



Farwest Steel Corporation  
Eugene, OR  
www.farweststeel.com

#### Industry:

Industrial Manufacturing

#### Employees:

750

#### Oracle Products & Services:

Oracle Process Manufacturing  
Oracle Order Management  
Oracle Financials  
Oracle Advanced Pricing  
Oracle Discoverer  
Oracle Purchasing  
Oracle Application Express

**“Oracle has given us a strong, reliable foundation to expand and grow our services. We look forward to the future as we continue to leverage the applications to deliver increased value to our customers.”**

– Wolfgang Moritz, Senior Business Analyst, Farwest Steel Corporation

## Farwest Steel Corporation Streamlines Order Management and Manufacturing with Real-Time Data

Farwest Steel Corporation is a leading processor, fabricator, and distributor of carbon steel products. By focusing on processing and distributing steel rather than creating it, Farwest created a niche for custom pieces and parts, with many regular customers. Founded in 1956, the company has six steel service centers; five rebar branches, and three fabrication branches throughout Oregon, Washington, Idaho, California and Utah.

### Challenges

- Replace a legacy manufacturing and order management system to support steady growth
- Increase visibility into real-time transactions to improve operational efficiency
- Standardize on a industry-neutral solution to benefit from other industry best practices

### Solution

- Implemented Oracle Process Manufacturing, Oracle Order Management, and Oracle Financials to streamline order, warehouse, and financial processes and better facilitate the company’s custom ready-made or made-to-order parts business
- Provided increased transparency into real-time, granular data such as production activity and inventory quantities
- Supported volume of about 500 to 750 custom parts sales per day, and 1,000 – 2,000 stock structural sales lines per day
- Enhanced the ability to perform actual costing, enabling the company to track costs for each sales order line
- Improved service to regular customers by making it easier to re-order parts and bundle materials and services
- Leveraged Oracle Advancing Pricing to streamline contract pricing for large customers and create price lists
- Created a Business Intelligence Portal (BIP) to interface with Microsoft Sharepoint to leverage real-time data from the Oracle applications and accelerate data mining
- Benefited from Oracle’s open, standards-based environment which enabled seamless integration with a custom, industry-specific front-end order management interface called Keebler, which the sales team uses for all order entry and processing
- Implemented Oracle Application Express to simplify creation and maintenance of customizations