



## Sanford & Hawley

Word of Mouth leads "Red Store on the Corner" to North America's leader in forestry and LBM industries software.

LOCATION	Unionville, CT
WEB	www.sanfordandhawley.com
EMPLOYEES	70
AFFILIATIONS	LMC, NRLA
SALES BREAKDOWN	90% Contractor (professionals) 10% Retail (consumer) Business: Contractor oriented supplier of building materials
USERS	bisTrack - 60 Users 4 Locations
PSI SOFTWARE	Scan Track, Web Track, Mobile Software, CR/DR cards, EDI to industry suppliers, Microsoft Dynamics® GP
PSI IMPLEMENTED	March 2009

For more than 125 years, folks in Unionville, Connecticut have recommended the "Red Store on the Corner" as the place to buy quality lumber and building materials. That "red store" is the original location of Sanford & Hawley, the oldest business in the area, which today is still owned by the Sanford family.

And while the horse-drawn wagons have been replaced by delivery trucks, and the company has grown from four employees at one location to 70 employees at four locations, word of mouth continues to be an important part of Sanford & Hawley's success.

Recently, the Sanfords decided that, with their server on its last legs, their software outdated, winter coming and a housing slowdown in effect, the timing was right for them to make a major upgrade to their IT department and get everyone trained by spring.

At a Progressive Solutions User Conference, the Sanfords were impressed with a demonstration of bisTrack, Progressive Solutions' Windows®-based software that was developed specifically for building industry suppliers. The program helps building materials distributors and dealers manage complex sales, inventory control and other business transactions, with outstanding support for softwood and hardwood products.

What really sold them on bisTrack however was the word of mouth they heard from other industry leaders already using Progressive Solutions software and services.

"Not only did bisTrack offer the bells and whistles and technology that we wanted, but I was extremely impressed by a very happy group of users," said Bob Sanford, President, Sanford & Hawley. "I've been to other users' conferences over the years where you hear some form of discontent but here I didn't hear any of it."

"It's very fast to teach and very fast to learn. I firmly believe this is going to help us become more profitable."

—Chris Cook, Controller, Sanford & Hawley

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# bisTrack™

## Case Study



### Sanford & Hawley...continued.

"That level of confidence and excitement was a huge selling point for us," adds Chris Cook, Controller, Sanford & Hawley. "Talking with different users and seeing how involved they were and all the energy and excitement they had with regard to the system, to us that was really important." In October 2008, Sanford & Hawley made the decision to go with bisTrack with the goal of going live for their year end March 2009.

"We implemented so fast," said Chris Cook, Controller, Sanford & Hawley. "The first four to six weeks we spent a lot of our time making sure everybody was up to speed. Now that we're getting into some of the strategic stuff, some of the reporting tools, we're going to start reaping the benefits in short order. It's not going to take long for bisTrack to start helping us make our business more profitable."

According to Bob Sanford, bisTrack's ability to integrate with other software is already paying big dividends.

"We very much like the integrated solution where Progressive Solutions' Scan Track and Journey Planner are embedded into the software, where prior we had three separate applications. We're also doing direct loads from third party software such as 20/20 and others directly into bisTrack. That eliminates the need to key in complete orders and is going to give us hours of productivity."

"That seems like a simple small thing," adds Cook, "but every time we don't have to retype and we can cut and paste instead or do a one button push copy of a sales order, those all add up, especially when you have a company of 50-60 users.

"On the invoicing side, we now have the ability to go in and review pretty easily before we pull the trigger and invoice something. To be able to say this margin isn't quite right or maybe we should look at this one before we pull the trigger, that's a benefit. That approval process gives us that one last check which I think will really help us grow our margin."

On the accounts receivable side, processing reports of past-due accounts and mid-month late letters is also far easier now.

"Using bisTrack, we created a smart view screen for me that shows all the past due accounts with the different agings," says Sanford. "I can drill down into a customer, get all the collections and credit notes, and click "Generate Late Letter", if that's what we want to do. Everything is in one place."

"We're sort of the newbies on the block but thus far we're pretty happy with everything and I think in a year we'll look back and say yep this is a home run." ■

"[Progressive Solutions] has cutting edge software, truly 21st century software, very customer focused. They completely met every representation they made to us and helped us with a very aggressive implementation schedule."

—**Bob Sanford**, President, Sanford & Hawley

"The lumber industry now has a software platform that is more sophisticated, has a better base of data to work with and is much more flexible."

—**Chris Cook**, Controller, Sanford & Hawley

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#### Progressive Solutions Inc.

13777 Commerce Parkway, Suite 200  
Richmond, British Columbia  
Canada V6V 2X3

#### Progressive Solutions (USA), Inc.

33400 – 8<sup>th</sup> Avenue South, Suite 200  
Federal Way, Washington  
USA 98003