



Outokumpu Oyj  
Espoo, Finland  
www.outokumpu.com

#### Industry:

Industrial Manufacturing

#### Annual Revenue:

US\$7.68 billion

#### Employees:

8,000

#### Oracle Products & Services:

Oracle Warehouse Builder  
Oracle Database

#### Oracle Partner:



Astrada AB  
www.astrada.se

**“The Oracle-powered calculation system is unique. It is probably the most comprehensive and well-functioning solution for any major corporation. Now we can make better decisions on what products to develop for our customers. We can also steer sales towards our most profitable customers.”** – Steve Hudson, Head, Vertical Profitability Office (VPO), Outokumpu Oyj

## Outokumpu Oyj Optimizes Profitability with Custom Cost/Benefit Calculation Solution

Outokumpu Oyj is one of the world’s largest producers of stainless steel products. The group includes a total of around 50 units in more than 30 countries around the world. Outokumpu customers are involved in a wide range of industries, including the industrial machinery, engineering, construction, and electrical industries.

### Challenges

- Introduce a system capable of conducting cost/benefit calculations at a groupwide level despite the group’s complex structure, to facilitate transparent analysis
- Optimize sales focus and product development by gaining transparent, groupwide insight into profitability across the group’s wide range of stainless steel products in its many countries of operations
- Harmonize the treatment of revenue and costs between the group’s various businesses spread across the globe

### Solution

- Leveraged Oracle Warehouse Builder, Oracle Database, and Astrada 4 from Oracle Partner Astrada AB, to establish the Vertical Profitability System as the new cost/benefit solution
- Made it possible to carry out precise, comprehensive cost/benefit analyses across the group at both corporate and local levels, providing the group’s management with a sound basis for decision-making
- Gained a transparent, continuously updated view of the profitability of each product across the entire group
- Drove smart, well-informed product development decisions such as how to allocate production capacity among the various types, grades, and finishes of stainless steel
- Optimized sales management to focus on the most profitable customers and customer segments
- Gained a normalized view of revenue and costs throughout the group’s various divisions across the world, laying the foundation for accurate product pricing