

# AI-Driven Demand Forecasting for Steel Distributors

How Steel Leaders Can Prevent Stockouts, Unlock Cash Flow, and Plan Smarter in Unpredictable Times

Steel distribution has always been about timing, precision, and relationships. But in today's environment, **unpredictability is constant**—lead times are tighter, customer demand fluctuates, and pricing swings are frequent.

Yet many businesses still rely on outdated tools such as Spreadsheets, Manual inputs, and gut feeling.

As the industry evolves, we must adapt our planning methods. AI-enabled forecasting is not just a future trend; it is a crucial strategic necessity that we can no longer overlook.

These methods may feel familiar, but they often result in:



Stockouts  
and  
lost revenue

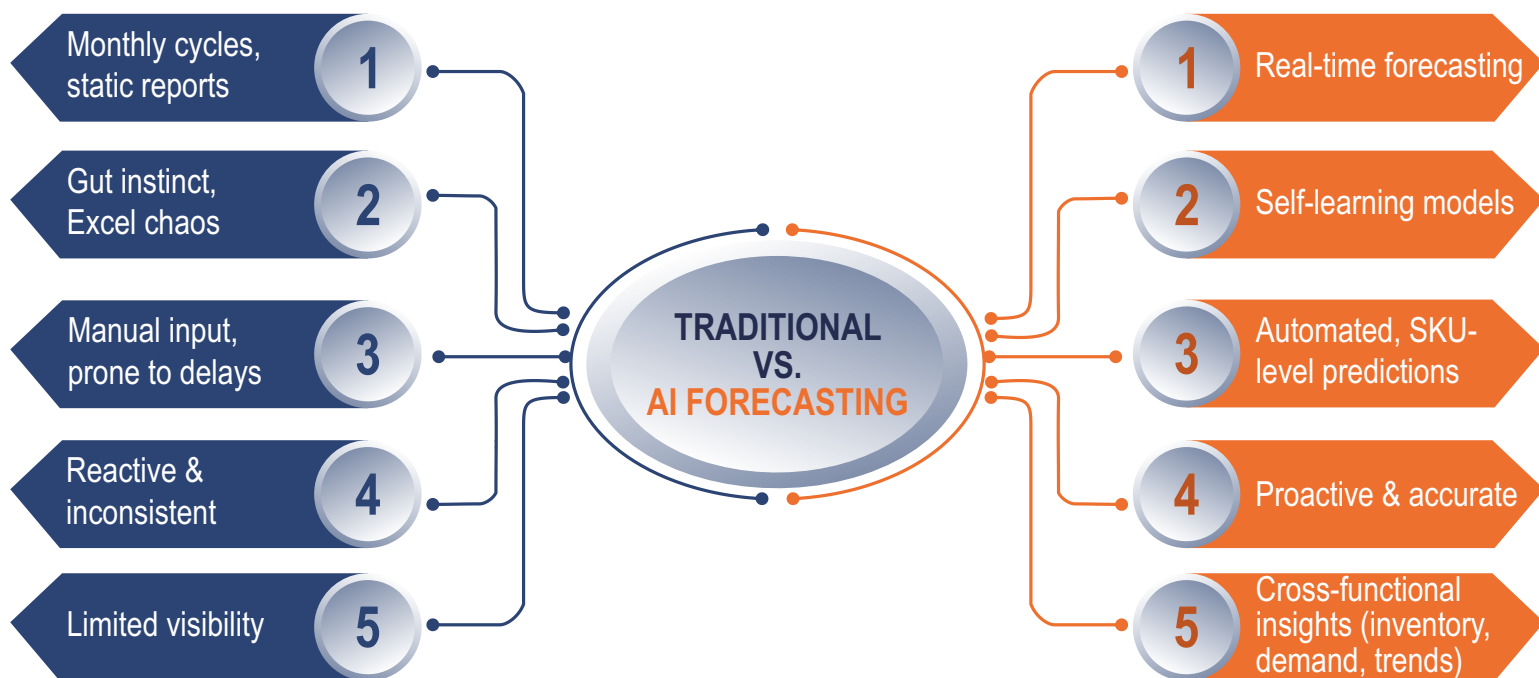


Excess inventory  
is tying up cash

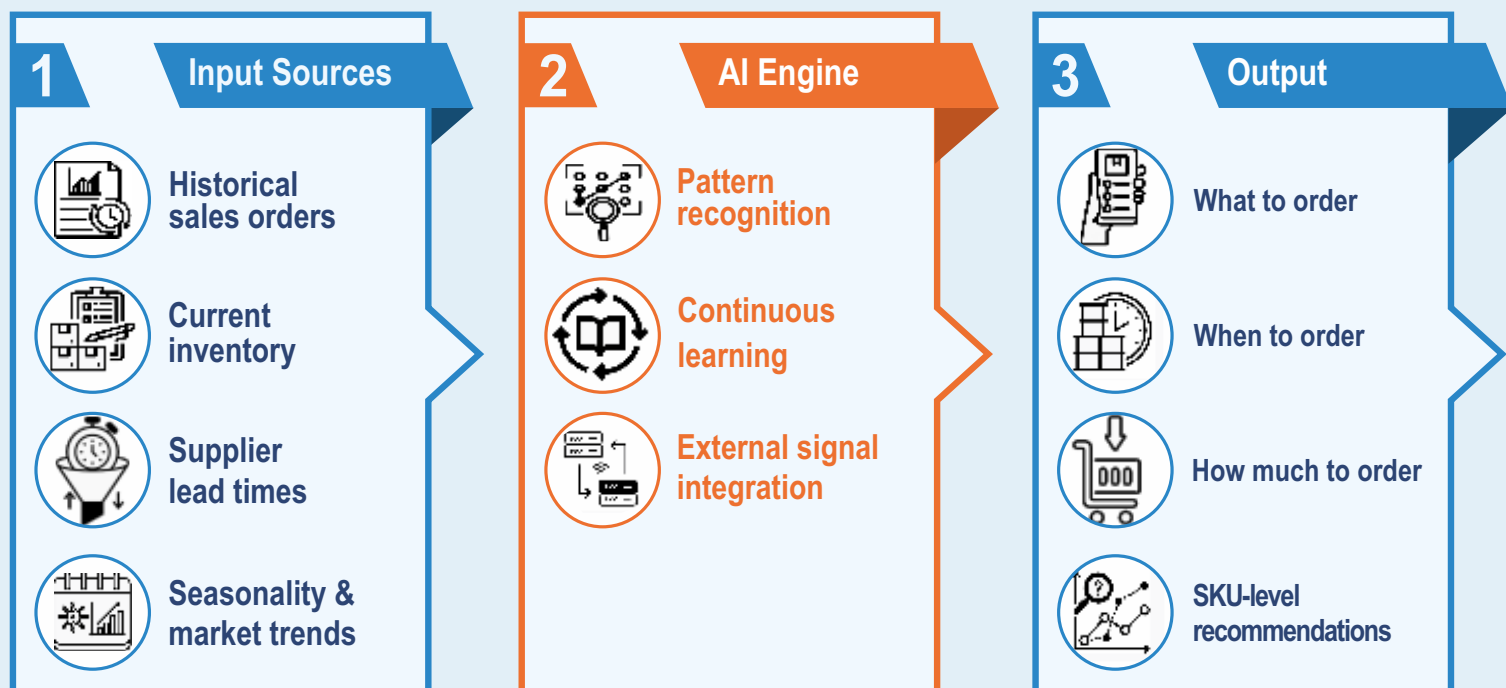


Frustration during  
critical supplier  
windows

## Traditional VS. Ai Forecasting



## From Data to Decisions – How The AI Engine Works



*Forecasting used to take two weeks of back-and-forth in Excel.  
Now, it's a 30-minute process with accuracy we trust.*

*— Melissa Supler, COO, Lyman Steel*



## LEADERSHIP IMPACT

In a Steel Distribution business, AI-driven demand forecasting helps you:

- ✓ Reduce stockouts and lost sales
- ✓ Free up working capital from excess inventory
- ✓ Speed up supplier order decisions
- ✓ Build confidence with customers and mills
- ✓ Bring predictability into your planning process



This isn't just about data. It's about building **resilience and agility** into your business operations.

## Embracing Readiness Instead of Resistance: Making Space for Smart Forecasting

We frequently hear questions from leaders in the steel industry, such as:

"Our IT team is already at capacity."

"We're cautious about relying on Ai—how transparent is it?"

"We've just stabilized our systems—can we take on more change?"

These concerns are real, but solvable. Modern forecasting solutions are designed to be:



Lightweight and cloud-based – no ERP overhauls



Tailored for steel distribution – works with the data you already have



Simple to activate – just upload your data and get immediate insights

## From Thought To Action



At **eMoksha**, we partner with leaders in steel distribution who are eager to move beyond reactive planning. Our demand forecasting solution is specifically tailored for small and mid-sized distributors, requiring no extensive IT overhauls or major system changes. It offers clear and strategic visibility for better decision-making.

