



# Circle.com

## Filling a Gap in Aluminium Industry Information Eco-System

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The key to the success of commercial and industrial operations depends significantly on the performance of its decision making mechanism. A decision maker needs authenticated information to perform. For this, the information is required to be current, correct and complete to be available to the decision maker at the right time and in the right format.

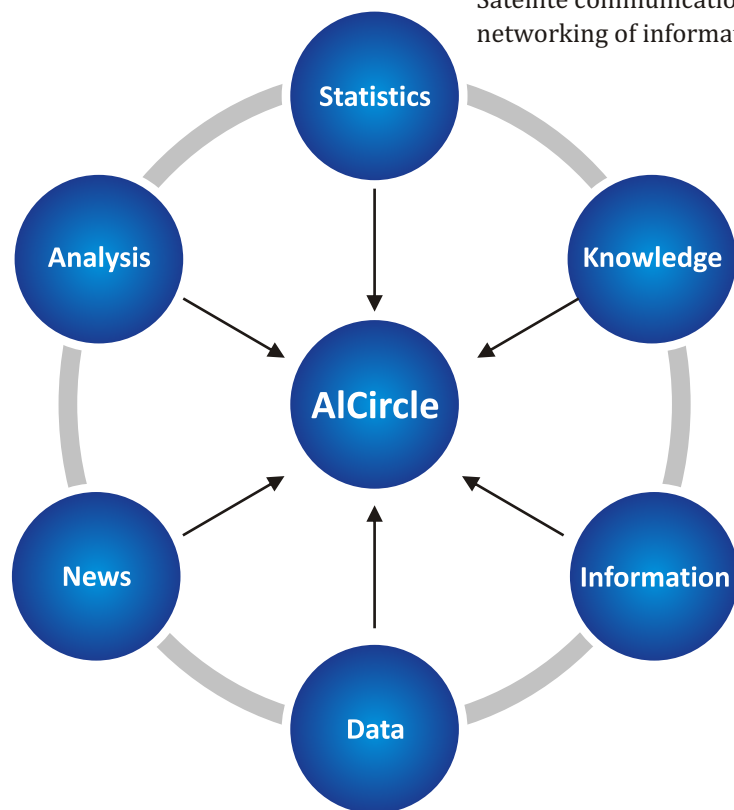
The advent of internet and wireless telephony systems have been 'game changers' in terms of how information, both at social and business levels, is accessed, processed, and utilized. Satellite communication and global networking of information sources has

not only increased, the speed with which information gets shared worldwide but has also helped developing a level operational field for managers operating in developed and developing economies.

However, information

explosion has also brought in its own share of problems for the practicing commercial and industrial managers. While the speed of accessing information has gone up manifolds, the complexity of sorting out of useful information from a plethora of available news and information, has presented a unique set of problems for the present day business decision makers. The <.Com> revolution of 1990s attempted to address the problem by developing customized information processing and sharing platforms. Starting with E-mail and retail B2C, the specific industrial and commercial segments also started to build up their exclusive information and Decision Support systems on the strength high performance network systems of general and industry specific portals.

The Global Aluminium industry information eco-system of news, data and knowledge covering the entire operational range of Bauxite, Alumina, Primary and secondary Aluminium and the wide spectrum of its downstream industry segments, has somehow lagged behind in utilizing the potential of web based information systems. Despite being the second most commonly used metal, its global information management system has lagged behind that of iron and steel even some of the lesser important metals. Though, there are quite a few of organizational, regional and national industry portals in use, the industry has been missing a global portal that would address to its



Complete Aluminium Information Eco-systems

### The Portal <[www.alcircle.com](http://www.alcircle.com)>

AlCircle.com is a portal that has taken over three years of painstaking developmental work in USA and India by a group of experienced industry specialists and IT developers. In around 2007-08, they created a base portal to be ultimately developed as a complete industry eco-system of information and knowledge exchange and B2B activity platform. Operating out of Kolkata- India, the portal aims to service the specific business decision support needs of producers, buyers, researchers and general interest groups of the Indian and worldwide aluminium industry.

#### The Portal Details

The home page has its complete industry information eco-system features organized in five verticals of Bauxite, Alumina, Primary Aluminum, Secondary aluminium and fabrication products. Current news and company information are positioned on each of these verticals.

Since May 2011, the Editorial team of AlCircle.com has been functioning out of Kolkata. Its technical team located at Indore and the web

management group operates out of New York. The group now has a young and qualified operational team that produces a daily news letter and manages the home page of the portal on 24X7 basis.

The prominent feature of the portal is its Newsroom. It collects news from various authenticated industry and web sources for the entire value chain of Aluminium Industry. The news is further categorized into General News / Demand News / Price / Project / Technology. The news content is presented in an attractive and user friendly format.

The membership which is currently free and voluntary entitles receiving of a daily news letter and full access to the features on the home page. The site currently also provides advertising space and corporate positioning and announcement services.

For industry advertisers, it is an excellent platform for gaining attention of an exclusive and focused clientele connected with different segments of the global aluminium industry.

The directory center of the site presents a wide spectrum of corporate and user friendly database in a

standardized format. The users can go through the website of the company as well as send communication to them. As of now, it has positioned as a trial measure, database strength of over 4000 companies in its corporate directory.

Event calendar is another unique feature of alcircle home page. It displays events and GPS details on worldwide industry related conference and exhibition in a easy to access monthly calendar format.

Alcircle currently has barter service tie up to participate in various exhibitions, conferences and Seminars organized by eminent Aluminium Industry associations and publications like Indian Institute of metals, INCAL, Reed Exhibition, Zak Group, Reed Germany, TMS AND ALUMINIUM China etc.

The portal is evolving by the day. During last six months, it has achieved over six fold growth in the number of its registered users, unique visitors and user hits. The portal would be soon incorporating B2B and knowledge library services along with an updated and improved corporate center data bank.

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