



# Saudi Iron and Steel Company (Hadeed)

Saudi Iron and Steel Company (Hadeed), uses the Adobe® Intelligent Document Platform to improve business process efficiencies

## SAUDI IRON AND STEEL COMPANY (HADEED)

- The largest manufacturer of steel products in the Kingdom of Saudi Arabia
  - Employees: More than 2,800
  - Headquarters: Saudi Arabia
  - Founded: 1979
- [www.hadeed.com.sa](http://www.hadeed.com.sa)

## INDUSTRY

Iron and steel

## SOLUTION

Automated forms processing

## PRODUCTS USED

- Adobe Form Client
- Adobe Form Designer
- Adobe Workflow Designer
- Adobe Workflow Server

## IN PARTNERSHIP WITH

- SOMAC Information Technology (SOMAC-IT)
  - A subsidiary of parent company SOMAC Group, with offices throughout the Middle East, SOMAC-IT provides powerful, highly integrated solutions and consultancy services for customers seeking to automate their business process through the professional implementation and use of internationally recognised information systems.
- [www.somac-it.com](http://www.somac-it.com)

## Company profile

Saudi Iron and Steel Company (Hadeed), is the biggest manufacturer of steel products in the Kingdom of Saudi Arabia. The company employs more than 2,800 people making it difficult to capture and assimilate hundreds of employee requests such as holiday entitlements and corporate expense remuneration mailed daily to the concerned departments. The company needed an automated means of capturing information presented by employees on scores of different forms.

## Challenges Faced

- Unification of disparate forms and processes across the company

Each of the company's core operating departments has its own business processes and operating software. In addition, each department uses between four and twenty-one standard forms as part of its daily internal processes. Given the variety of paper forms and the disparate systems used company-wide, the company needed a way to standardise on a set of accepted business forms and processes. Ideally, this could be accomplished using online digital processes, which would help eliminate the costs, errors, and inconsistencies associated with handling paper forms.

## Success Strategy

Adobe worked with strategic partner SOMAC Information Technology (SOMAC-IT) and its team of highly skilled consultants to implement the Adobe Intelligent Document Platform. Saudi Iron and Steel Company (Hadeed), is now using Adobe's advanced dynamic forms capabilities to replace rigid and static business forms. Adobe forms are based on the award-winning and innovative XML Forms Architecture (XFA). The Adobe forms are designed once and then published to the steel company's intranet and accessed in many formats, including HTML/XML, Adobe Portable Document Format (PDF), and ActiveX/Java Objects.

"Hadeed is aware that adopting state of the art technologies is vital for the smooth running of the business, therefore we selected Adobe software in order to facilitate the use of forms throughout the company and to help make the work of our employees far more effective," says Abdul Rahman Al-Turaiyef, general manager of Finance and Administration for Saudi Iron and Steel Company (Hadeed).

Adobe solutions enable employees to fill out, save, and submit forms online. With integration to SAP and other backend databases, the form data filling experience was greatly enhanced, reducing time and eliminating errors in forms data.

To complete the cycle, Saudi Iron and Steel Company (Hadeed), used Adobe Workflow Server to process these forms between different people and across departments. Employees can follow up on their submitted requests online and management can focus on improving and enhancing employee performance and process quality.

## “We’ve cut the time to complete and process forms relating to core business activities by 80 percent.”

Abdul Rahman Al-Turaiyef,  
General manager of Finance and Administration,  
Saudi Iron and Steel Company (Hadeed)

Commenting on the transition to Adobe software, Al-Turaiyef says, “Hadeed endeavors continuously to acquire and adopt the best technologies for all its activities, and for this reason we selected the Adobe software.”

The move to e-forms ties in well with the company’s decision to standardise on e-mail as the exclusive method of written communication between dispersed employees. Paper-based forms were the last obstacles inhibiting this transition.

### Results

- Improved efficiency of human and data resource use
- Enabled the elimination of many paper-based processes which significantly reduced operational costs
- Decreased forms completion and processing time

Since moving to the Adobe Intelligent Document Platform, Saudi Iron and Steel Company (Hadeed) reports more efficient use of both human and data resources.

“We’ve cut the time to complete and process forms relating to core business activities by 80 percent,” says Al-Turaiyef.

According to Saudi Iron and Steel Company (Hadeed), the end result is better customer service by allowing employees to spend less time on labour-intensive internal reporting and more time on critical customer services. “By eliminating the printing, formatting, reviewing, and filing of paper forms and being able to transfer data directly from the Adobe solution to our centralised database, we can now concentrate more on the core steel business,” concludes Al-Turaiyef.

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