

Norddeutsche Affinerie (NA), one of the oldest public limited companies in Germany with a history that dates back to 1866, focuses on copper production and recycling and the manufacture of copper products. Another of its fields of activity is the production of precious metals. The Hamburg-based company currently employs 2,850 staff who manufacture various nonferrous metals, combinations of metal and sulfuric acid as well as copper, in environmentally friendly plants. NA is one of the biggest copper smelters in Europe. Its annual turnover is currently running at around DM 3 billion. The company produces 370,000 tons of high-quality copper cathodes per year. Most of the copper cathodes are processed in the company's own production facilities into continuously cast wire rods and continuous casting products. NA's customers include companies in the cable, electrical, telecommunications and chemical industries, suppliers of the building and automotive industries, the German government, regional governments and municipal authorities.

Europe's biggest copper marketplace goes on stream in record time

Partnering with itelligence AG, Frankfurt, Heiler Software AG has turned copper-online.com into a reality. The Internet trading platform is now up and running after a project that lasted only three months.

Copper-online.com is an industry portal and trading platform in one. The new marketplace is aimed primarily at supporting trading in copper products primarily. This includes secondary materials such as copper or bronze refined materials, in particular. Copper-online.com provides facilities enabling companies to put out invitations to tender and to submit bids. It is possible to specify in a particular instance which companies may participate in a tender. In the area of dealing in scrap metal information can be

retrieved on price-setting procedures and refinery wages. The marketplace implementation is based on the successful HighCommerce software platform, a solution that is easy to maintain and can be extended at any time. itelligence co-chairman Herbert Vogel explains the advantages of this platform. „We decided on Heiler Software AG's HighCommerce product as its functionality and capability best satisfy European requirements for a process-integrating solution.“



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- Improved market overview due to industry-specific provision of information
- Transparency of goods and services offered and dynamic pricing through tenders
- Time and cost savings through mapping of industry-specific business processes
- Transparent workflow using contract tracking and account status monitoring
- Rapid implementation due to standardized interfaces to back-office systems such as SAP R/3
- Simple to maintain, component-based platform can be expanded as required

Trading platforms from Heiler Software stand for transparency of services and products and efficient workflow