

## CASE STUDY

Voestalpine is a globally recognized steel manufacturing company that provides high-quality steel products for industries such as automotive, railway, aerospace, and energy. Operating multiple manufacturing plants worldwide, Voestalpine focuses on innovation, efficiency, and sustainability to maintain its competitive edge in the industry. To enhance the reliability and longevity of its machinery, the company sought a solution for preventive maintenance.



## The Organisation

Voestalpine is a globally leading steel and technology group with a unique combination of materials and processing expertise. voestalpine, which operates globally, has around 500 Group companies and locations in more than 50 countries on all five continents.

## Industry

Steel Manufacturing

## Region

50 Countries

## Employees

51,600 Employees

## Requirement

Voestalpine needed a sales order forecasting system to enhance supply chain visibility, optimize production planning, and prevent overproduction. The solution required predictive analytics based on historical orders to improve demand forecasting, ensure timely deliveries, reduce waste, and enhance customer satisfaction while maintaining market share.



**50**  
Countries



**51,600**  
Employees



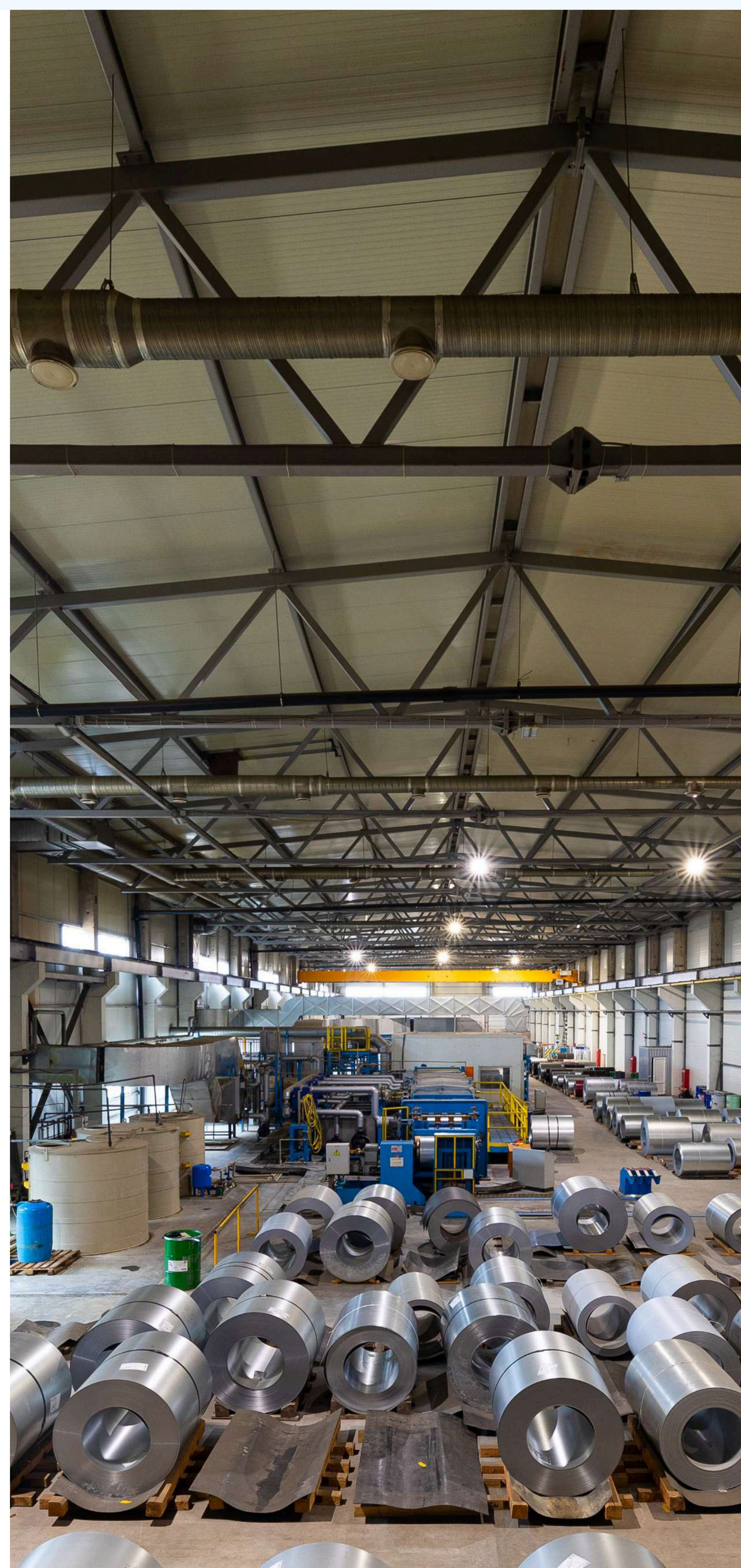
**500**  
Locations



**16.7 Billion**  
2023 - 24 Earning

## Challenges

- 01** Lack of supply chain visibility, leading to inefficiencies in global manufacturing operations.
- 02** Overproduction due to the absence of sales order forecasting, causing excessive inventory and increased costs.
- 03** Difficulty in predicting customer demand, resulting in delayed deliveries and dissatisfied clients.
- 04** Inefficient production planning, leading to resource mismanagement and extended lead times.
- 05** Manual tracking of employee productivity, making performance management challenging.







# Solution

- **Sales Order Forecasting System –** Developed an advanced system that analyzes historical customer orders to predict future demand accurately.
- **Supply Chain Visibility:** Enabled real-time tracking of manufacturing plans across multiple global plants, improving coordination and efficiency.
- **Optimized Production Planning:** The system generated manufacturing schedules based on sales projections, reducing overproduction and ensuring optimal resource allocation.
- **Automated Reporting & Insights –** Implemented real-time dashboards and reports to monitor key performance indicators (KPIs), supporting data-driven decision-making.
- **Improved Customer Satisfaction:** By forecasting demand and streamlining production, the system ensured timely deliveries, enhancing customer trust and maintaining market share.
- **Employee Performance Tracking:** Integrated analytics that provided insights into employee productivity based on projected vs. actual sales, helping in performance management and workforce optimization

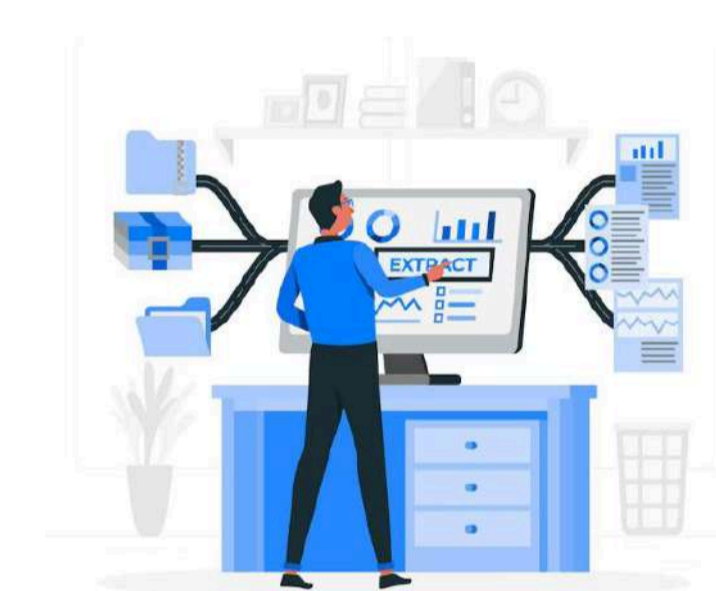
# Impact

Reduction in Overproduction: Optimized production planning prevented excessive manufacturing, minimizing waste and cost overruns.



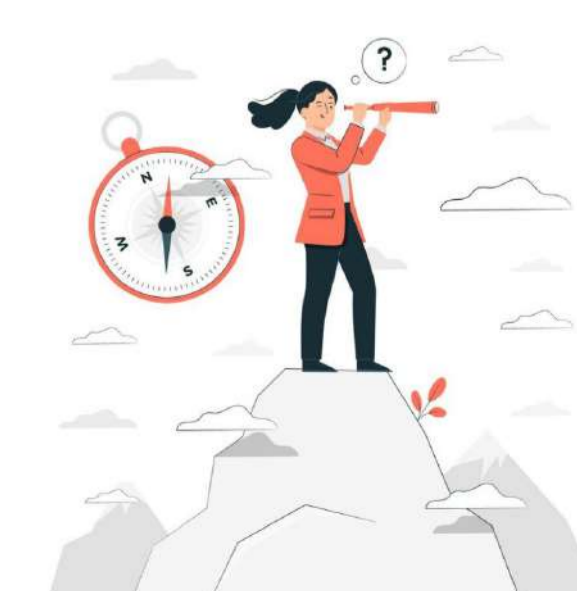
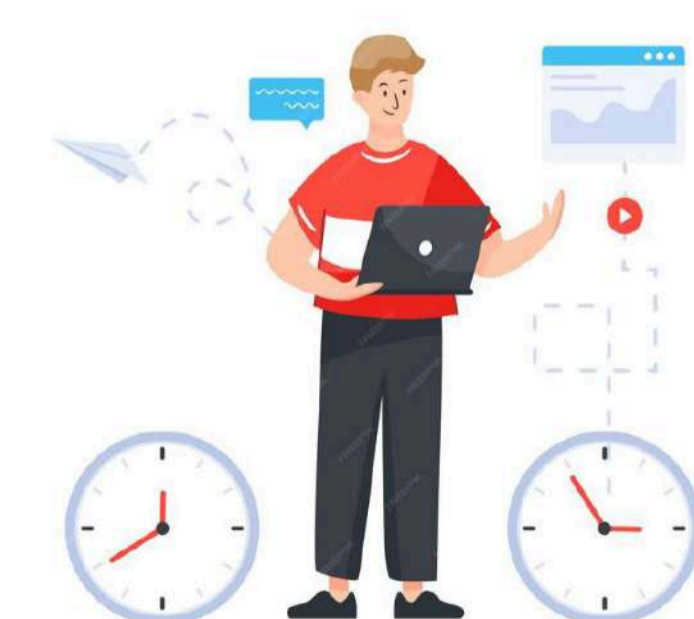
Enhanced Supply Chain Efficiency: Real-time data allowed better coordination between different manufacturing plants, reducing lead times

Improved Customer Relationships: Timely deliveries led to higher customer satisfaction, strengthening brand loyalty and market position.



Time Savings in Production & Delivery: Predictive analytics allowed better resource management, significantly reducing manufacturing cycle times.

Workforce Optimization: Performance tracking helped in employee management, leading to increased efficiency and productivity



Informed Business Strategy – The availability of accurate forecasting data enabled management to make proactive and strategic business decisions.