Atlas Copco and the e-business

Annika Berglund
Senior Vice President, Group Communications
Vision and Belief

• Atlas Copco will be at the forefront in using the Internet to broaden and deepen its sales reach, to improve service to customers, and to develop internal efficiency.

• Atlas Copco shall use the Internet for information, for interaction, and for transactions with customers, suppliers, and employees, as well as with other stakeholders at all levels. Atlas Copco should be easy to do business with.

• It is crucial for Atlas Copco to make the most of the Internet trend to safeguard future growth, so adequate resources must be allocated to carry out this task.
Strategy

- All brands shall have web sites
- We should give each product and service its best chance
- The sites shall be marketed
- Standardized Internet software shall be used
- Internet activity shall be measured and the sites continuously improved
- The Internet shall be used by Atlas Copco people
## Project Model and Portfolio

Interaction is our Biggest Challenge

<table>
<thead>
<tr>
<th></th>
<th>Information</th>
<th>Interaction</th>
<th>Transaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers</td>
<td>Catalogues e-marketing</td>
<td>e-learning customer self-service</td>
<td>e-commerce</td>
</tr>
<tr>
<td>Internal</td>
<td>career opportunities</td>
<td>e-learning career opportunities</td>
<td>payroll</td>
</tr>
<tr>
<td>Partners</td>
<td></td>
<td></td>
<td>procurement</td>
</tr>
<tr>
<td>Suppliers</td>
<td></td>
<td></td>
<td>procurement</td>
</tr>
</tbody>
</table>
Atlas Copco - from the Outside
To be, and stay, in the forefront
e-Business @ Industrial Tools and Equipment Division

Christer Bülow
Manager Sector Tools, Atlas Copco Tools AB

Atlas Copco Capital Markets Day - May 18, 2000
Vision

• To be perceived, by our customers, suppliers, distributors and employees, as the best provider and creator of value, solutions and services on the net and to support our business with seamless processes based on web technology.
Focus

• Focus on interaction with key customers
  (Invite key customers to our eServices and eCommerce)

• Support and involve our distributors
  (Strategy developed by Internet reference group)

• Rationalizations
  (Process improvements, reusability, FAQ)
The eElements

eProcurement

eCommerce

Internal ePortal

eServices

eMarketplaces
Web Trade

Order Input | Order Tracking | Order Upload
Registration Info | Help

<table>
<thead>
<tr>
<th>Order</th>
<th>Customer P.O.</th>
<th>Customer Order Date</th>
<th>Request Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>123456</td>
<td>'12345678'</td>
<td>01 Jan 2020</td>
<td>01 Jan 2020</td>
<td>In Stock</td>
</tr>
<tr>
<td>123456</td>
<td>'12345678'</td>
<td>02 Jan 2020</td>
<td>02 Jan 2020</td>
<td>In Stock</td>
</tr>
<tr>
<td>123456</td>
<td>'12345678'</td>
<td>03 Jan 2020</td>
<td>03 Jan 2020</td>
<td>In Stock</td>
</tr>
</tbody>
</table>

About Us
Products
Sales & Service
News
Contact Us
Search
Sitemap
Web Trade
eCommerce - phase 2

Shopping basket

You have 4 items in your shopping basket.
To change an item's quantity, edit the number and press "Update Basket".

Your shopping basket

<table>
<thead>
<tr>
<th>Ordering number</th>
<th>Model</th>
<th>Qty</th>
<th>Remove</th>
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<tbody>
<tr>
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<td>LSV50 S 095-18 S</td>
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<td></td>
</tr>
</tbody>
</table>

Empty basket | Update basket | Price/Availability/Order
Integration with eMarketplaces
Targets
eCommerce & eServices

• 40% of our order lines via Internet by year end 2001.
• 5% of our order lines via eCommerce phase 1 by year end 2000.
• All major Sales Companies should have a local website, using the standard templates, by year end 2000.
• eCommerce phase 2 operational by year end 2000.