



GOB – *unitop* Steel

**MIM relies on *unitop* Steel right from the start –
From zero to the final in record time**

A safe software implementation in a very short period of time, a fast and precise realization of customer specific requirements and a stringent project management, these were the characteristics of a complex implementation project at MIM Steel Processing GmbH. With the help of her partner, GOB Software & Systeme, the industry specific ERP system has been integrated successfully into the IT landscape of the company within only six months.



“For our newly built steel service centre in Treuen, we were looking for an ERP system that has proved itself in the steel sector”, says Frank Weber, Plant Manager at MIM. “Therefore, especially the

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industry expertise of the software provider was of great importance to us." The steel service provider MIM is located in Saxon Vogtland in the border triangle between Saxony, Thuringia and Bavaria.

The joint-venture consists of the Japanese business group Marubeni-Itochu-Steel and the Italian steel service provider CLN Group. In the plant in Treuen, measuring more than 5,200 square metres, steel bands in different qualities, widths and thicknesses are cut, stored and dispatched in different processing stages.



Score with experience

In order to ensure a smooth operating process, MIM needed a sophisticated industry solution for service centres. In particular, the material backtracking – this means: which package has been made out of which coil? – plays an important role.

The biggest challenge was the extremely short time frame for implementing the system. Going live was scheduled for January 2008 – at that time the serial production had to start. Therefore, for the main shareholder Marubeni-Itochu-Steel a quick and uncomplicated software introduction was the central objective for

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the solution provider which had to be taken into account within the provider choice that began in January 2007. Another criterion was the intuitive usability and user-friendliness of the system. Following an extensive market analysis and examination of various software producers, in July 2007 the responsible persons of the project finally decided in favour of GOB's *unitop* Steel, a software solution based on Microsoft Dynamics NAV. "A major advantage of GOB is the extensive industry experience in the steel sector, the excellent price-performance ratio as well as the flexibility and the uncomplicated handling of the system. Due to the extent of the project and the tight schedule until going live, a strict project management was absolutely necessary" says Andreas Wessels, General Manager of GOB, about the initial situation. "Our advantage was our extensive experience which we have gained in comparable implementation projects." Intensive consultations, short deadlines with distinct responsibilities and a good cooperation characterized the integration phase.

Intuitive usability of the system

The training of the employees of Marubeni-Itochu-Steel and MIM took place during the implementation stage from October to December 2007 and played a key role. This ensured that all employees were able to operate the system without any problems when going live. User-friendliness and intuitive usability of *unitop* Steel had been a great benefit to the employees. "The same interface as the one from Microsoft enables a fast orientation for the user," explains Hendrik Ohlms. Furthermore, the system offers the possibility to export data out of the system to Microsoft Word and Excel quickly and also to enter the system via Excel easily. In order to guarantee flawless processes from the beginning, GOB installed mobile data collection (MDE). This makes the production processes more effective and the employees are supported. A further challenge of the project has been customer-specific

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adaptations. These were kept within limits due to the extensive range of functions of the standard solution of *unitop* Steel. One of these adaptations included, for example, the mapping of different requirements of German and Japanese customers within modalities of delivery and volume calculations. The realization was already carried out in the second month after the start of the implementation phase.

The acquisition of new hardware components was manageable: According to the concept developed by GOB, MIM required a Dynamics NAV server for the SQL database and a Citrix server which have to be located in the headquarters of Marubeni-Itochu-Steel in Düsseldorf. However, MIM has complete access to both servers. A further File and Exchange server has been installed in the plant in Treuen, which is, in the meantime, maintained by a local GOB partner. The integration of the system in the IT landscape of the parent company worked without any problems.

Enhancements are planned

Due to a stringent project management on the part of GOB, the system could be put into operation after a successful trial start-up and test phase in January 2008, in time for the beginning of the serial production. After going live, the employees in Treuen have been very satisfied with the manufacturer's service – in case problems occur, the company can not only use the hotline, but can also get in touch with a direct contact person. Extensive support is guaranteed within a short time. This is another reason why MIM is already planning new projects with GOB. Extensions of the system in purchasing and human resource management are to be carried out, as they lead to essential simplifications within business processes.

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GOB Software & Systems

The software and systems integrator GOB has been founded in 1965 and currently employs more than 200 people. GOB is Microsoft Dynamics NAV partner since 1997 and offers comprehensive industry solutions based on Microsoft Dynamics NAV for medium-sized companies and organisations. More than 500 customers with their main focus on trading, manufacturing and logistics, companies of the steel sector as well as profit and non-profit organisations benefit from GOB's fully integrated solution concept *unitop*. Companies as Finkenholl, rff, Röhrenkontor and Unionstahl and associations as action medeor, the Auto Club Europe, Mieterverein Köln and World Vision are currently to be found on the reference list.

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