Playing a Role in the Global Strategy of the NSSMC Group
Established the Business Operation On-schedule
NSSOL fully supports system development and operation

Background
Launching the production and sales of hot-dip galvanized steel sheets in Thailand, the idea is to introduce state-of-the-art facilities and sales and production management system in order to ensure high product quality.

NSSOL
Nippon Steel & Sumikin Galvanizing (Thailand) Co., Ltd.

Established: 2011
Estate, Rayong Province, Thailand
Factory location: Hemaraj Eastern Industrial Estate

Start of operations: October 2013
Capital: 1,180,000,000 USD

IT Case Study
Nippon Steel & Sumikin Galvanizing Thailand Co., Ltd.

NS Solutions
NS Solutions staff participated in the project from the concept stage to promote reliable progress in Thailand, and provided a one-stop solution ranging from design to operation of the system for NSSGT.

Building a system to accompany business startup in Thailand
Forming part of the global strategy of the Nippon Steel & Sumitomo Metals (NSSMC) Group, Nippon Steel & Sumikin Galvanizing (Thailand) (NSSGT) is engaged in the production and sales of hot-dip galvanized steel sheets in Thailand, mainly for use in automobiles.

Around the year 2011 NSSGT considered building a sales and production management system to start up local operations in Thailand. At that time, NSSMC was exporting hot-dip galvanized steel sheets manufactured in Japan to Thailand, but in order to cope with rising demand, the company established NSSGT and intended to change the supply chain to procuring the raw sheets from Japan and performing the zinc plating process in Thailand. The aim was to supply customers in Thailand with the same high quality products as those from Japan while realizing shorter lead times.

Using a framework with clearly defined role
Setting up the plant equipment including IT was to be completed within a short time frame. NS Solutions (NSSOL) participated in the project from the concept stage. To meet the requirement for continuous 24/7 operation, a system with high availability was built not only in Japan infrastructure but also in Thailand, where certain problems are encountered.

In view of the development period, the decision to narrow down the development range by integrating business operations and IT, and adopting a parallel system development approach was taken early on in the project. NSSOL staff was mobilized both from Japan and overseas, and developed the system with clearly defined roles of design and implementation. On the quality front, system modules such as “Aramaho2” with a solid implementation track record at Japanese plants of NSSMC were selected.

NSSOL establishes a local subsidiary for system operation
NSSGT business operations began according to schedule in October 2013. The company now manufactures and markets products of similarly high quality as those from Japan. The sales and production management system that has gone into full operation ensures that the entire process from online ordering of raw sheets to production and marketing is performed efficiently.

This system is expected to be used as a basis for future overseas development projects of the NSSMC Group. Stable 24/7 operation is made possible by the operations and maintenance support framework provided by NSSOL. NSSGT established a local subsidiary called Thai NS Solutions in January 2013, and is transferring operations and maintenance know-how gained in Japan to the staff of the new company with operations and maintenance know-how were dispatched from Japan for this purpose.

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Key to Success
Launching the production and marketing of hot-dip galvanized steel sheets in Thailand was done as part of the global strategy of the NSSMC Group.

Mr. Shuichi Shirasuna, General Manager of the General Administration Division explained, “In order to achieve the same high quality as in Japan, we deployed the same state-of-the-art production equipment as at home. Being 100% owned by NSSMC, we can benefit from fully optimized management from Japan to Thailand, and thereby realize world-class competitiveness both in terms of product quality and of delivery capability.”

Mr. Yasuo Kondo, General Manager of the Production Planning Department added, “By establishing a framework where we import raw sheets from Japan and do the zinc plating and final production as well as marketing in Thailand, we have shortened the lead times drastically and can meet our customers’ requirements with minimum stock.”

Valuable support was also provided in setting system specifications. Mr. Kondo added, “At the stage when we were deciding on specifications, NSSOL created a proposal that projected a clear and specific image. And they were not simply using diagrams or specifications from similar systems configured in the past. Rather, the proposed content was based on a solid understanding of business operations and IT, and reflected the characteristics of our particular situation very well.”

Carefully consider even seldom used functions to enhance quality
According to Mr. Shirasuna, “The quality of the completed system exceeded our expectations. While the project was in progress, problems were encountered, but the NSSOL staff worked out a solution for each and every one. Even seldom used functions such as exception handling were considered carefully and in detail, without skipping anything. This led to a favorable overall result.”

NSSGT is set to make ongoing system improvements through maintenance by the Thailand subsidiary of NSSOL.

Mr. Kondo explained, “In the course of diversifying our product range and accommodating changes in the laws and regulations of Thailand, we expect that ongoing system modifications will be necessary. We would therefore appreciate a further strengthening of the local subsidiary.”

This underlines the fact that customer place high expectations in NSSOL, which is steadily accumulating a solid track record in systems construction and operation overseas.

Mr. Shirasuna added, “The sales and production management system created for us by the NSSMC Group is the largest such system done by the company overseas, and it will become an important starting point for further our overseas projects. We hope that the experience gained from the current project will bolster the global strategy of the group.”

Outline of sales and production management system built for NSSGT

Key technologies
Business knowledge of steel industry, Java, Aramaho2 Library, Iron and Steel Solutions AP Common Library, 24/7 operations

System outline
- Servers: Physical server x 4; Virtual server x 32
- Business knowledge of steel industry, Java, Aramaho2 Library, Iron and Steel Solutions AP Common Library, 24/7 operations
- Applications: Sales order management, Process management, Quality control, Operation management