

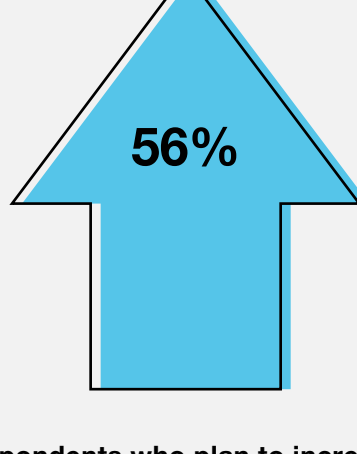
# Top 10 technology in metals trends

After surveying metals leaders, we're taking a closer look at the top 10 trends and insights uncovered in the 10th annual technology in metals survey. Use these insights to learn how metals executives are using technology to sustain growth for the next decade.

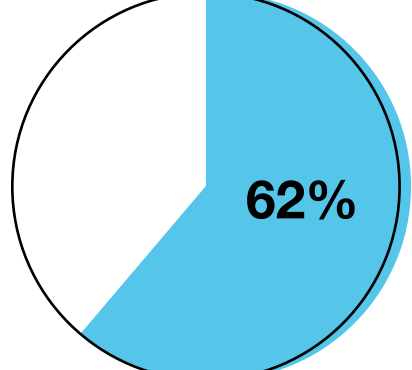


## 01 Metals companies are doubling down on technology

This tells us that our industry is confident in the fundamentals of the metals business in spite of COVID-19 and a year of unprecedented challenges. Metals executives continue to see tech as a way to overcome supply chain challenges, combat cyberthreats, meet growing customer expectations, and realize new efficiencies while keeping the factories running no matter the uncertainties.



**Respondents who plan to increase their technology investment in 2021 due to COVID-19.**

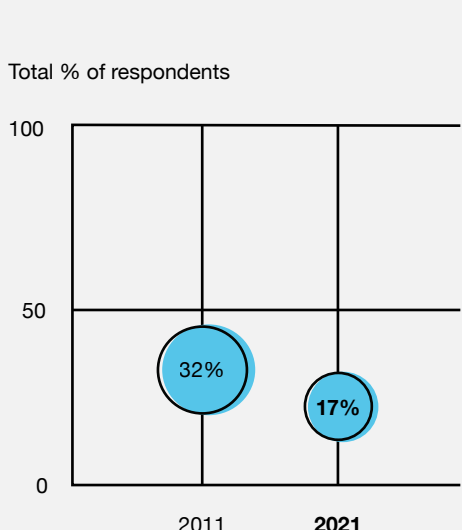


**Respondents who are implementing a new enterprise resource planning (ERP) system or upgrading an existing system this year.**

Besides being confident in the future, Metals companies are also big believers in ERP

03 Because ERPs have become more industry-focused,

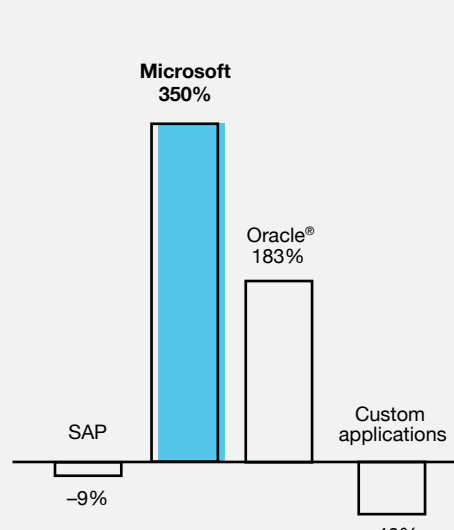
## We continue to see a downshift in custom-developed applications



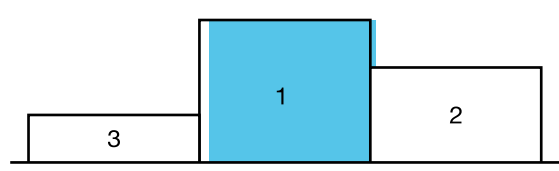
**Use of custom-developed applications from 2011 to today.**

04 Though there's no runaway ERP provider,

## Microsoft has seen the highest growth over the past 10 years



**Growth rate in ERP systems used by metals businesses from 2011 to 2021.**



**Cybersecurity remains the top priority for metals companies.**

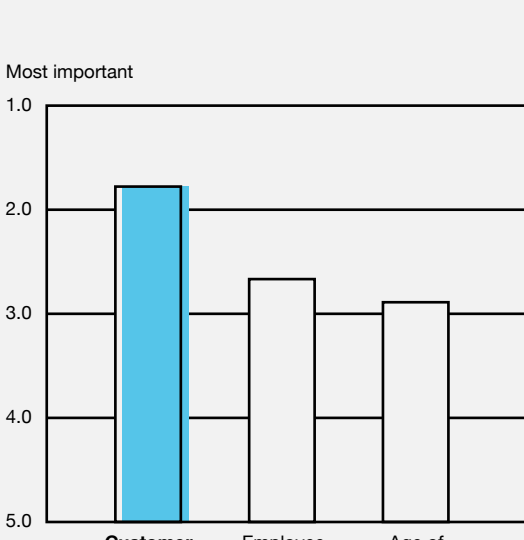
## 05 Increased publicity of ransomware is making everyone nervous

It is important for metals businesses to know what protections are in place and prioritize security as a top-to-bottom issue. Find out where vulnerabilities exist, create an education campaign among your workforce, and be proactive against threats.

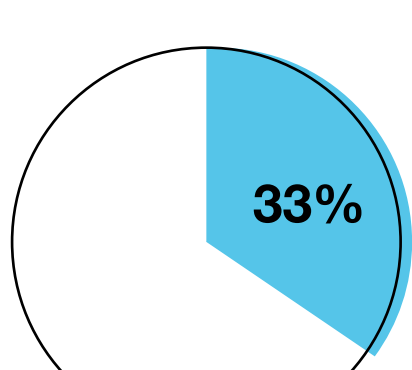
06 When it comes to making decisions about tech investments,

## Priorities have shifted from internal operations to customer experience

The shift is likely due to increased competition for existing customers, new groups of buyers, and the need to offer new products to attract customers with different requirements from new industries.



**How respondents ranked factors by importance when making technology investment decisions.**



**Respondents who plan to introduce e-commerce into their business in the next 3 years.**

07 Not only are companies shifting their focus to customers,

## But they're also making sure the user experience is top-notch

Not every business needs to invest to build an e-commerce platform immediately, although many metals companies are taking this approach. Companies should consider whether or not existing metals marketplaces are a better channel to test e-commerce for their business.

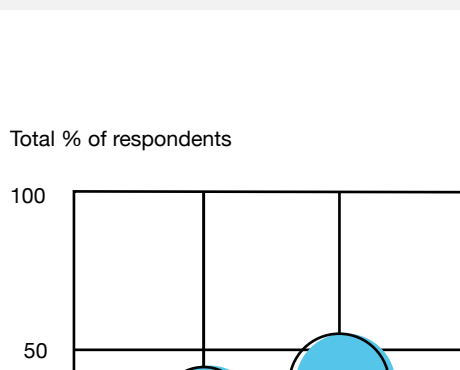
08 When we look at the internal side of the business,

## Companies are just beginning to use business intelligence (BI)

The adoption of BI is largely stalled among small and medium-size metals companies, and it remains an opportunity for businesses looking for an edge on the competition.



**Respondents in this year's survey who said they are just beginning to use analytics, exploring its possibilities, or unsure where to start.**



**Large companies (\$300M+) that increased business data adoption from 2020 to 2021.**

09 Although we've seen little movement among small and midrange metals companies,

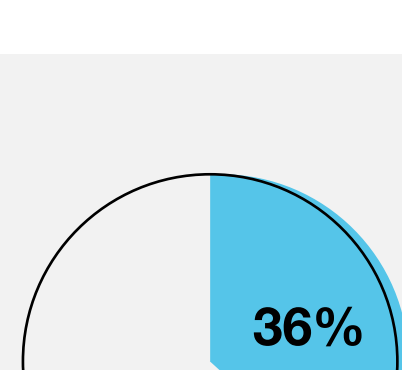
## Large companies are betting big on data analytics tools

The 9% increase from the previous year is exclusive to companies earning more than \$300M in revenue each year.

10 Looking ahead,

## Artificial intelligence (AI) and machine learning are not far off for many companies

Companies are investing in these advanced technologies to improve product quality, predict market fluctuations, and deliver on higher customer expectations.



**Respondents who plan to implement AI technology in the next 5 years.**



If you want to take an even closer look, download the full technology in metals survey report

[Download the full report](#)