

bisTrack™ Case Study



LOCATION	Kelseyville, CA
WEBSITE	www.kvlumber.com
AFFILIATIONS	LMC, Orgill
SALES PROFILE	50% Contractor 50% Retail
BISTRACK	40 users / 2 locations
IMPLEMENTED	2009
REPLACED	Activant ECS Pro

RESULTS SUMMARY

- Margins up 2 points
- Catering to new DIY clientele buying habits
- Payroll down
- Reduced outsourcing for accounting and report writing
- Cost savings from better inventory control



Kelseyville Lumber

Kelseyville Lumber recently expanded. The new 85,000 sq.ft. facility offers a much wider selection of home improvement products and services to retail clients, in addition to serving their traditional pro-sales contractors. Kelseyville Lumber knew they couldn't continue to run their business on the legacy software called an "antique" by their IT Director. They switched to bisTrack software to be able to meet the business, accounting and intelligence needs of their expanded operation.

Margins up 2 points, DIY sales volume up due to better sales data

bisTrack's accessible data and easy-to-use data analysis tools allow Kelseyville to understand their sales and margins better than ever before. "We can quickly run reports by department to see what's selling, when it's selling and determine where we might be able to increase the margin a little," says Kelseyville's Lisa Ridgeway. "We've seen our margins increase a couple of percent."

bisTrack is also helping Kelseyville cater to the buying habits of the new Do-it-Yourself (DIY) clientele attracted to the expanded facility. DIY business has risen from about 35% of their business to the current 60%. "Mother's Day is now our busiest day," says Ridgeway, explaining how they used bisTrack to attribute the spike in sales to their new garden center. "Knowing that, next year we'll run some specials, advertise in the paper the week before, and try to increase those sales even more."

"We've never been able to see trends in sales data before," says Ridgeway. "Knowing which departments are doing better than others will allow us to bring in similar items and really help us buy what our customers are demanding."

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"bisTrack has both the performance and simplicity to handle our mixed pro/retail business – from fast, efficient POS to the many back-office tools we need to manage our business profitably. Plus we're regaining control of our inventory. That has huge cost-saving benefits."

— **Mark Borghesani**, General Manager, Kelseyville Lumber

One supplier. One integrated system. Only Progressive Solutions.



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— **Jesse Santana, IT Director,**
Kelseyville Lumber



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— **Lisa Ridgeway, Kelseyville Lumber**

Kelseyville Lumber...continued.

bisTrack – a better system to run the business more profitably

It was Jesse Santana, Kelseyville Lumber's IT Director, that first voiced concern over their legacy system. "ECS Pro was really limited in what it could do," recalls Santana. "The demos we saw of the other options were cumbersome. We saw that it was time to move onto the new generation."

"bisTrack has both the performance and simplicity to handle our mixed pro/retail business – from fast, efficient POS to the many back-office tools we need to manage our business profitably," says Mark Borghesani, Kelseyville's GM.

"Plus we're regaining control of our inventory," Borghesani adds. "That has huge cost-saving benefits."

Info to manage better without outsourcing report writing

"I can get our managers all the information they need to optimize the business," says Santana. "How many transactions we're doing today compared to the same day last year, or how much of today's sales are cash versus charge. It's all there. I can do it in-house and don't have to outsource the report writing, which saves us money."

Role-specific Dashboards created in bisTrack allow Kelseyville's employees to be better informed and more efficient in their specific tasks. "Our point-of-sale retail staff all use the same dashboard so they can go to a register and it always looks the same," explains Ridgeway. "The Pro-Sales staff has their own dashboard, with contractor sales information and reminders about outstanding quotes."

"bisTrack's workflow, the audit trail, the way it interacts with dispatch/journey planner and the document scanning system. It all makes us more efficient and more responsive."

bisTrack results in payroll reduction

The efficiencies and access to information have paid off for Kelseyville with a significant reduction in payroll and subcontractor costs. Warehouse and receiving staffing is adjusted using bisTrack to view upcoming orders and deliveries. Bank reports and other accounting tasks that used to be done by an outside accountant are now easily done in-house. Further, Kelseyville is able to run the business with fewer management positions, restructuring and redeploying employees to reduce overhead.

Ridgeway is certain: Payroll reduction alone goes a long way towards justifying Kelseyville Lumber's investment in bisTrack. ■

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