

# 03 Trading Business

Using advanced IT to promote global strategies and strive to create new value

Makoto Arai Executive Officer



The role of a trading company is to contribute to distribution. Its mission is to quickly and accurately convey precise and detailed information to manufacturers and users. Also, the need for faster and more optimized management decisions is growing. Consequently, we must utilize IT more extensively in our business operations. IT is a key building block of our management platform.

As the flow of business is equal to the flow of IT, we will strive to enhance our use of IT. In this effort, JFE Shoji Trade, its group companies and employees will be guided by the approaches outlined on the right.

## Flow of Business = Flow of IT

- Clarify the purpose of systems construction and make it known to those who use the systems
- Have appropriate knowledge of work and facilities
- Understand systems functions (what systems can do)
- Allow systems to accept disruptions that might exist in business activities and tolerate them
- Have systems designed on the basis of business flow, with work categorized as typical or atypical

## JFE Shoji Trade's Vision

Build a stable profit base and expand profitability of trading and operating activities

Shift to marketing strategy operations

Strengthen on-site capabilities

Demonstrate group synergies

## JFE Shoji Trade's IT Vision

Themes in advanced IT to support growth

### Improve office productivity

- Use RPA and AI to automate and elevate business operations (Shift to operations directly linked to marketing strategy)

### Boost coil center productivity

- Use IoT technology to integrate sensor data (Various improvements through visualization of operating status)

### Demonstrate IT-related group synergies

- Strengthen connections with JFE Holdings and JFE Steel (including SCM, shared security platform and joint procurement)

### Enhance efficiency of consolidated management

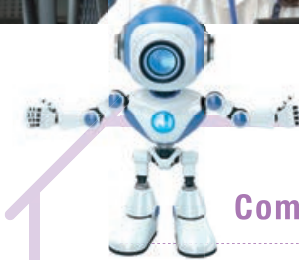
- Expand applications and upgrade standard systems
- Enhance domestic and international communication environment

## Platform to Support Advanced IT

Enhanced information security

Stable systems operations

Retain and train IT staff



## Companywide Effort to Promote RPA

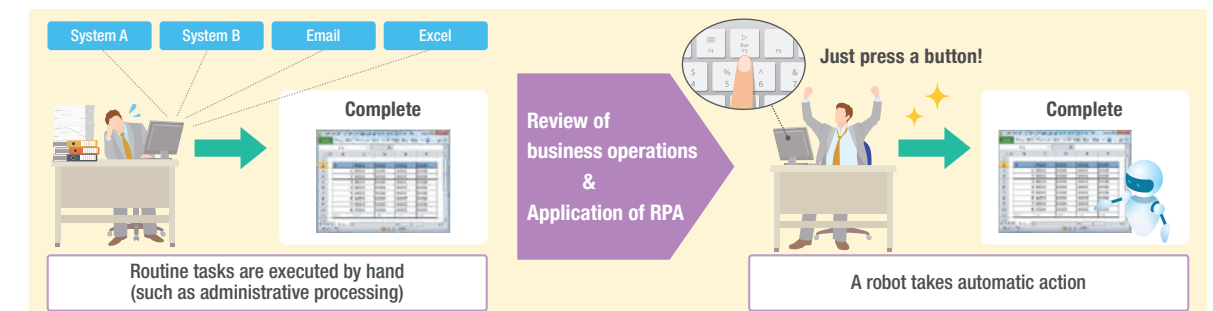
Japan's working-age population continues to shrink. Responding to this situation is a pressing issue for all companies, and JFE Shoji Trade and its subsidiaries are no exception. We realized business operations had to be more efficient to offset the impact of fewer workers. About a year ago, we began looking into the potential of Robotic Process Automation (RPA) as a means toward this end.

Enhanced efficiency is the objective in the automation of business operations through RPA. At the same time, our look at the potential of RPA provided an excellent opportunity to determine which business operations are necessary. As a result, JFE Shoji Trade linked this with J-SLIM, an ongoing program to promote improvement in business operations, and launched efforts to encourage activities in all divisions over the course of a three-year plan. By enhancing efficiency in business operations through RPA, we will transition to a higher level of strategic operations.

We will expand the insights gained through this approach to the rest of the corporate group.



Top: RPA Promotion Team  
Bottom: Team meeting



A robot handles routine tasks!

## JFE Voice!

### RPA contributes to workstyle reform!!

In the process of promoting RPA, we showcase the underlying purpose of automation—greater efficiency in business operations. Through automation, we increase the frequency and speed of information conveyed to customers, leading to higher customer satisfaction.

We heard from employees on the frontlines who said automation helped alleviate stress related to business operations with time constraints, specifically, situations where they were not able to take certain days off or where procedures had to be perfect with no room for error. With automation, new workstyles are possible.

Left: Hideaki Ishikawa General Manager, IT Planning Dept. Middle: Tomoko Kamobe Manager, IT Strategy & Planning Sec., IT Planning Dept. Right: Daisuke Sugimoto Manager, IT Strategy & Planning Sec., IT Planning Dept.

