

| Technology in metals

5 critical questions you should be asking in 2023



The certainty of uncertainty always exists in the metals industry

For both veterans and newcomers in the metals industry, it's easy to figure out that volatility comes with the territory.

But recently, the industry has entered a new landscape of uncertainty.

A perfect storm of volatility seems to be brewing in nearly every industry – and the metals industry is not immune. Nervousness surrounding economic conditions and fluctuating pricing is noticeable – while interest rates have been increasing.



2023 is looking to be a mixed year

This year, many unknowns exist, contingent on a metals company's markets. Uncertainty is amplified when metals prices are volatile, customer demand is evolving, and the competition for labor remains intense.

But where uncertainty exists, there can be new opportunities with the right technology.


Leading metals businesses are investing in technology to seize new opportunities and increase market share – while simultaneously building a long-term foundation to weather the storms of volatility. They know that old technologies move slower and struggle to adapt, while modern solutions tend to offer greater agility and allow them to pivot to market needs.

Metals businesses must ask the *right* questions.

Each metals business is unique, and customers' needs are very specific. And not all enterprise resource planning (ERP) systems are a good fit for metals businesses.

It can be a stressful challenge to know which system best suits a company's needs – now and in the future. That's why it's crucial to ask the *right* questions before investing in the *right* solutions.





5 critical questions metals businesses should be asking in 2023

Here are five questions to help guide technology investments for 2023 along with a snapshot of how Microsoft Dynamics 365™ and Crowe Metals Accelerator can provide the answers a metals company might be looking for.



Question 1

How can implementation and adoption be improved to maximize the benefits of new technology?

Bring people to the center of change.

Adoption uncertainty is a major concern for metals leaders. They are learning that technology can be a wasted investment if people are not at the center of change. Successful adoption takes an effective organizational change management (OCM) plan to unite people, processes, and business outcomes.

Without buy-in from the top and ownership from key users, companies could be setting themselves up poorly. Therefore, they should take time to collaborate with key leaders and stakeholders and ensure everyone is aligned on the goals and objectives for the investments.

How can technology **serve as a tool to recruit and retain the best talent?**

Transform the employee experience with technology.

The labor market is fiercely competitive, and many companies are revisiting their staffing plans and budgets. And technology can be a key way to help recruit and retain employees.

Workers can be drawn to technology and expect it to be simple, intuitive, and configured to help them succeed in their role. They often know what technology is capable of, and if a company doesn't have it, they might find a workplace that does.

Microsoft Dynamics 365 plus Crowe Metals Accelerator provides an intuitive user interface to help employees succeed without the headaches and frustration of manual processes.





| Question 3

How can technology help attract and keep customers through improved customer experience?

Offering customers flexibility is key to improving their experience.

Customers want options when it comes to how they interact with a business. For example, they might want the flexibility to access orders online and get quotes for themselves. While many customers still prefer to pick up the phone, with new technologies, many people expect self-service options online.

Microsoft Dynamics 365 plus Crowe Metals Accelerator can help companies meet their customers where they are. Customers are delighted with real-time quotes and order updates – through whichever channel they prefer.



| Question 4

How can technology help provide a **faster, clearer, more accurate picture** of a metals business?

Embedded analytics can contribute to smarter decisions.

A lack of accurate and timely information to guide decision-making can make leaders feel like they are playing a constant guessing game.

Microsoft Dynamics 365 plus Crowe Metals Accelerator allows companies to access real-time data from sales analyses by alloy, inventory usage by dimension, and production profitability by product line. Having a clear picture with embedded analytics will give leaders answers to the questions they need to grow their business with confidence.

How can technology help metals businesses improve margins while saving time?

Inventory optimization can save money.

Poor inventory practices and a lack of technology can lead to significant materials waste and painful delays for both companies and their valuable customers. In addition, supply chain uncertainty has led metals companies to struggle with effective inventory management, leading to increased costs or delayed orders.

Crowe Metals Accelerator offers coil, long product, and plate nesting settings to help optimize inventory material usage and maximize margins – and the bottom line. At the same time, Dynamics 365 can be configured for demand forecasting using powerful machine learning to anticipate inventory needs.



Schedule a demo today, and let us show you how **technology** can transform your metals business

Let our experienced team show you how a powerful metals-specific ERP system can help you keep up with demand while building long-term sustainability.

[Schedule a demo](#)



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