

# lumberTrack™ Case Study



## Coastal Forest Resources Company

Havana, Florida-based Coastal Forest Resources Company (Coastal Forest) began in 1937 as a single family-owned hardwood sawmill with a commitment to quality and customer service. Some 70 years later, Coastal Forest has grown to become one of the country's largest exporters of forest products, with 435 employees, and numerous sawmills, treating, plywood and timber operations across 10 Eastern states.

Among the many reasons for that spectacular growth are consistent family ownership, now in its third generation, and an unwavering commitment to quality and customer service. Since 2003, that level of customer care has risen even higher thanks to Coastal Forest's installation of Progressive Solutions' innovative lumberTrack software, which frees employees from countless mundane tasks so they can focus on sales and customer care.

When Coastal Forest restructured in 2003, they decided it was an ideal time to install a fully integrated network based business software system that could manage their sales and inventory control, as well as accounting functions. They selected lumberTrack and its financial package, lumberTrack Financials.

lumberTrack is the leading inventory management software for hardwood and softwood mills, panel mills, value-added remanufacturers, distributors, wholesalers and brokers. By providing accurate real-time inventory information along with order-to-invoice tracking, product costs, margins and sales trends, lumberTrack helps companies automate paperwork, reduce inventory costs and increases sales.

Five years later, Coastal Forest is once again upgrading its software, this time to the latest release of lumberTrack V8.

"Originally, we selected lumberTrack because it was wood specific, in its flow of business, the management of inventory, as well as its terminology," says Tom Evans, President of Coastal Treated Products Company, a division of Coastal Forest. "Clearly, lumberTrack had been developed over time with considerable input from users within the wood business. There was very little customization needed for it to fit our business.

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—Tom Evans, President, Coastal Treated Products Company

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# **lumberTrack**<sup>TM</sup>

## Case Study



### **Coastal Forest Resources Company ...continued**

"Part of the appeal of lumberTrack was that it was being successfully used by a fair number of successful companies, and that reassured us that we could actually get the solution in place and get it up and running. From our initial consultation, it was obvious that the lumberTrack people we dealt with were knowledgeable in the wood business and had been around the block with other customers."

As a result, it was very easy for Coastal Forest to train people, especially as most of them were familiar with Microsoft's Windows® environment. And with all company locations and divisions now using lumberTrack's inventory, accounting and sales tools, it meant that employees from one location could seamlessly step in to fill in for an employee at another location.

"In the past, if we had someone sick or off work in one location, it was impossible for a person from another location to help as they wouldn't have done business the same way," says Evans. "Now our employees are cross-trained and can work from remote areas. We're operating with fewer clerical staff as a result, and their jobs have become more interesting."

Using lumberTrack's automated features has freed Coastal Forest employees from more mundane administrative tasks, allowing them to get more involved with transportation and customer service, and more focused on proactive sales initiatives.

"I think the biggest thing that came out of installing lumberTrack, that we did not expect, was the improvement in job satisfaction for our employees. Thanks to the company-wide standardization and efficiency that lumberTrack brings, not only are our employees more productive, but if they have a serious health issues, it's less stressful for them, and the company, knowing another employee from any location can handle their workload."

Evans says lumberTrack helps him keep his finger on the pulse of his business and has made him more efficient as well.

"I can see what's happening in my group from one spot; what orders have been taken, what the margins were on them. Treating is a fast-paced margin business. Customers expect orders to be delivered in 48 hours or less. Having lumberTrack helps us keep up by giving us real-time inventories, accurate valuations and margin reports for every order.

"In a nutshell, we're faster with lumberTrack. It's a wonderful product." ■

"lumberTrack V8 is considerably enhanced."

"One of the best strengths of lumberTrack is that it's been proven for our business. You don't need a customized system because lumberTrack will do what you need it to. We got up and running very quickly."

—**Tom Evans**, President, Coastal Treated Products Company

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