



3 critical problems holding pipe and tube companies back in 2023

How a metals-specific ERP can be the key to accelerating business



Amid volatility, increasing customer demands, and a new generation of workers, **the metals industry is changing.**

And to keep up with change, pipe and tube companies need the right technology.

It's no longer an option to use disparate or legacy systems. Customers are demanding more, the next generation of metals workers has higher expectations, and aging systems are unable to handle volatility in the market.

Enterprise resource planning (ERP) technology tailored to the unique demands of the metals industry is here, and without it, your pipe and tube company could fall behind.

Following are three critical problems pipe and tube companies face that might prevent them from stepping into the future.



■ Critical problem 1

Inefficient inventory tracking and customer billing

When a company tracks tube inventory in pieces, loads trucks in bundles, sells to the customer in feet, and bills by the hundred weight, it can be time consuming to manually calculate units within a single order. As the number and complexity of orders increase, so does the risk of human error.

Without innovative technology assisting in the calculations, accuracy could be compromised. As a result, valuable time might be wasted tracking inventory.

Technology specifically designed for pipe and tube companies can take complex processes and simplify them significantly. With the ability to inventory, price, sell, and transact in various units of measure quickly and efficiently, a company can optimize inventory tracking, bill customers accurately, and maximize profit margins.

A vertical photograph on the left side of the page shows two construction workers in orange safety vests and red hard hats. One worker is pointing towards the right, while the other looks on. They are standing on a concrete surface in front of a modern building with large windows. The image has a blue color cast.

■ Critical problem 2

Inaccurate heat traceability

Heat traceability is critical throughout the entire manufacturing process, including using outside processors to supplement internal pipe or tube processing capabilities. Providing accurate tracking is essential to satisfying customer requirements.

The process of tracing heats can be complex, and most outdated technologies – even some modern ERP systems – can't provide effective heat traceability.

An ERP solution that's tailored to the unique demands of pipe and tube companies can help track heat properties from the producing mill, throughout production, and after the roll-forming process. Automation features help transfer heat, mill tag, country of origin, and certification documents from parent to child. In addition, flexible communication formats help relay critical details to customers in real time.



■ Critical problem 3

Inconsistent data and customer experience

When spreadsheets are used to manage business information and production processes are managed separately at each location, visibility is limited, and the customer experience suffers. In addition, security risks increase as data is stored across multiple locations.

Pipe and tube companies need a unified system to manage data and processes to empower business leaders to make more informed decisions and create a seamless experience for customers.

Implementing a cloud-based ERP solution designed for metals businesses helps pipe and tube companies integrate important business documents and processes to a single, more secure system. Operations can be simplified, leaders can have real-time visibility into valuable data, and production and delivery outcomes can meet customer expectations.

| The solution

Step into the future **with confidence**

As pipe and tube companies face ongoing changes in the market, it's important they have the right technology to help prepare for what's ahead.

An ERP solution tailored to the metals industry can equip pipe and tube leaders with the technology they need to establish proactive, streamlined processes that meet their unique needs.

At Crowe, we combine decades of metals industry experience with deep specialization in Microsoft™ technology. We understand that pipe and tube companies need more from their technology solutions. That's why we created Crowe Metals Accelerator.

Built on the Microsoft Dynamics 365™ platform, this end-to-end ERP solution is tailored to the unique demands of pipe and tube companies. With the power and adaptability of Microsoft and the team of specialists at Crowe, you can step confidently into the future with technology that works for you.





Interested in learning more about how Crowe + Microsoft can **bring your pipe and tube company into the future?**

Our team of specialists is here to answer any questions you have and help you on your digital transformation journey.

[Schedule a demo](#)



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CMFG2403-002B