



BlueScope Steel Limited  
Melbourne, Australia  
www.bluescopesteel.com

**Industry:**

Industrial Manufacturing

**Annual Revenue:**

US\$10 billion

**Employees:**

18,000

**Oracle Products & Services:**

Oracle Transportation  
Management

**“Implementing Oracle Transport Management has allowed us to put in place a DIFOT measure for our Australian customers, enabled by track-and-trace functionality. Automated load building and optimization, improved scheduling capabilities, and better commercial management and reporting have also been realized.”** – Anthony Gullace, Principal Consultant, Logistics Systems, BlueScope Steel

**BlueScope Steel Reduces Transportation Costs, Improves Payload for All Vehicle Types**

BlueScope Steel is a leading steel company in Australia and New Zealand, supplying a large percentage of all flat steel products sold in these markets. The company employs 18,000 people in 17 countries, with over 100 manufacturing facilities worldwide. Bluescope Steel’s supply chain and logistics division provides the company’s end-to-end solutions, from steelmaking through to delivery. It is an integral part of the company’s value chain and delivers safe, flexible, cost-effective, and sustainable solutions.

**Challenges**

- Standardize and automate key transportation processes across the company’s network of manufacturing and distribution centers
- Reduce inventory levels and carrying costs
- Improve payloads and scheduling decisions
- Deploy a single transportation platform that provides real-time benefits at every step of the logistics lifecycle—transportation optimization, execution, planning, visibility/analytics, event management, and freight payment
- Support the measurement of delivery in full, on time (DIFOT)

**Solution**

- Increased productivity through the implementation of Oracle Transportation Management, which offers real-time interfaces, internal manufacturing dispatch and warehousing systems, and external carrier systems
- Reduced daily planning expenses by automating business process operations
- Improved average payloads for all vehicle types and reduced transportation costs by leveraging Oracle Transportation Management Operational Planning
- Enhanced supply chain visibility, which enabled the measurement of DIFOT performance
- Improved supplier contracts and performance measurement through regular key performance indicator tracking
- Gained a centralized transportation platform for capturing data and supporting contract management