



# DEACERO transforms customer service using Decision Intelligence

**5.1%**

improvement in on-time delivery of at-risk orders

**11%**

improvement in response time for order disruptions

**1.6 day**

reduced order cycle time

**19%**

improvement to Perfect Order service metric



We have made significant progress with Aera. Aera has the potential to be our digital twin and automate decisions across the supply chain.

Antonio Neri, Chief Transformation and Digital Officer, DEACERO

## Innovative, sustainable steel leader

Since 1952, family-owned DEACERO has driven innovation as an international steel producer. Renowned for its sustainable production model, the company generates just 10% of the carbon footprint of traditional steel production. DEACERO offers a diverse portfolio of 9,000 products across six categories and seven vertical markets, serving 90 industrial sub-sectors. It is the largest steel producer in Mexico, with a strong presence in the U.S., Europe, and South America.

### Industry

Sustainable steel manufacturing

### Focus

Dynamic order management to elevate customer experience

### Solution

Aera Decision Cloud™

- Order Lifecycle Management Skill
- Digital Control Tower



## Growth demands real-time, digital decision making

To support a customer-centric, dynamic operations model, DEACERO turned to Decision Intelligence to break down data silos, respond to issues in real time, and enhance order management throughout the customer lifecycle.

Managing disruptions in customer orders was time-consuming, requiring information from multiple ERP systems, manual spreadsheet work, and complex calculations. The team needed fast, reliable data access and real-time insights to update customers on order status, identify product substitutes, and ensure smooth internal communication.

After evaluating various supply chain solutions, DEACERO selected Aera Decision Cloud™, an AI-powered Decision Intelligence platform from Aera Technology.

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Our partnership with Aera is enabling us to digitally transform our business to be more proactive and predictive. The Aera Decision Cloud platform fit our criteria for one single source of information with capabilities to accelerate and automate decision-making across our organization.

Francisco "Paco" Rivera, Director, Value Chain, DEACERO



### Improving customer operations with Aera Decision Cloud™

With Aera Decision Cloud, DEACERO adopted a tailored solution to reduce service risks and enhance order management throughout the customer order lifecycle. A custom digital control tower was implemented to monitor orders and generate alerts when supply chain performance metrics indicate potential issues.

Additionally, DEACERO established a physical control tower, bringing together a cross-functional team to manage operations, logistics, and more. Co-located, the team accesses real-time dashboards, interprets data, and collaborates swiftly to make informed decisions.

## Aera Skill provides on-time delivery foundation

The Order Lifecycle Management Skill, built on Aera Decision Cloud™, detects potential delays due to inventory shortages, identifies root causes, and provides visibility into inventory impacts on shipments. It recommends solutions based on DEACERO's specific order-to-delivery events, helping ensure timely deliveries for each unique order.

## 5,000 recommendations each month

The Order Lifecycle Management Skill generates nearly 5,000 recommendations monthly to accelerate on-time order processes, addressing issues like order transfers, missed loads, shipping schedules, and product substitutions. DEACERO calculates due dates for milestones based on planned lead times, triggering real-time recommendations if delays occur to keep orders on schedule.

Each week, the Skill reviews 3,000 orders, resulting in 1,200 decision actions across 12 recommendation types, with two fully automated and integrated into DEACERO's systems. Eight new recommendations are in development to enhance service and inventory management.



With Aera Decision Cloud, we found the right technology platform to provide visibility to all our data in one location, execute informed decisions, optimize timing and save operational efficiencies.

Gabriela Caballero Guerra, Control Tower Manager, DEACERO.



**3,000**

orders evaluated  
each week

**5,000**

recommendations  
generated  
each month

**90%**

acceptance  
rate of Aera  
recommendations

**8**

new  
recommendations  
are in development

## Change management powers self-service model

For DEACERO, self-service is essential to achieving the decision scale and automation needed for its customer-centric vision. To build trust in the Skill and enable DEACERO Skill builders to expand self-service capabilities, the Control Tower team led a targeted change management effort, including ongoing education, training, workshops, and onsite visits. This approach increased the acceptance of recommendations from 40% at the project's start to 90% today.

### Hands-on education, training, and workshops conducted at

3

steel mills

16

wire and  
mesh plants

29

distribution  
centers

21

scrap recycling centers  
in the U.S. and Mexico

## Perfect order service index improves by 19%

DEACERO has enhanced its agility, adaptability, and customer alignment through advanced technology and tools. Now, the company can continuously monitor delivery timelines throughout the entire order lifecycle. This enables early identification of potential risks and the automatic execution of decisions to ensure on-time deliveries and mitigate issues.



## By the numbers: DEACERO sustainable steel manufacturing

- 97% recycled scrap in its production model
- 4M tons of recycled steel processed annually
- 4x less CO<sub>2</sub> emissions than global average (World Steel Association + North American blast furnace)
- 900,000 tons of CO<sub>2</sub>e avoided – equivalent to CO<sub>2</sub> emitted by 200,000 gasoline cars