

Technology in metals

# 4 critical questions you should be asking in 2022



# The certainty of uncertainty always exists in the metals industry.

Recently, metals businesses have had to work through the unpredictability of the COVID-19 pandemic, the surge in metals costs, and an unprecedented increase in demand in the metals industry.

What about your metals business?

Have you been scratching your head trying to figure out how to keep up with your customers' needs? Or maybe you've been struggling to deal with the sharp shifts of an unpredictable market?

If there's one word we can use to describe the past few years, it's "uncertainty" – and uncertainty can be a headache to deal with.

## But 2022 holds good news

As we look ahead in the near term, we expect 2022 to be a strong year for metals businesses. At the same time, we know to be prepared for volatility in the market.

Because of these two realities, metals businesses are looking to technology to help keep up with demand and increase market share, while simultaneously building a long-term foundation to weather the storms of volatility.

## Metals businesses must ask the right questions

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

All in all, it can be stressful to know which system best suits your needs – now and in the future. It's crucial to ask the right questions so your metals business can invest in the right solutions.



# 4 critical questions metals businesses should be asking in 2022

Given our industry experience and deep expertise in technology for metals businesses, Crowe offers four questions to help guide your technology investment for 2022.

We're also providing you with a snapshot of how Microsoft Dynamics 365™ and Crowe Metals Accelerator can give you the answers you might be looking for.

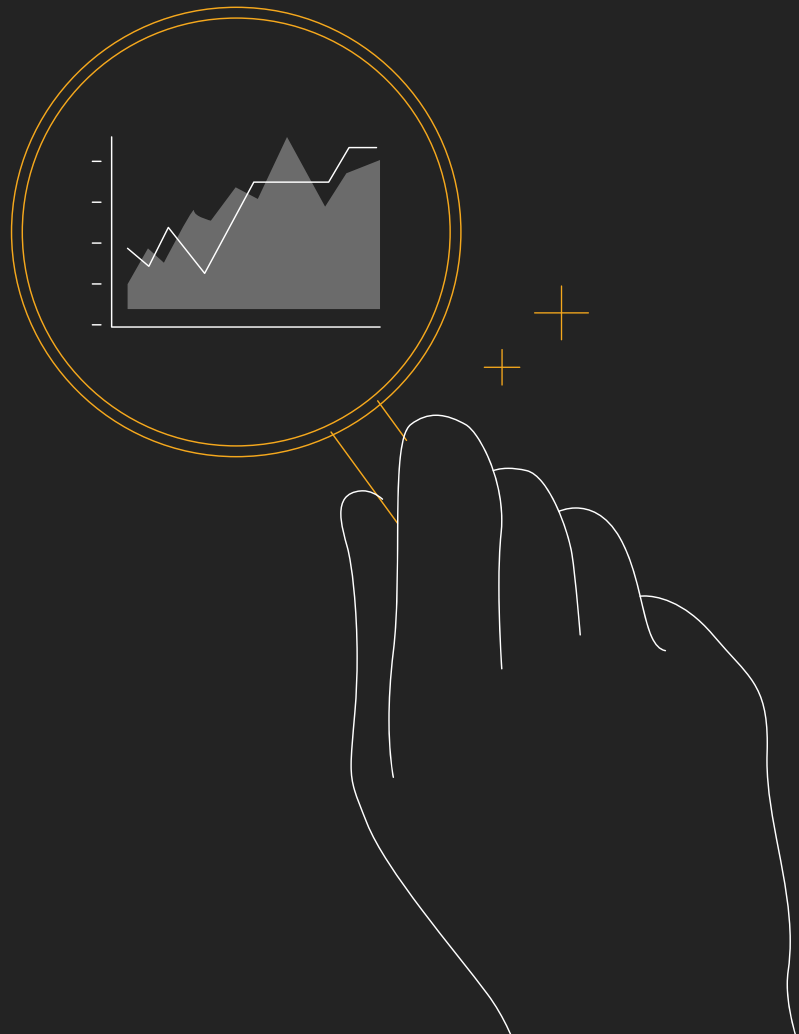


# How can technology help provide a faster, clearer, more accurate picture of metals businesses?

## Embedded analytics can help you make smarter decisions.

A lack of accurate and timely information to guide your decisions can make you feel like you're playing a constant guessing game.

With Microsoft Dynamics 365 plus Crowe Metals Accelerator, you can access real-time data from sales analytics in categories such as alloy, shape, and customer as well as information on inventory, including value by weight, piece count, or alloy. Having a clear picture with embedded analytics can give you the answers you need to grow your business – with confidence.



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

## Inventory optimization can save you money.

Poor inventory practices and a lack of technology can lead to significant materials waste and painful delays for your team and valuable customers.

Crowe Metals Accelerator offers coil, long product, and plate nesting to help optimize inventory material usage and maximize your margins – and your bottom line.



# How can technology help reach and retain customers through improved customer experience?

## Customer portals can deliver a superior customer experience.

Customers want options when it comes to how they interact with your team. For example, they want the flexibility to access orders online and get quotes for themselves.

Dynamics 365 plus Crowe Metals Accelerator can help you meet your customers where they are. Customers are delighted with real-time quotes and order updates – all within an intuitive customer portal.



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

## Start with your users and business processes first.

If you've been around for a while, you might have heard a few ERP implementation horror stories. So how do you make sure your technology investments deliver the results you need?

Putting users and business processes at the core of a new ERP implementation is a must for every metals business. Don't be tempted to rush the process of gathering relevant requirements, collaborating with key stakeholders, and defining user and business processes.



# Schedule a demo today and let us show you how technology can help 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.



**Tony Barnes**  
Principal,  
Microsoft Cloud  
Solutions Leader

[tony.barnes@crowe.com](mailto:tony.barnes@crowe.com)

**Schedule a demo today**

Microsoft and Microsoft Dynamics 365 are either registered trademarks or trademarks of Microsoft Corp. in the United States and/or other countries.

“Crowe” is the brand name under which the member firms of Crowe Global operate and provide professional services, and those firms together form the Crowe Global network of independent audit, tax, and consulting firms. “Crowe” may be used to refer to individual firms, to several such firms, or to all firms within the Crowe Global network. The Crowe Horwath Global Risk Consulting entities, Crowe Healthcare Risk Consulting LLC, and our affiliate in Grand Cayman are subsidiaries of Crowe LLP. Crowe LLP is an Indiana limited liability partnership and the U.S. member firm of Crowe Global. Services to clients are provided by the individual member firms of Crowe Global, but Crowe Global itself is a Swiss entity that does not provide services to clients. Each member firm is a separate legal entity responsible only for its own acts and omissions and not those of any other

Crowe Global network firm or other party. Visit [www.crowe.com/disclosure](http://www.crowe.com/disclosure) for more information about Crowe LLP, its subsidiaries, and Crowe Global.

The information in this document is not – and is not intended to be – audit, tax, accounting, advisory, risk, performance, consulting, business, financial, investment, legal, or other professional advice. Some firm services may not be available to attest clients. The information is general in nature, based on existing authorities, and is subject to change. The information is not a substitute for professional advice or services, and you should consult a qualified professional adviser before taking any action based on the information. Crowe is not responsible for any loss incurred by any person who relies on the information discussed in this document.  
© 2022 Crowe LLP.

CMD2211-002A