Alpha Steel

Company Info

Background

- Alpha Steel is a multi-platform, multi-site producer of steel and derivatives and added products.
- Operates across 10 countries in the Americas.
- Alpha Steel's operation is integrated. Company plants encompass the complete steel manufacturing process, from the extraction of iron ore to the production of high-value-added products for the most demanding industries.
- Operates 8 production plants in the USA and mining facilities in Mexico. Capacity of production: 9.5 million tons of annual hot-rolled coil.

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Background (Cont.)

+ The company attends these industrial sectors:
    - Construction
    - Automotive
    - Home appliances
    - Agroindustry
    - Packaging
    - Transport
    - Energy

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Background (Cont.)

+ Product portfolio

FLAT STEEL

- Hot-rolled steel
- Cold-rolled steel

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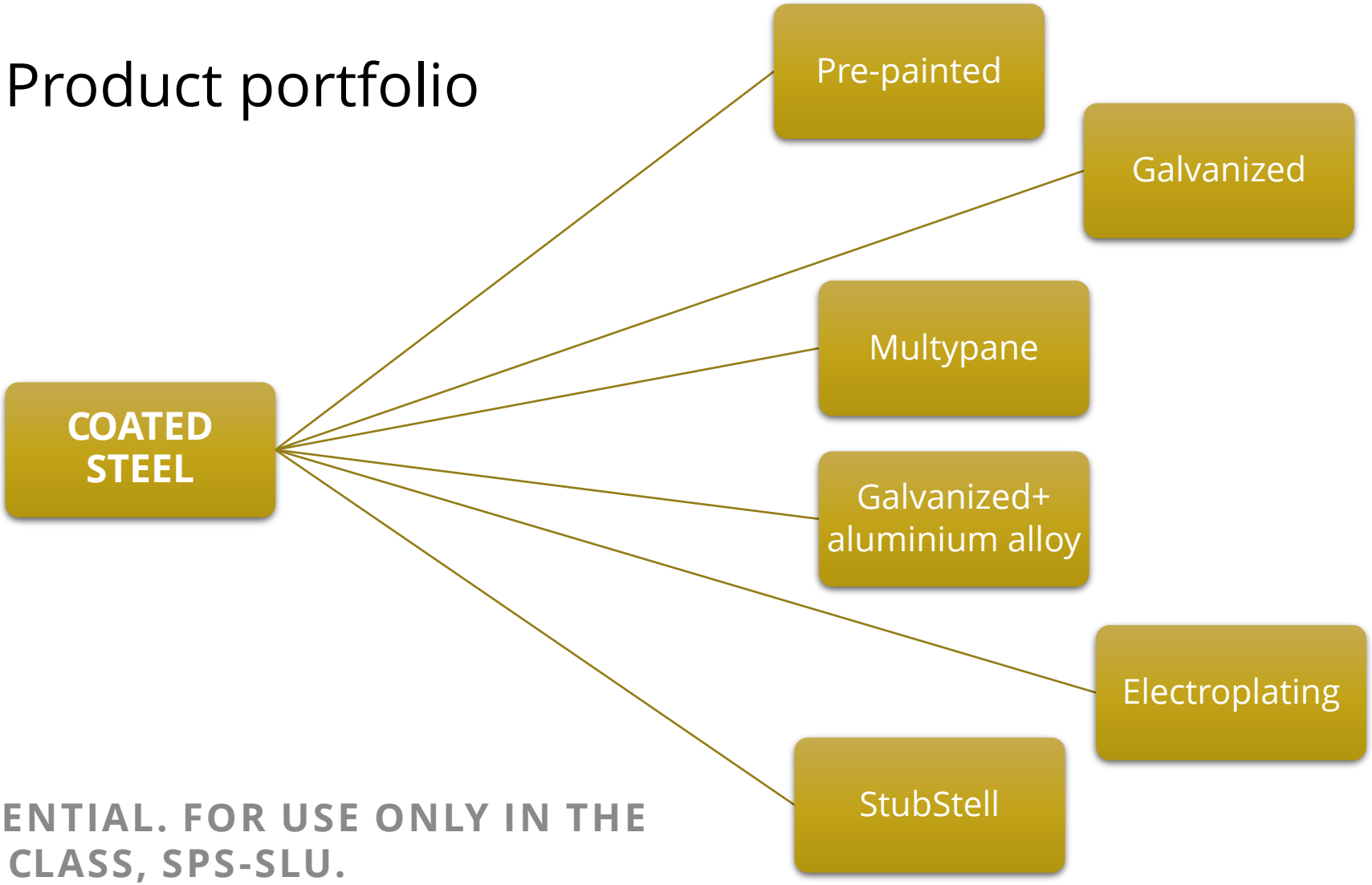
Background (Cont.)

+ Product portfolio



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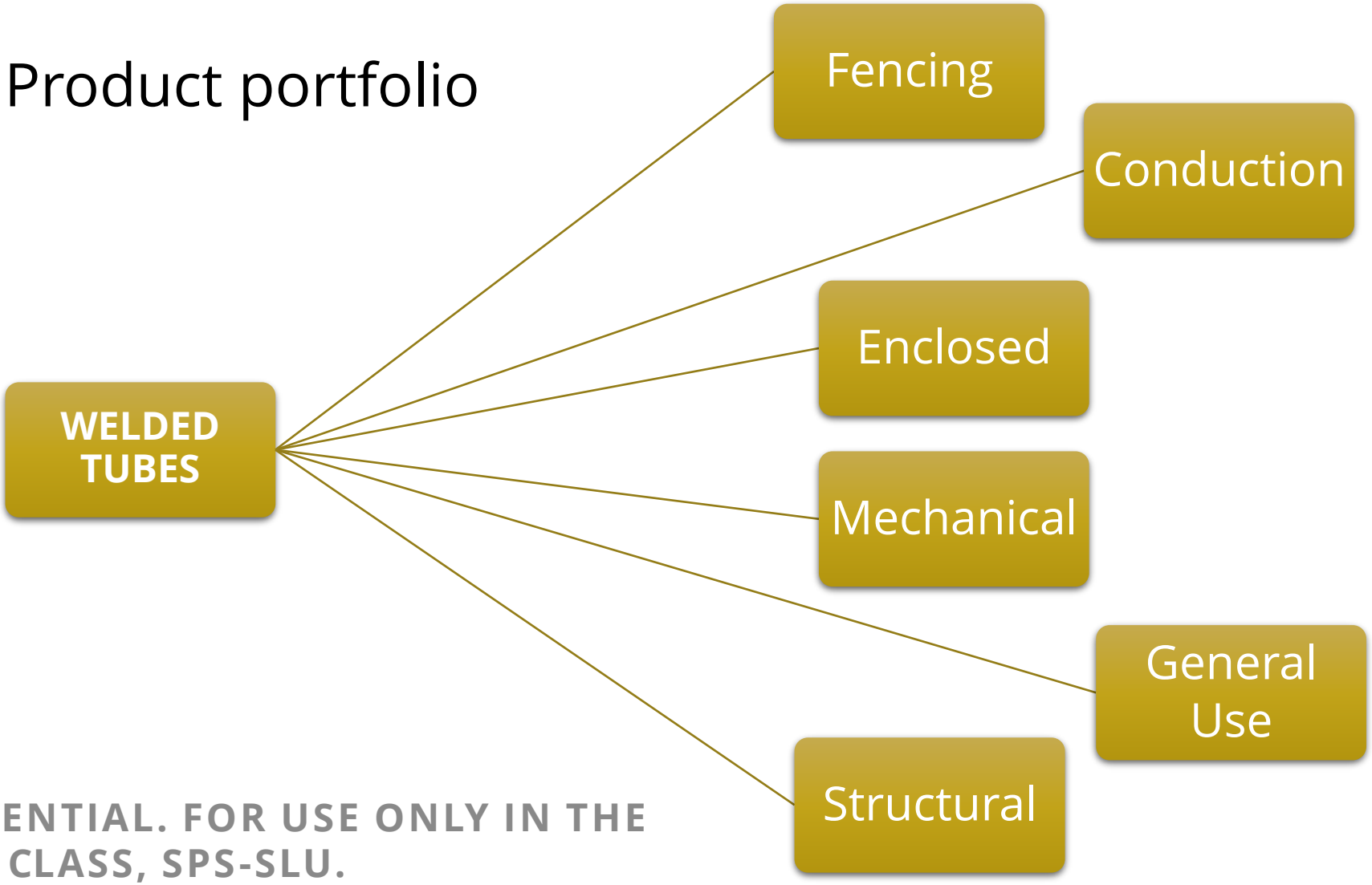
Background (Cont.)

+ Product portfolio



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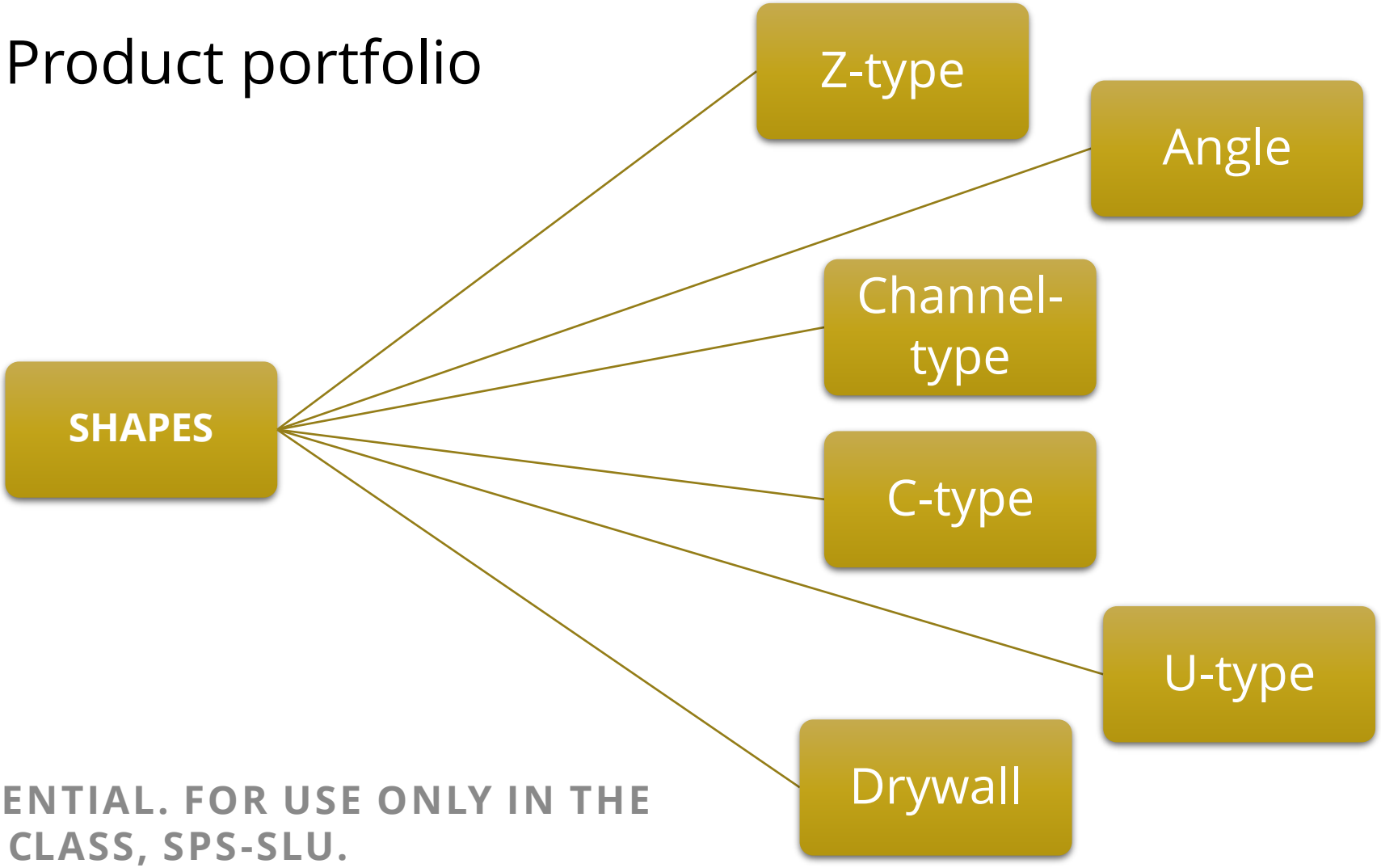
Background (Cont.)

+ Product portfolio



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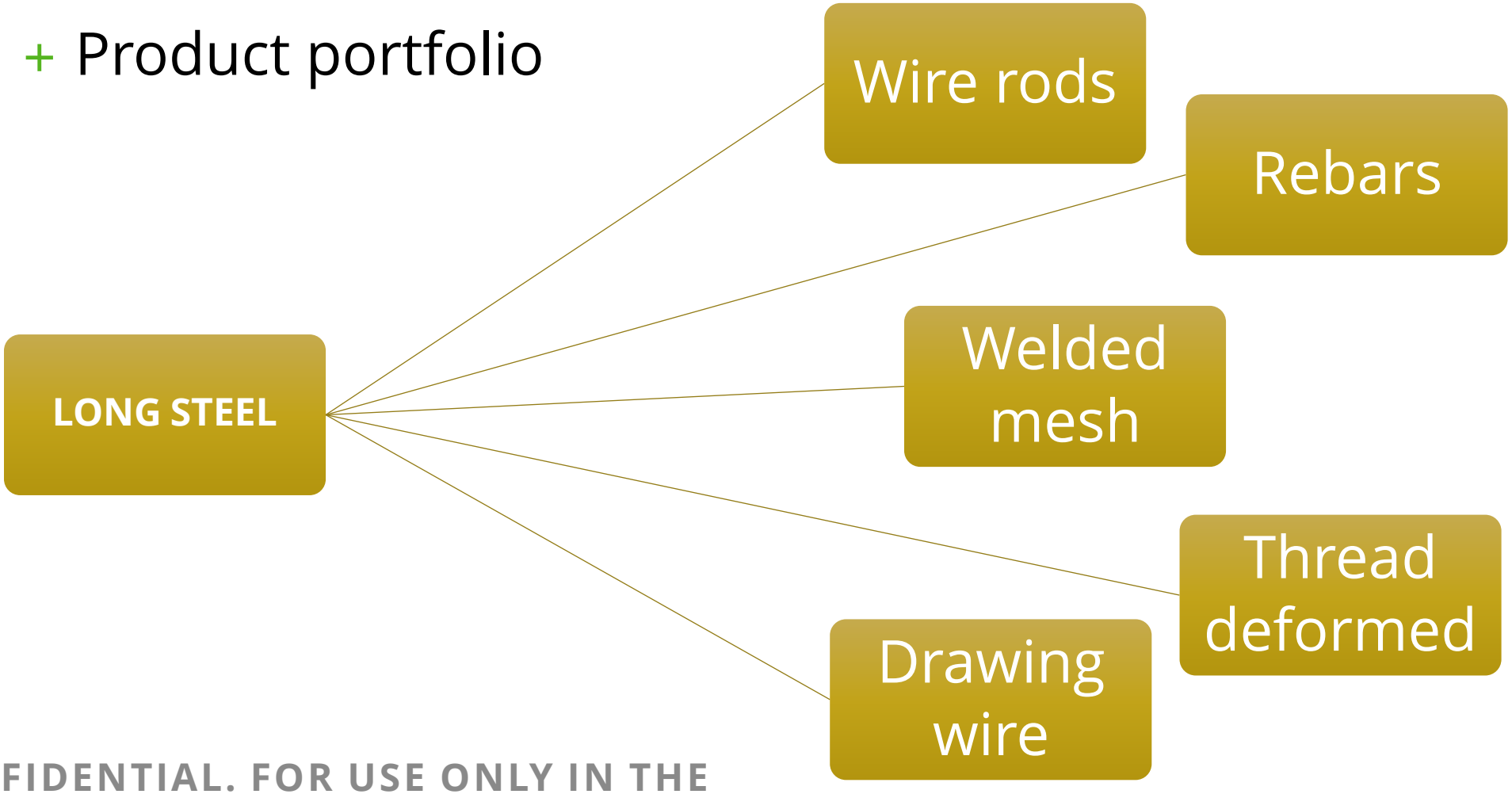
Background (Cont.)

+ Product portfolio



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Background (Cont.)

+ Product portfolio

TINPLATE

- Other coverings
- Packaging

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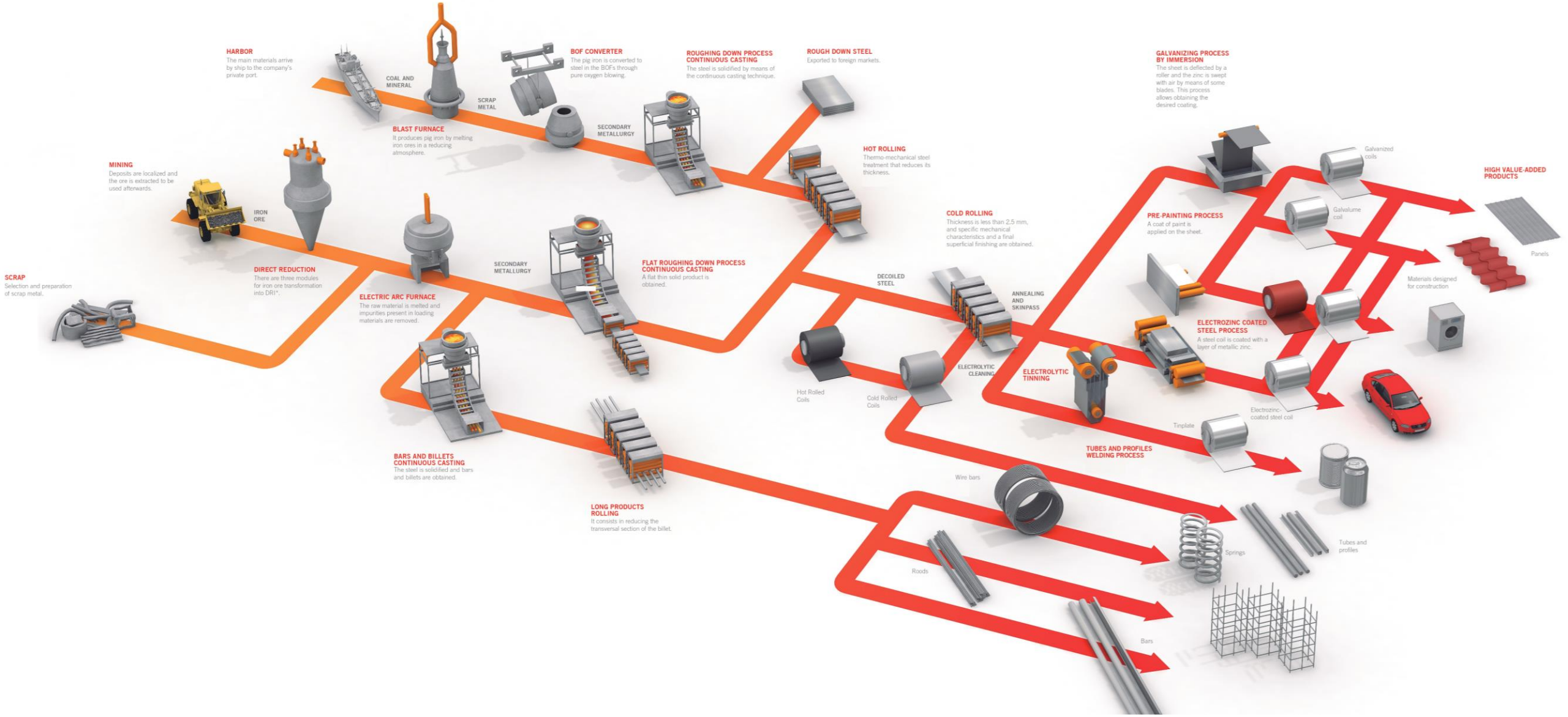
Process



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Web application

- The current web-based digital channel started operating in 2016.
- It was designed and launched to automate the complete client order-to-purchase cycle and reduce the need for human client service agents in the corporate call center.
- Clients have been categorized as Browsers, Selectors, Quote-only, and Buyers, with Buyer being the desired final status for every client interaction within the web system.
- These classifications are used as metrics to evaluate the web system's effectiveness. The database contains nationwide data. A simplified graphic that illustrates the order-to-purchase process within the web system is presented in the following slide.

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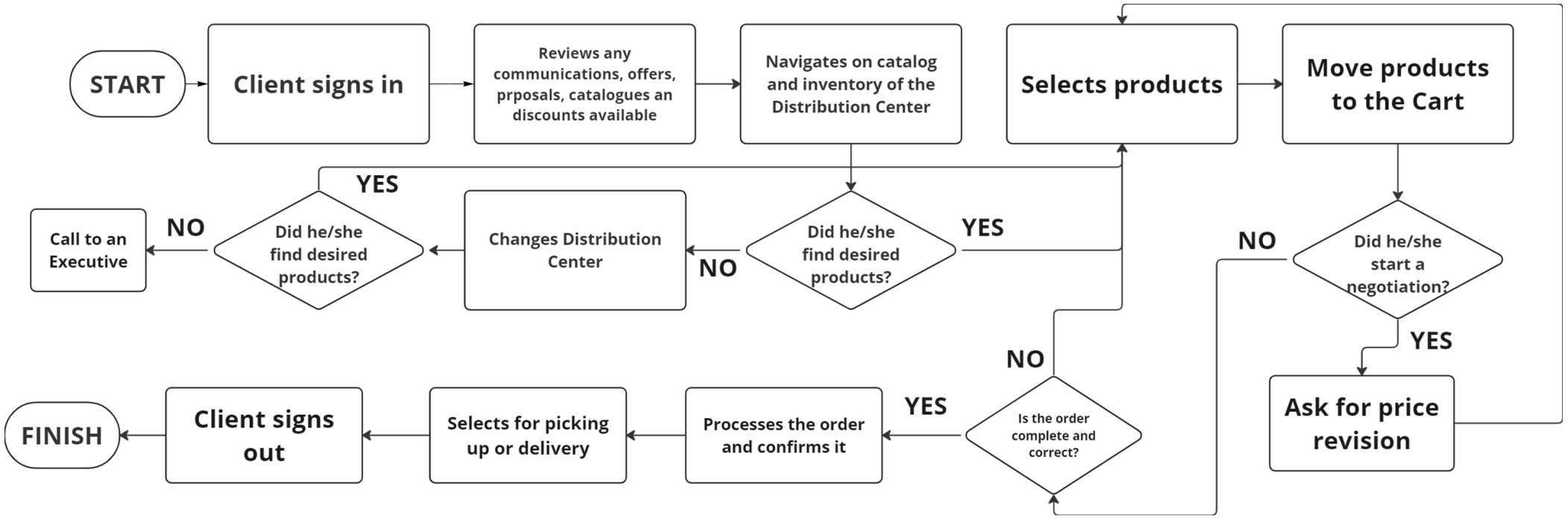
Web application



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Web application

- Clients are classified as follows:
  - **'Browser':** Clients who log in to the system to browse the catalog but do not make product selections.
  - **'Selector':** Clients who make some product selections to check availability and inventory but do not confirm orders.
  - **'Quote-only':** Clients who select products and request a quote, moving the prospective order to the cart with displayed prices. Negotiations may be initiated, and the order can transition to a person-attended one.
  - **'Buyer':** Clients who confirm their orders, establish payment methods, and choose between pick-up or delivery.
  - **NOTE:** The classification of clients has been determined based on their most frequent type of interaction with the platform: browsing, selecting, quoting, or purchasing.

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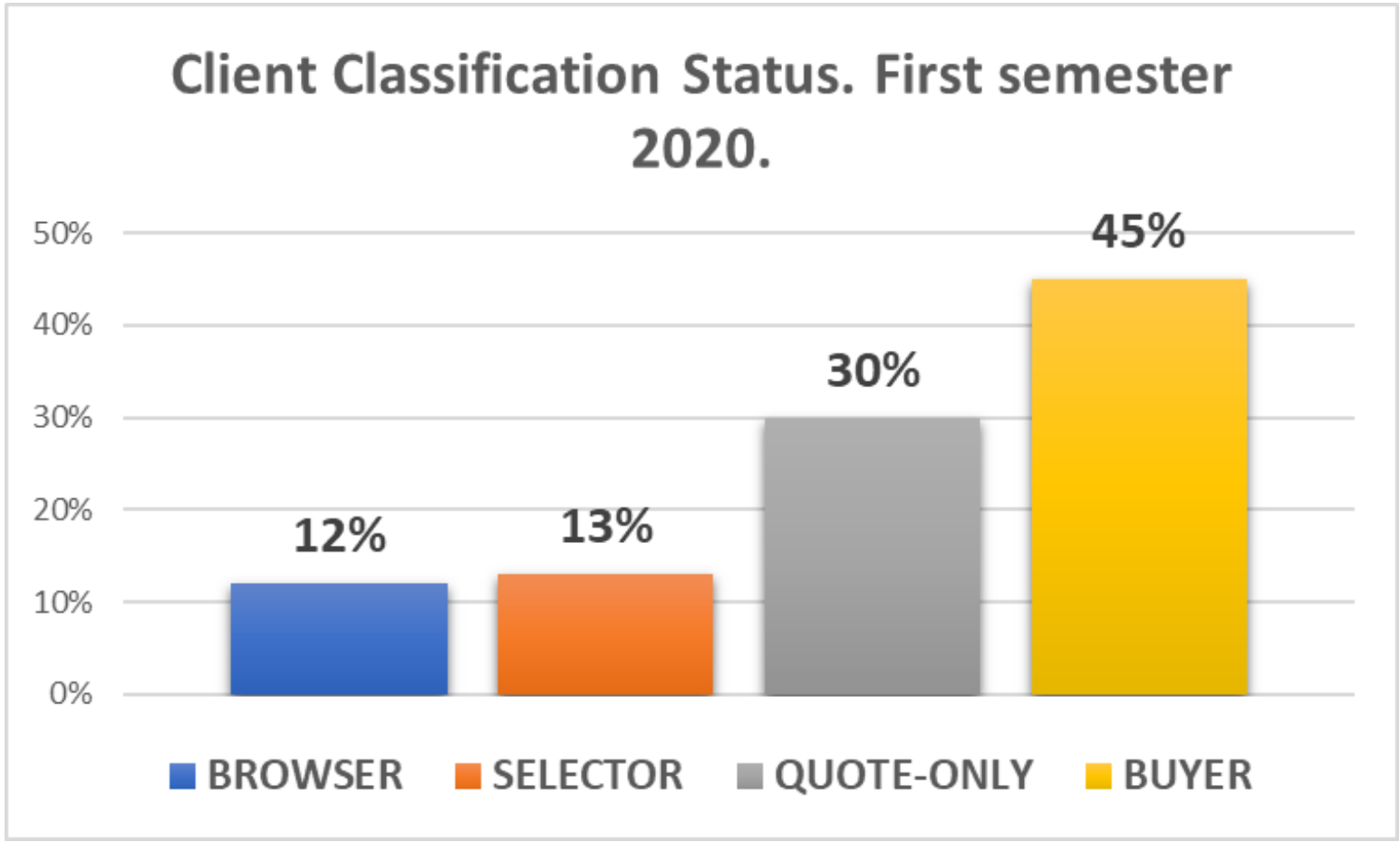
Categorization of clients



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References

All information contained in this document was obtained from reports and corporate documentation. All must be considered as confidential.

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