

PRESS RELEASE



West Walker Steel is excited to announce its partnership with [CloudForge](#) to implement a state-of-the-art ERP and CRM system, marking a significant shift from decades of reliance on legacy software. This collaboration is set to revolutionize West Walker Steel's operations by driving explosive growth, enhancing efficiency, and boosting productivity through CloudForge's advanced platform.

CloudForge is more than just an ERP and CRM platform; it is a cutting-edge solution that transcends traditional functionalities. Positioned in a category of its own, CloudForge is a workflow automation and business intelligence tool, tailored specifically for metal service centers, metal traders, and distributors.



For years, I've sought and been advocating for a modern ERP system that drives sales growth, streamlines operations, and unlocks significant efficiency gains. CloudForge has delivered just that—a powerful, industry-tailored tool that automates tedious tasks, improves decision-making, and provides the strategic insights and cutting-edge capabilities we need to thrive. We're excited to partner with the CloudForge team.



Dalton Messman

President and CEO of West Walker Steel



West Walker embodies the very essence of businesses CloudForge was created for: metal distribution enterprises that recognize technology as the ultimate catalyst for growth.

As the historic West Walker, established in 1985, embarks on a new chapter under the visionary leadership of Dalton Messman, the CloudForge team is excited to drive their digital transformation.

This partnership transcends mere software implementation. It represents a fundamental re-engineering of West Walker's DNA, setting the stage for an era of unprecedented growth and prosperity.



Ben Marans

CEO of CloudForge



West Walker Steel and CloudForge look forward to this prosperous partnership.