



Industry: Metal Service Center

Concrete Reinforcing Products

Concrete Reinforcing Products (CRP) is one of the largest independent distributors of Concrete Reinforcing Steel Bars (better known as “Rebar”) and PC Strand, which is a high tensile stranded wire. They distribute various other products, such as wire mesh, tubing, structural steel and fibers for concrete in steel and nylon. They also offer epoxy coated rebar and other unique products such as fiberglass and galvanized bars. Located in Sunrise, FL., Concrete Reinforcing Products has an extensive inventory and a super supplier network and easily handles distribution throughout the United States.



With an extensive inventory, CRP prides itself on its ability to meet quick delivery requests and is known for providing excellent customer service and competitive prices.

The Situation:

CRP needed an enterprise solution to help with order management, inventory, purchasing, logistics and financials. Real-time inventory visibility across multiple locations was critical to CRP achieving success with new enterprise software. Also important, the requirement to deliver any required certifications or Mill Test Reports (MTR's) with the product. This required an inventory solution that provides complete inventory traceability for the steel heat numbers and in CRP's case, an inventory and ordering solution that can work with imported material. In short, CRP needed a contemporary metals industry focused solution to meet some unique business requirements.

Eric Furman, Chief Financial Officer of Concrete Reinforcing Products comments “By implementing Verticent, we were not simply choosing to implement new software, but rather to change and improve the way we run our business. We now have higher information availability, are more responsive to our customers needs and can respond to market changes a lot faster than we every could before.”

The Solution:

This metal service center turned to Verticent for help in implementing an enterprise software solution that would support growth at CRP for many years to come. To meet their order processing, inventory, documentation and global logistics needs, CRP implemented the Distribution, Manufacturing and Financials modules from Verticent. With these integrated modules, CRP was able to empower their inside sales team by providing them with real-time information on both customer and product and in the process improved an already stellar customer service reputation.

The Verticent Distribution module provides CRP with quoting, order processing, pricing, credit management, return management, customer management, sales analysis reporting and logistics capabilities. As an integrated module of the Verticent ERP suite, CRP is able to allow customer service personnel to accurately promise delivery dates based upon inventory availability from one of their numerous United States warehouses. Based upon the customers' request, CRP is able to automate the delivery of any needed MTR's, which can be scheduled to be printed, faxed or emailed with delivery or invoice.

The Verticent Manufacturing module helps CRP manage the complexities of importing product from overseas. CRP turned to Verticent to help them manage the multiple “touch points” during the receiving process and helped CRP be able to capture all of the requisite costs associated with importing goods.

The Verticent Financials module provides that high information availability that CRP was looking for. In addition to all of the standard financial reports and metrics, CRP is able to “mine” data within AR, AP and the General Ledger to turn data into decision support so that they can indeed be more responsive to their customers needs and react to changes faster than ever.

A growing company, CRP has empowered their employees to get whatever information they need, whenever they need it. And now, with Verticent, they are able to get that information more efficiently, quicker and with confidence in its accuracy. CRP, its employees and its customers, are all empowered by Verticent.