

Scaling AI for impact: less manual work, faster insights, and a stronger, more predictable pipeline

CLIENT OVERVIEW

Ryerson is a leading value-added processor and distributor of industrial metals, serving thousands of customers across North America and globally. Founded in 1842 and headquartered in Chicago, the company operates an intelligent network of service centers that provide metal products, processing, and supply chain solutions.

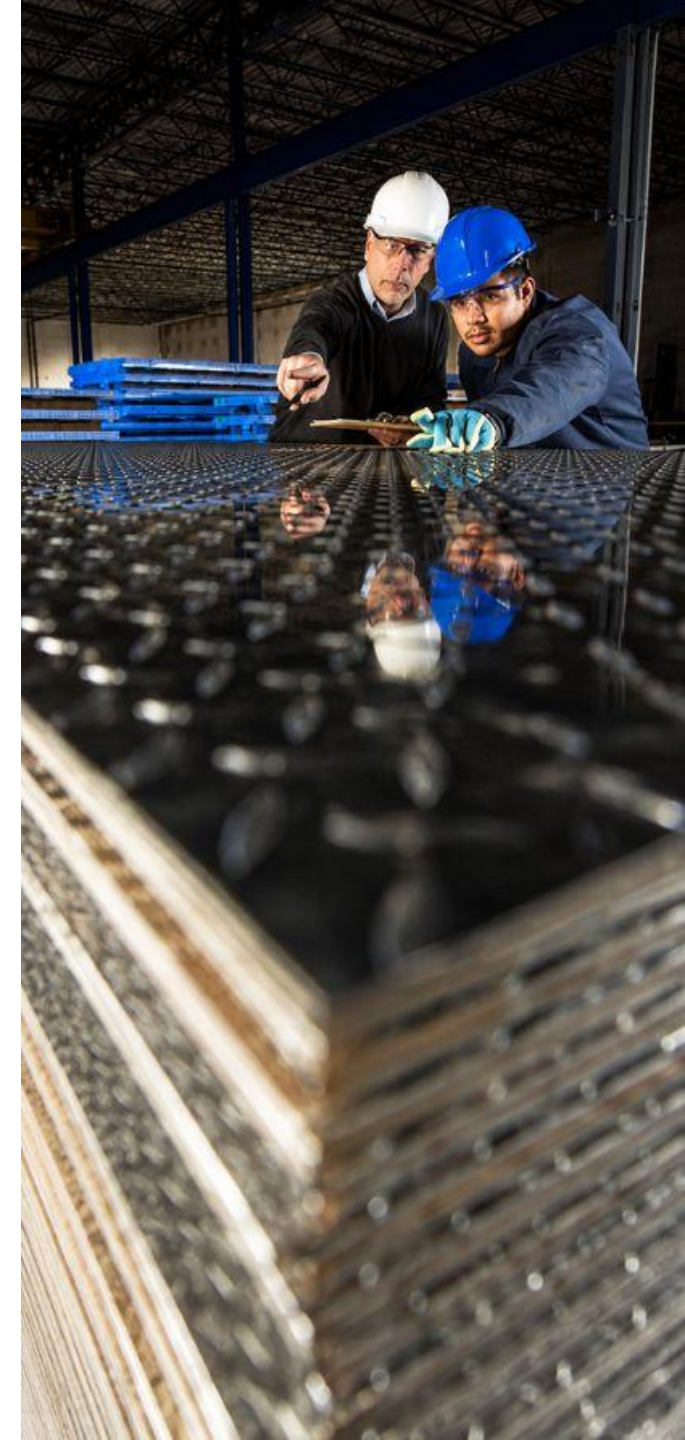
Business Challenge

Ryerson, one of North America's largest and most trusted names in the metals service center industry, was seeking to advance an enterprise AI strategy that includes Microsoft 365 Copilot and Copilot Studio, with the goal of adding small to medium scope AI Agents to its well-established AI practice that features their proprietary Metal Detector sales automation application.

The company identified several pilot use cases to prove Copilot Studio's value, including:

- Inventory optimization and intelligent stocking recommendations
- Product sourcing assistance for sales representatives
- AI-driven prospect identification
- Helpdesk automation and knowledge retrieval
- Accounting and Invoice reconciliation automation

To move forward effectively, they required support in designing, building, and deploying initial Copilot agent solutions while establishing a scalable foundation for future AI initiatives.



Centric Consulting’s Approach

Centric partnered with Ryerson and delivered a Copilot Agent Solution Deployment, combining strategy, governance, and hands-on development, including:

- Assessing their **current Copilot and Microsoft 365 environment**
- Defining **governance, security, and technical requirements** for agent development
- Facilitating workshops to identify and prioritize **high-impact use cases**
- Designing a **scalable architecture** for the selected agent solution
- Developing and deploying **production-ready Copilot agents**
- **Enabling user readiness** and knowledge transfer to support adoption

This approach led to the creation of two powerful agents:

- **Help Desk Agent:** to provide helpdesk staff with an assistant to surface answers to uncommon and deeply technical issues that can require significant human research.
- **Prospecting Agent:** searches the web for companies that manufacture metal products similar to Ryerson’s existing customers and refers those companies to the marketing team as potential new customers for Ryerson.

VALUE DELIVERED

Centric supported Ryerson across governance, delivery, and platform enablement by:

Agent Inventory and
Agentic Model Type
Mapping

High-Value
Scenarios and
Prioritization

Use Case
Refinement and
Success Metrics
alignment

Scalable Agentic
Governance and
Solution
Architecture

Two (2) Scalable AI
Agent Solutions

Centric’s approach empowered the client to present a strong business case for agentic solutions and AI agent operationalization



RYERSON

ONE OF NORTH AMERICA'S LARGEST AND MOST TRUSTED METAL DISTRIBUTORS

Business Outcomes & Impact

Through its partnership with Centric Consulting, Ryerson achieved measurable improvements in security, delivery, and user experience, including:

- **Positioned for future growth** by getting the Copilot Studio environment properly set up to support collaborative development between IT and subject matter experts, and giving hands-on, real-world instruction to IT developers.
- **Eliminate redundant work** to unlock meaningful capacity, freeing teams to reinvest effort into revenue-generating activities due to the elimination of remedial, repeated tasks.
- **Shift effort from administration to growth**, enabling greater focus on business development, customer engagement, and pipeline expansion
- **Create a predictable, scalable pipeline** of qualified opportunities, accelerating revenue growth and improving forecast accuracy

“Centric helped us get our Copilot Studio environment set up to enterprise SDLC requirements, helped us create two working models that are in use by the respective business teams, and taught our primary Copilot Studio developer the skills needed to maintain and grow our applications”

- Don Fleschut, VP and Chief Data Officer

