

CASE STUDY

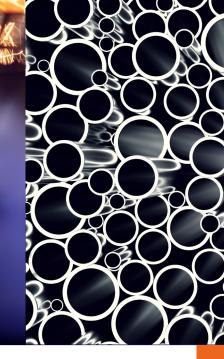
Norway's leading supplier of steel and meta explores how to improve operational processe through the ongoing development of RPA and AI technology.



The organisation

Norsk Stål AS is Norway's leading supplier of steel and metals. The company has an annual turnover of around NOK 2 billion. It employs some 280 employees across 13 locations nationwide and works within several market segments, including: offshore, shipbuilding, construction, and engineering.

Norsk Stål takes pride in its ability to help its customers maximise profits and stay competitive. It achieves this by offering market-leading services in stocking and distributing steel and metals. This requires an international network of contacts, logistics and skilled staff at all levels of the organisation. Managing their seamless collaboration depends, in turn, on optimised and effective processes.



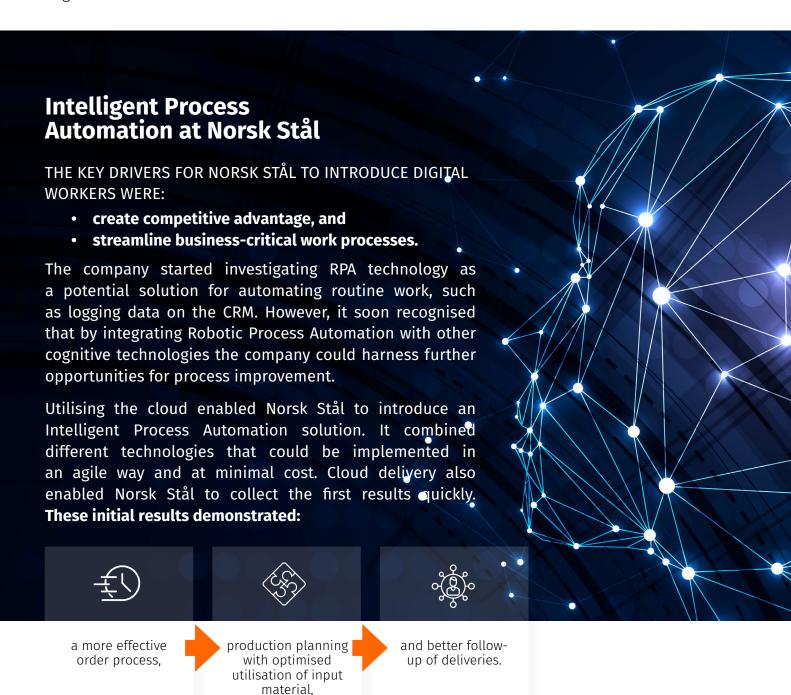
SERVICE PROVIDED BY

DIGITAL WORKFORCE

Digital Workforce is the Nordics' leading provider of Intelligent Process Automation. It specialises in delivering this technology set on an industrial scale. Digital Workforce's intelligent digital workers utilise different technologies, including Robotic Process Automation (RPA) and Artificial Intelligence (AI), to automate and optimise its customers' business processes.

Digital Workforce provides Norsk Stål with digital workers via Blue Prism Robotic Process Automation (RPA) technology and Artificial Intelligence. This is delivered from a Microsoft Azure cloud environment. The service is managed according to Digital Workforce's Robot as a Service (RaaS) agreement. Through this agreement, Digital Workforce offers its customers a full solution for successful introduction and continuous utilisation of digital workers.

Robot as a Service makes it easy and inexpensive for organisations to deploy digital workers. There's no need to invest in hosting a dedicated service environment. The cloud solution can be implemented quickly and safely alongside existing IT and scaled up flexibly.



THE INITIAL **TARGET PROCESS** AT NORSK STÅL

Stål Norsk began by automating a sales draft process. This involved evaluating the correct amount of steel needed to produce an order of steel beams with minimal waste. Before introducing Intelligent Automation. Process salesperson would spend a lot of time calculating and making educated guesses to quote for the optimal amount of raw material for each order.

The intelligence of the Nosk Stål RPA robot was extended with an artificial intelligence (AI) optimisation algorithm that could mathematically single out the best way of making the steel beams while complying with company The optimal practice. amount of raw material per output was calculated based on new production process optimisation.

Together, the algorithm and RPA were used to automate the sales draft process end to end.

This freed the sales team to focus on speaking with customers and making new sales. Instead of spending a full day crunching numbers to finalise a single order, a salesperson could dedicate that time to bringing added the business. value to Customer orders could be sent directly to a robot. It registered the appropriate data in the CRM, calculated material costs, produced a pricing baseline, and a completed a schema for generating an offer.



THE SECOND **PROCESS CONSIDERED**

One process considered for the original project was dismissed because it lacked clear rules. However, initial success meant this process became a candidate for further RPA. The process, about production planning at the company's Horten plant, posed the question:

"How do we effectively manufacture multiple orders from different customers with different delivery times?"

Here, the AI optimisation algorithm was used to plan how production could be executed with minimal waste and maximum profit. These plans were then logged in different systems by the RPA robot.

NORSK STÅL'S **FUTURE VISION**

The use of future-oriented technology to develop Norsk Stål's core business is rooted in the company's long-term strategy. Being as technically efficient as possible is vital to guarantee continued market competitiveness. The company's digital strategy is designed to help deliver a winning product in terms of both price and delivery time.

Robot as a Service (RaaS) that integrates RPA with Artificial Intelligence and is delivered via the Microsoft Azure Platform is the fastest and most flexible way to deploy digital workers. Its agility means Norsk Stål sees an excellent opportunity for scaling up the solution. In the future, the company will continue to pursue the most effective way of conducting operational processes through the ongoing development of RPA and AI technology.