

CASE STUDY

ArcelorMittal



About the entity

The ArcelorMittal Foundation in Brazil, founded in 1988, develops Social projects benefiting around 800.000 people.

ArcelorMittal is the world's number one steel company, present in more than 60 countries. It has led to the consolidation of the international steel industry and today ranks as the only truly global steelmaker.

ArcelorMittal Brazil is the largest steelmaker in Latin America, with significant presence in the areas of stainless steel, long and flat carbon.



Name:

ArcelorMittal Brazil Foundation

Address:

Belo Horizonte
(BRAZIL)

Sector:

Steel

<https://brasil.arcelormittal.com/>



What is AuraQuantic?

It is a platform that offers easy design and execution of even the most complex operational processes without additional programming.

You simply define the process flow diagrams using drag and drop and AuraQuantic organizes the rest, sending tasks to the right people at the right moment.

[READ MORE](#)

Introduction

At the ArcelorMittal Foundation in Brazil, **100% of their project proposals can now be submitted and evaluated via electronic forms.** This represents a 65% reduction in the time to evaluate each proposal, as a result of using AuraQuantic seamlessly integrated in a SOA environment with RSA (CSY), which the ArcelorMittal Foundation has defined as the 'CTRL Cultura' syst.



Challenge

The ArcelorMittal Foundation has always had a strong background in managing cultural projects, but was beginning to find the management of the increasing volume of project proposals sent by cultural agents a challenge. Along with the volume of transactions came the corresponding large amount of legal documentation and controls required for each step in a cultural project evaluation process.

During the period from 2004 to 2007, the foundation invested approximately \$30 million on cultural initiatives (sponsorships, events, grants, etc.). The systems used in the past were not integrated and required the use of paper, combined with manual labor. In fact, the process of registering projects used to be

done by the cultural agents in printed forms and then input into a database. All cultural project monitoring was done manually, searching for information from different systems and resources.

The company realized that the quality of the accepted projects could be improved if the company was able to select the best cultural project proposals in a faster, **more agile manner, through the standardization and automation of its processes**. The company expected to continue to see a rise in the number of project proposals and knew it needed to optimize its processes in order to respond to requests in a timely fashion.

Some other challenges identified:

- The need for a process-oriented collaborative platform for managing the Foundation's cultural projects.
- To promote project agents interaction through a common platform, thereby enhancing the flexibility in the procedures necessary to carry out a cultural project.
- To enable the orchestration of all foundation activities in a transparent and dynamic management.
- To reduce the processing time for projects.

Solution

In 2007, ArcelorMittal Foundation management decided to redesign its organization based on its Cultural Investment Policy with the aim of expanding access to goods and services, by training and qualifying leaders and artists of the served communities.

It was established by the Culture Committee, composed of representatives from different areas of the company, and by the Foundation's Culture and Art department.

After the consolidation of the Cultural Investment Policy and the implementation of the Culture Committee, The ArcelorMittal Foundation proposed the creation of a cultural management system, called Ctrl-Cultura, powered by the AuraQuantic BPMS platform and the RSA system, a Core Synesis business solution.

The combined system allowed the foundation to design and automate more than 17 processes to control all cultural management programs. This resolved numerous problems: Sponsorship via tax incentives, development of artistic events to stimulate support of new values, development of programs in the different cultural areas, as well as expressing many of its cultural policies and their strategies, using the Business Rules Engine offered by the system.

Thus creating the necessary workflows to integrate employee and projects (Cultural Committees, Marketing and Communication Areas, Relationships with Institutions, etc.), by using the AuraQuantic BPMS Intranet, where all forms of information can be shared, including: Agendas, Documents, Tasks, Forums, Reports, Activity Monitoring, etc.

The implementation of AuraQuantic BPMS within the ArcelorMittal Foundation has been carried out by the consultancy firm Core Synesis (an AuraQuantic Partner in Brazil), and its proposed approach, orientated towards SOA and Process driven solutions, with Business Rules, Document Handling and an Intranet supporting communication and collaboration. As part of the requirements of the ArcelorMittal Foundation, the project covered the complete lifecycle of a cultural project; from the initial request, the management of a proposal, and right through to the conclusion and evaluation of the results and the impact of each cultural project on the Foundation.

The SOA approach was adopted to perform the required integration between the RSA-CSY system and the AuraQuantic platform in both directions.

The AuraQuantic Partner, Core Synesis, designed a specific Web Services component using the SOAP protocol to provide different methods of invoking procedures directly within the processes modeled in the AuraQuantic BPMS. As a result, there was 'zero' point-to-point integration and the Web Services could be reused in all processes configured in the AuraQuantic platform.

At the same time, additional AuraQuantic ready-to-use Web Services were leveraged to automate some required transactions. The fact that a process start message could be transformed into a Web Services request with no need to develop code was a plus in gaining time to deliver the solution.



Results

Core Synesis has adjusted AuraQuantic BPMS so that interacts with the different applications of the AcelorMittal Foundation, achieving one unique Business Information System for handling Projects, everything orchestrated by AuraQuantic BPMS (Automatic System Tasks are in charge of the communication with the rest of the Programs) using the Web Services that can be invoked in real time for all BPM information.

Different resources capable of interacting on the same platform, including internal agents of the Foundation and external constituents, using different channels such as the use of email to interact in the processes, the public web and the common interaction platform provided by AuraQuantic and the integrated RSA-CSY system.

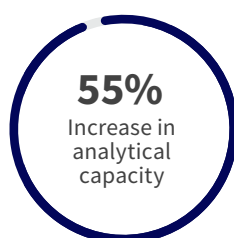
“Ctrl-Cultura” offers access in real time to all the information for any member of the team involved in the management of the project, wich brings quicker attention to any problem that may occur.

“ *We now know which projects best fit our financial requirements.* **”**



Impacts

The Integration of all the information related to cultural projects, which can be handled swiftly and shared between the different professionals involved in different projects.



BENEFITS:

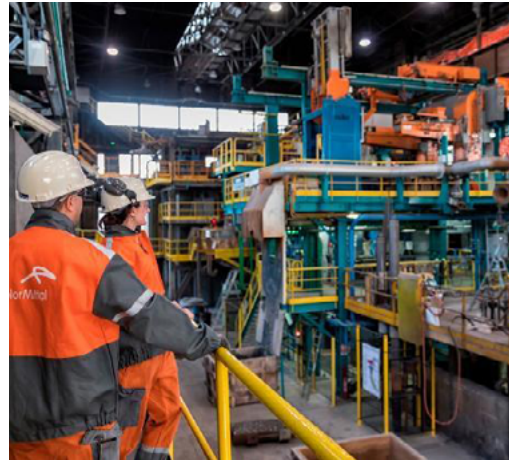
- Ease of operation when processing requests, analysis, selection, monitoring and the evaluation of project results, enabling more qualified and efficient management.
- Generation of Key Performance Indicators from the automation of processes related to sponsorship requests, analysis, selection, monitoring and evaluation of the results of the Project.
- A more qualified management due to the power to evaluate projects in a qualitative and quantitative manner, all of which is integrated in a common platform composed of solutions by AuraQuantic and its Partner, Core Synesis, named "Ctrl Cultura" by the Foundation.
- Full integration of all applications involved in the processes with automation of the tasks performed by different systems and people, both orchestrated by the BPMS engine in AuraQuantic.

Quotes:

“With AuraQuantic, we now know which projects best fit our financial requirements, enabling us to achieve fantastic results from all projects undertaken.”

The cultural agents are able to start a Cultural Project Proposal using electronic forms in our “Ctrl-Cultura” system, supported by the AuraQuantic BPMS and the RSA-CSY system, that can be coordinated in a process-driven manner.”

Marcelo Santos | Art and Culture Manager



“We spent a long time looking for a solution that could give us control of all automated processes to improve them and easily create new ones.”

I am impressed with the features provided by the AuraQuantic platform integrated with the RSA-CSY system and I can now say that we have found what we were looking for.”

Marcelo Santos | Art and Culture Manager



Tel.: +34 96 295 4497

Email: info@auraquantic.com

Web: www.auraquantic.com