



MURRAY ENERGY CORPORATION

LARGEST, PRIVATELY OWNED U.S. COAL COMPANY LEVERAGES SAP for OPERATIONAL EXCELLENCE, COMPLIANCE & RAPID GROWTH

“Our mission at Murray Energy Corporation is to be the safest, low-cost producer in every coal-sourcing region of the U. S. while continually striving to improve safety, efficiency, and productivity. LodeOne has the tools we need to develop an integrated system to take our company to the next level of reporting. This solution provides a solid foundation to accommodate our existing operations and the scalability for future expansion. Optimal’s vast and diverse expertise with SAP solutions ensured rapid implementation and fast ROI.”

Jim Turner, Director of Finance & IT,
Murray Energy Corporation

Today’s metals and mining companies operate in a dynamic, challenging and competitive business environment. The general global market trend over the past decade may be one of unprecedented expansion and growth; but the more immediate, real-world picture – month-to-month, quarter-to-quarter, year-to-year, market-by-market – is characterized by demand spikes, supply contractions, and price fluctuations.

Metals & mining companies also must contend with growing global competition, unpredictable geopolitical forces, and increasingly complex and stringent compliance mandates. Opportunity abounds to be sure. But only for those companies with efficient, streamline operations, clear vision across their business and into their markets, and the ability to adapt quickly, strategically, and opportunistically.

LodeOne, developed and marketed exclusively by Optimal, is a comprehensive, turkey solution designed specifically for metals and mining companies with built-in functionality that standardizes and automates everything from financial reporting to planning, production and monitoring to supply chain and asset management to risk mitigation and regulatory compliance, and beyond.

Simply put, LodeOne, backed by Optimal’s unmatched industry experience, is the best, most complete metals & mining solution available today.

QUICK FACTS

Company

- ▶ Name: Murray Energy Corporation
- ▶ Location: HQ Powhatan Point, OH, 8 mining operations & 40 subsidiary companies across U.S.
- ▶ Industry: Metals & Mining
- ▶ Employees: 3,500+
- ▶ Revenue: US \$600 million
- ▶ Web: www.ohiovalleycoal.com

Challenges

- ▶ Outdated, disjointed legacy system hindering responsiveness, diversification & growth
- ▶ Slow, inefficient, non-standardized reporting and performance management capabilities
- ▶ Lack of visibility needed for strategic, real-time decisions

Solution:

- ▶ OPTIMIZE LodeOne for metals & mining - an SAP Business-All-in-One solution from Optimal Solutions incorporating industry best practices and SAP BusinessObjects Business Intelligence

Implementation Highlights

- ▶ Streamlined, fixed-fee 5-month implementation using preconfigured application templates and implementation accelerators
- ▶ Minimum customization - 95% baseline solution fit
- ▶ 120 end users standardized across multiple modules - Financials, Asset Management, Procurement, Inventory Management, Production Planning, Sales & Distribution, Business Planning & Consolidation

Why Optimal Solutions & SAP

- ▶ Preconfigured, comprehensive metals & mining solution w/built-in industry best practices
- ▶ Cost efficient onsite/offshore delivery
- ▶ Extensive metals & mining industry experience

Benefits

- ▶ Single, consolidated, efficient, comprehensive ERP system driving efficiency, productivity and profitability gains
- ▶ Accurate, real-time reporting for faster strategic and opportunistic business decision
- ▶ Future-proof platform in place for growth

“A growing number of midsize companies across the nation are advancing their business and achieving growth goals by leveraging the built-in industry best practices of qualified SAP Business All-in-One partner solutions. We expect that Murray Energy will realize significant business benefits from LodeOne and Optimal’s metals and mining expertise.”

Kevin Gilroy, VP, North American Channel, SME,
SAP, America, Inc.

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