

Atlas Copco and the e-business

Annika Berglund

Senior Vice President, Group Communications

Atlas Copco Capital Markets Day - May 18, 2000



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

	Information	Interaction	Transaction
Customers	Catalogues e-marketing	e-learning customer self-service	e-commerce
Internal	career opportunities	e-learning career opportunities	payroll
Partners			procurement
Suppliers			procurement

Atlas Copco - from the Inside

Board of Directors

President and Chief Executive Officer

Executive Group Management and Corporate Functions

Compressor Technique

Airtec
Portable Air
Industrial Air
Oil-free Air
Atlas Copco Applied
Compressor and
Expander Technique

Construction & Mining Technique

Atlas Copco Rock
Drilling Equipment
Atlas Copco Craelius
Uniroc
Atlas Copco
Construction Tools
Atlas Copco Wagner

Industrial Technique

Milwaukee
Electric Tool
Atlas Copco
Electric Tools
Atlas Copco
Industrial Tools
and Equipment
Alliance Tools

Rental Service

Prime Service
RSC

Product and Sales Companies

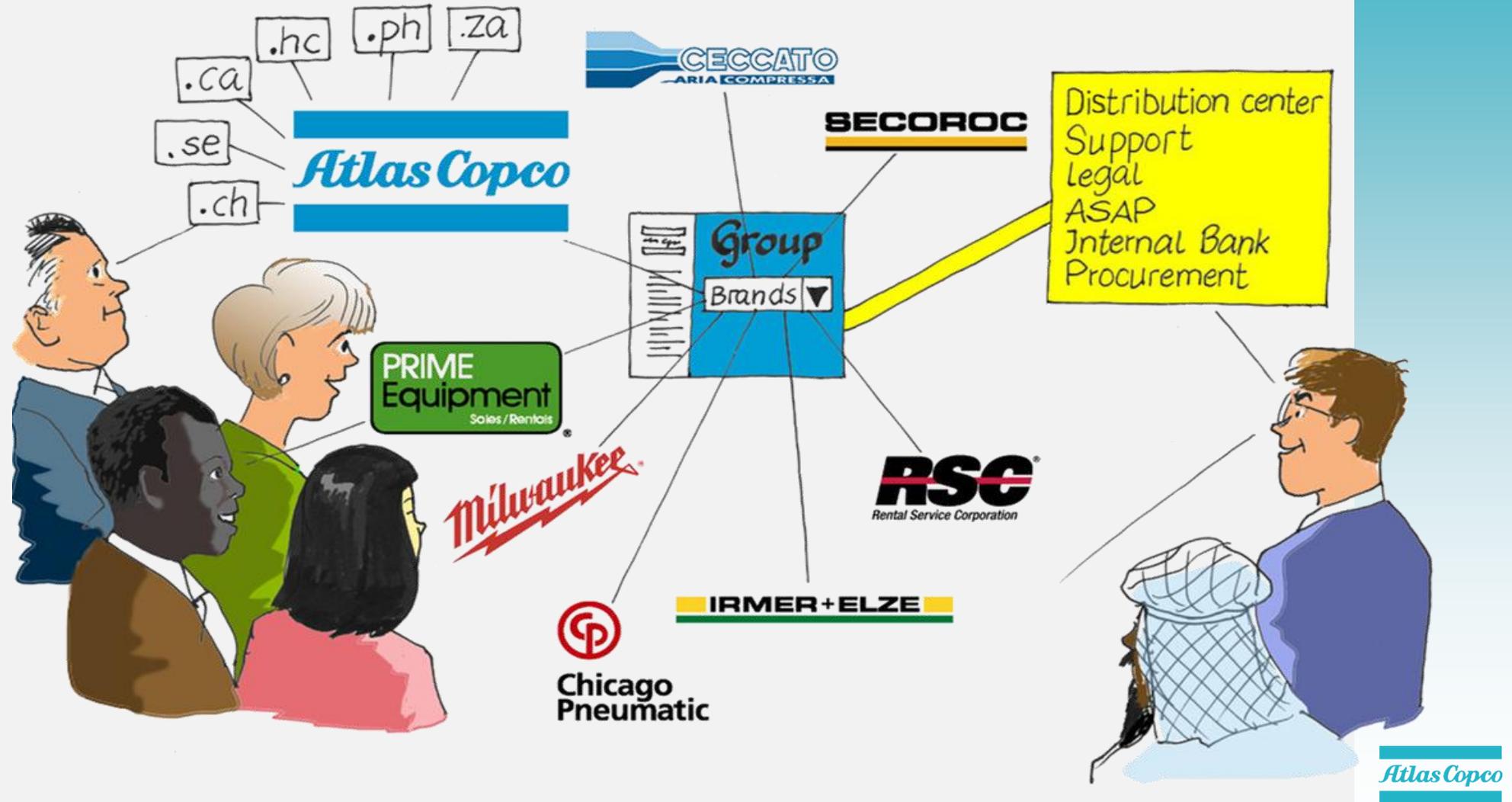
Atlas Copco - from the Outside



Chicago
Pneumatic

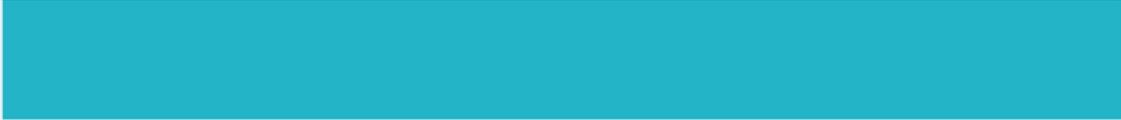


Atlas Copco Group e-mail



To be, and stay, in the forefront





Atlas Copco



e-Business @ Industrial Tools and Equipment Division

Christer Bülow

Manager Sector Tools, Atlas Copco Tools AB

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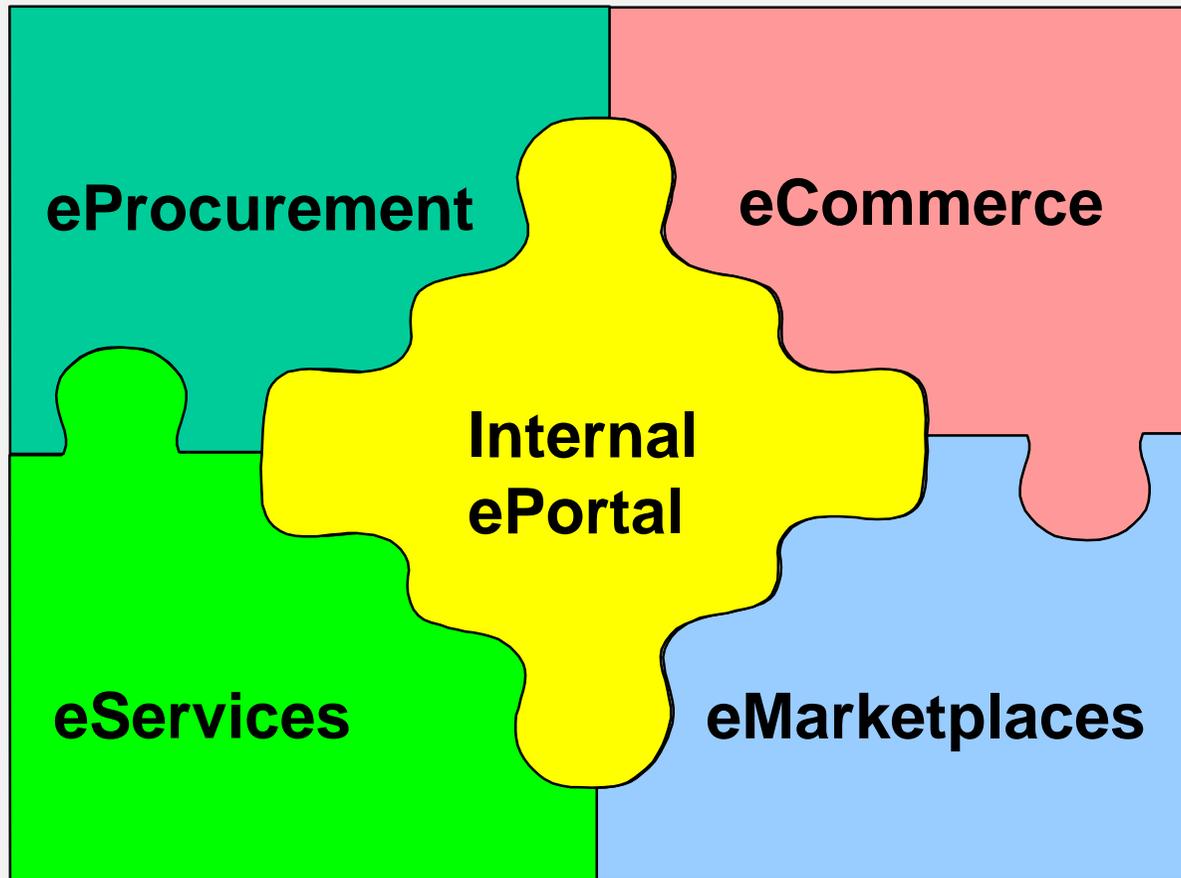
Vision

- **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



eCommerce - phase 1

Microsoft Internet Explorer window showing the URL: <http://194.7.161.136/C12566E2007E2210?opendatabase>

Navigation menu: Arkiv, Redigera, Visa, Favoriter, Verktyg, Hjälp

Address bar: <http://194.7.161.136/C12566E2007E2210?opendatabase>

Atlas Copco logo

Web Trade

Tracking

Order	Customer P.O.	Customer Order Date	Request Date	Status
212888	314103	29 Mar 2000	29 Mar 2000	Back Ordered
213482	115079	05 Apr 2000	05 Apr 2000	Entered
213913	314256	10 Apr 2000	10 Apr 2000	Entered
213979	314297	11 Apr 2000	11 Apr 2000	Entered

Order Input | **Order Tracking** | Order Upload

Registration Info | Help

Navigation menu (left): About Us, Products, Sales & Service, News, Contact Us, Search, Sitemap, **Web Trade**

Windows taskbar: Internet

eCommerce - phase 2

Atlas Copco - Microsoft Internet Explorer

Arkiv Redigera Visa Favoriter Verktyg Hjälp

Bakåt Framåt Stopp Uppdatera Startside Sök Favoriter Tidigare E-post Skriv ut Real.com

Adress http://dev.mijada.se/prototyp2/frameIndex1.asp



- Home
- About us
- Products
- Sales & Service
- News
- Contact us
- Search
- Site map
- Partner login
- Entrance
- News
- Add item
- Current order**
- Order status
- Help
- Customer profile

Shopping basket

Step 1 of 5

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

 **Your shopping basket**

Ordering number	Model	Qty	
8423013554	LSV27 S 060-18	<input type="text" value="2"/>	Remove
8423012523	LSV27 ST 12-10	<input type="text" value="1"/>	Remove
8423032609	LSV50 S 085-18	<input type="text" value="1"/>	Remove
8423032626	LSV50 S 085-18 S	<input type="text" value="1"/>	Remove

[Empty basket](#) [Update basket](#) [Price/Availability/Order](#)

Shopping basket

 [Edit and order](#)

http://dev.mijada.se/prototyp2/Stefan/basket.asp

Internet

Integration with eMarketplaces



GM TradeXchange - Microsoft Internet Explorer

Arktiv Bedigera Visa Favoriter Verktyg Hjälp

Bakåt Framåt Stopp Uppdatera Startside Sök Favoriter Tidigare E-post Skriv ut Real.com

Adress http://www.gmtradexchange.com/

TradeXchange GM TradeXchange

LOGIN not logged in REGISTER not registered

GM SupplyPower Contact

BUSINESS TO BUSINESS TRADING PORTAL

HOME April 27, 2000

GM TradeXchange
Auction, Trade Directory

GENERAL
News, Events, Buyer Place, Supplier Place, Trade Directory, FAQs

GLOBAL TRADING WEB
Banamex, BT, Cable and Wireless, GM, SESAMI.NET, NTT, Toronto Dominion

POWERED BY COMMERCE ONE

GM TradeXchange is the leader in global e-commerce solutions for business. Through its products, portal, and services, GM TradeXchange creates access to worldwide markets, allowing anyone to buy from anyone, anytime, anywhere in the world. To read more about GM TradeXchange, go to their website by clicking [here](#).

Register as a [buyer](#) or [supplier](#) and join the Global Trading Web today!

GM TradeXchange provides its members with access to thousands of suppliers.

GM TradeXchange Auction Services offers corporations easy-to-use, web-based solutions for conducting dynamic exchanges in an on-line environment. It provides real-time bidding solutions for buyers and sellers that brings an unprecedented level of profitability, control, and simplicity to corporate procurement and liquidation processes.

News and Press Releases

Ford, General Motors and DaimlerChrysler create world's largest Internet-based Virtual Marketplace	Feb 25
GM TradeXchange Executes \$147 Million Bid-Quote Purchasing Decision (Reverse Auction)	Feb 14
GM, Isuzu and Commerce One Accomplish Auto Industry's Largest Business-to-Business Transaction via the Internet	
Deutsche Telekom and Commerce One to Create Business-to-Business Electronic Marketplace	Jan 18
Deutsche Telekom Joins Commerce One Global Trading Web	
Swisscom and Commerce One Announce	Jan 18

endorsia.com - Microsoft Internet Explorer

Arktiv Bedigera Visa Favoriter Verktyg Hjälp

Bakåt Framåt Stopp Uppdatera Startside Sök Favoriter Tidigare E-post Skriv ut Real.com

Adress http://www.endorsia.com/

endorsia.com

come together
in the number one marketplace for
branded industrial goods and services.

view demo click here >

What is endorsia.com? | News | Contact us | Apply for membership | Demo Thursday | April 27

27/04/2000 **Fast growth in central Europe:** The number of distributors in central Europe joining endorsia.com is steadily increasing. Recently the SKF distributors in Poland, Czechia, Slovenia, Slovakia and Hungary signed contracts to become members in endorsia.com
[Read more >>](#)

26/04/2000 **WRES, UK to start up sales through endorsia.com:** Wide Range Engineering Services Limited (WRES) has, as the first Distributor in UK, decided to start selling through endorsia.com. WRES has a broad product range covering bearings and many other power transmission products, power tools and hydraulic fittings.
[Read more >>](#)

19/04/2000 **endorsia.com to be separate legal unit.:** SKF has decided to organise its e-business activities into a separate legal unit. This to ensure that the efforts to utilise Internet as a tool to strengthen SKF's position in the world market are co-ordinated and developed in an efficient way.
[Read more >>](#)

Select your language:

Palm V winners:
Bengt Karlson, Peab AB, Sweden
Per Frankling, McKinsey, Sweden
Ingrid Bremont, TRW Automotive, Germany

powered by mro.com endorsed by COOPER

Klar Internet

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.





Atlas Copco

