

# POSCO Gains Unprecedented Access to Data and Applications with Oracle Application Server



Pohang Iron & Steel Company  
Seoul, Korea  
www.posco.co.kr

## Industry:

Industrial Manufacturing

## Annual Revenue:

US\$19 Billion

## Employees:

19,400

## Oracle Products & Services:

Oracle Database

Oracle Application Server Portal

## Key Benefits:

- Provided 24/7 access to POSCO applications and data through a single Web-based portal
- Promoted more effective knowledge sharing and management
- Ensured data currency with easy-to-use publishing tools

*“POSCO wanted an enterprise portal that would improve knowledge sharing by giving employees easy access to company data, services, and applications. Oracle Application Server Portal provided us with an easy-to-use, scalable, and highly reliable solution.” – In-Bong Lee, Director of Process Innovation, POSCO*

Pohang Iron & Steel Company (POSCO) is one of the world’s largest steel producers with annual crude-steel production capacity of 30 million tons and sales (FY2003) well in excess of US\$19 billion. Employing 19,400 people, the company makes hot and cold-rolled steel products (plate steel, stainless steel, hot strip, and wire rods) and serves customers in Asia, the Americas, and Europe.

In November 2004, POSCO completed an enterprise portal that gives employees, clients, and partners a single point of access to company-wide data, services, and vital systems.

The technology project, part of the second phase of a wider Process Innovation program, involved integrating the company’s enterprise resource planning system (called POSPIA), data warehousing, and other platforms. The enterprise portal, deployed over eight months, uses Oracle Application Server Portal as the framework to consolidate the different platforms.

Many of the platforms accessible from the portal had been installed during the highly successful first phase of the Process Innovation program, which ended in June 2001. These included several Oracle E-Business Suite applications, including Oracle Financials, Oracle Activity Based Management, and Oracle Balanced Scorecard.

The new enterprise portal would:

- Consolidate all the company’s applications, services, and data sources onto a single portal
- Enable more user-friendly access to company services, data, and applications using a Web browser interface

- Promote more effective knowledge management through customized user portal interfaces
- Provide easy-to-use publishing tools

### **Why Oracle?**

The framework required to support the portal would need to be highly reliable and operate with zero downtime. Any system problems would prevent users from accessing critical applications, crippling business operations.

After evaluating numerous alternatives, POSCO chose Oracle Application Server Portal. The product's ease of use, application development capability, security, and integration features were key reasons for its selection. "We were especially impressed with Oracle Application Server's reliability and ease of management," said In-Bong Lee, director of process innovation at POSCO.

### **Promoting Knowledge Management**

The completed portal allows employees to access and manage different applications by simply logging into the enterprise server. All employees start off their day by logging into this POSCO enterprise portal every morning to check their email implemented on Oracle Collaboration Suite. Once they are logged on, the employees not only have access to email, but HR system, expense system, their workspace, and community such plus other various accessible systems that the employee is given authority to access by title.

Portal content is easy to access through a Web browser. Oracle Application Server Portal contains an easy-to-use publishing tool for updating content, ensuring users can base their decisions on accurate, up-to-date information. Authorized users can also personalize their portal interface using Oracle Forms and Oracle Reports.

### **Improved Access To Enterprise Applications**

The enterprise portal enables POSCO staff to access a broad range of applications and services with ease. These include internet access and business-to-business applications. "We can now generate a broad range of information, manage it more effectively, and provide consolidated information to all users with Oracle Application Server Portal," says Lee.