As the JFE Group’s core trading company, JFE Shoji Trade is responsible for an integrated supply chain from raw materials procurement to processing and logistics, in response to customers’ diverse needs. In addition, by responding to the confidence and expectations of customers through its business, the company aims to grow together with customers and make its presence felt. JFE Shoji Trade’s IT Vision has been formulated for the pursuit of these initiatives, with activities being carried out focusing on four core themes. Using advanced IT, the company is building frameworks that effectively support marketing activities and various administrative operations, creating a structure that makes it easy for employees to do their jobs and to focus on more strategical and sophisticated operations.

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

JFE Shoji Trade’s Vision
Themes in advanced IT to support growth

Platform to Support Advanced IT
Enhanced information security
Stable systems operations
Retain and train IT staff

JFE Voice!

JFE Voice!
High expectations for support machines at processing centers!

Processing centers are expected to process steel materials in accordance with the customer’s specifications, ensure that they have the correct size, shape and outward appearance, and deliver products that meet the customer’s specifications by the designated time. As customers’ requests become increasingly more complex, cost competitiveness cannot be strengthened through human resource development and technological enhancement alone, and we have high expectations for strong (machine) assistants to support optimal operations at processing centers.

As a pilot project at JFE Shoji Electrical Steel’s Nagoya Works, we have been looking into the most effective use of warehouse yards with limited space when production increases are planned, and have confirmed three ways in which IT can be used effectively to resolve this issue (as shown in the diagram below).

Going forward, we will consider effective applications for IT to resolve issues, taking into account each coil center’s particular characteristics and situation.