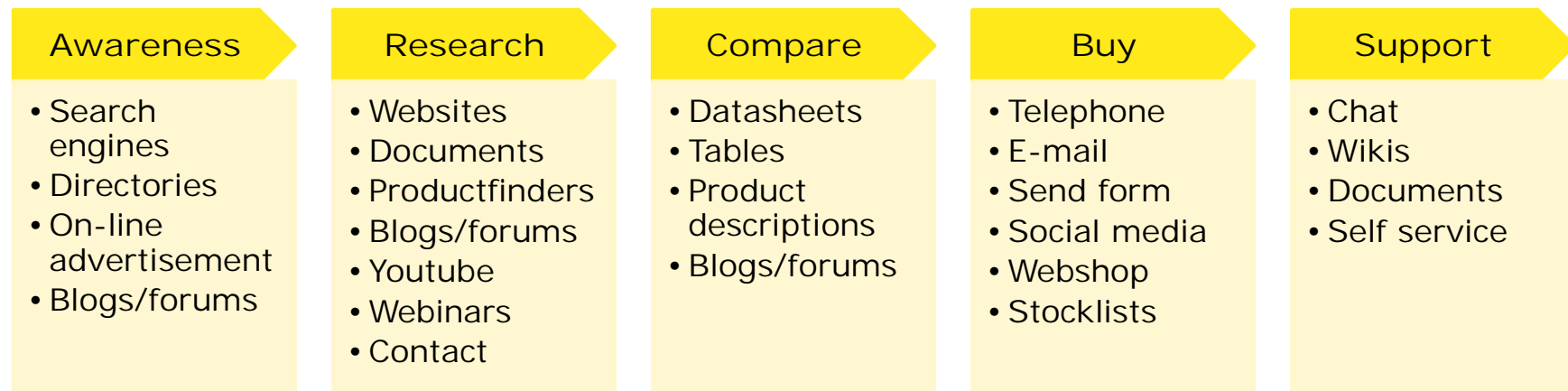
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The industrial sales process also happen on-line

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



Customers talk about us in social media.
You cannot stop them or control them.
But try to listen and talk to them!