

HIGH-VOLUME CABINETRY MANUFACTURER SEES SUBSTANTIAL ANNUAL SAVINGS AFTER INTEGRATING IN-HOUSE CRM/PROJECT MANAGEMENT SYSTEM WITH SUPPLYPRO CONNECT

Timberlake Cabinetry's Integration and Implementation of SupplyPro Connect Eliminates Errors and Typos from Manual Data Entry; Increases Efficiency and Brings Big Savings



“ We have a full business management, task management system built internally, but users had to leave this application, go to SupplyPro, look at the queue, drag and drop any relevant documents into the SupplyPro web portal and rekey them into the system. This was a lot of manual back and forth effort. It is hard to capture the number of times mistakes were made and information was miskeyed with the manual process. It factors into significant material savings each year. We have certainly paid back in spades the original investment in building this functionality. ”

Greg Groves
Chief Information Officer
American Woodmark Corporation



EXECUTIVE HIGHLIGHTS FROM TIMBERLAKE CABINETRY'S SUCCESS

- Improved accuracy and less time spent manually downloading data reconciling orders.
- Manual transfer of data between the two systems resulted in countless errors, resulting in millions in lost revenue.
- Timberlake services more than 100,000 homes annually and upwards of 11,000 homes per month are managed by the Maestro and SupplyPro Connect integration, representing millions of lines of data.
- Integration and automation between Timberlake's Maestro and SupplyPro Connect, eliminates errors and improves efficiency adding significant material savings in annually.

Timberlake Cabinetry has been serving major homebuilders as a turn-key supplier of kitchens and baths since 1990. Timberlake manages the entire process of complex kitchen and bath projects — from bidding/ quoting to post installation warranty service — so builders don't have to do anything. As a long-standing client of Hyphen Solutions, Timberlake relies on the SupplyPro web portal to manage the business relationship with homebuilders.

On the logistical and task management side, Timberlake's internally-built Maestro CRM/ project management system tracks all orders, changes, documents, data, and tasks for the project. Sharing of data between SupplyPro and Maestro was a manual process resulting in numerous errors. For a high-volume business like Timberlake the old process simply wasn't cutting it. Not only did the old system require a massive manual effort, but countless errors resulted in millions of dollars in estimated lost revenue.

Timberlake needed a single solution to digitally transfer data and manage of every aspect of the process from bid to project completion and post-installation warranty.



Quick Facts



- Timberlake Cabinetry is a division of American Woodmark Corporation, the second-largest manufacturer of kitchen cabinets in the North America.
- Delivering "on-time and complete" cabinetry since 1990. Timberlake manages the entire process from bidding to post installation warranty.
- Provides and installs cabinetry for more than 100,000 homes annually.
- Fifteen-time cabinet maker of choice for The New American Home, the annual premier showhome of the National Association of Home Builders presented in conjunction with the International Builders' Show.



“ SupplyPro/Timberlake Maestro provides a transparent solution to avoid duplication of work and provides a real-time transaction. ”

Steve Heafner
VP of Builder Direct

Challenges Driving Change

Already a user of Hyphen’s SupplyPro web portal, the manual data entry between SupplyPro and Timberlake’s in-house system became cumbersome, error-laden and costly. Timberlake faced these key challenges with the existing system and process:

#1 In-House System Was Limited in Scope

Though Timberlake’s Maestro system managed data for thousands of homes annually, the only way to share data, documents and communications between Maestro and the SupplyPro web portal was through a manual process.

#2 Manual Transfer of Information Led to Costly Errors

Not only did it slow productivity and efficiency of Timberlake’s staff, but the manual process of sharing data between the two systems resulted in mistakes and typos leading to millions in lost revenue.

#3 Lack of a Transparent Solution to Track Timberlake’s Projects From Bid to Completion

Timberlake’s Maestro and the SupplyPro web portal each served their purpose for Timberlake, but the missing piece was one integrated system to help avoid mistakes and duplication of work, providing real-time data, proactive integration and notification.

Timberlake Cabinetry Partners with Hyphen Solutions to Integrate SupplyPro Connect with Timberlake's Maestro CRM/Project Management System

Once Timberlake heard about Hyphen's SupplyPro Connect — the logistical extension of SupplyPro, that provides suppliers with a way to directly integrate SupplyPro transactions into their back office IT systems — it was clear it was time to integrate their in-house system with SupplyPro Connect.

In 2014, Timberlake and Hyphen embarked on a nine-month custom project to integrate Timberlake's in-house Maestro program with SupplyPro Connect. Greg Groves, Chief Information Officer for American Woodmark Corporation, wrote all integrations for the system and served as project manager for the project, building B2B messaging infrastructure utilizing Microsoft's BizTalk Server and SQL Server products, both of which were used extensively in Timberlake's custom-developed line of business applications. The full system rollout and completion of the initial phases of the integration project was completed in early 2015.

The integration between Timberlake's Maestro CRM/Project Management platform eliminated the need for manual data entry between the SupplyPro web portal and Maestro. The integrated system automatically enters purchase orders, change orders and scheduling information into the Timberlake Maestro system. This provides a transparent solution void of duplicate work, updates transactions in real-time and provides accurate communication.

KEY OUTCOMES FOR TIMBERLINE CABINETRY

ANNUAL SAVINGS

Time saved on manual effort and elimination of mistakes resulted in significant annual savings.

100K

More than 100,000 homes annually managed in SupplyPro with total confidence in the process.

TRANSPARENT

Transparent solution improves accuracy and efficiency by avoiding duplication of work, providing a real time transaction and ensuring accurate communications.

#1 DIFFERENTIATOR

This is the #1 differentiator in the industry and SupplyPro helps raise the bar in service Timberlake provides as a key trade supplier.



“ We know that the data we are receiving is the most current update. We also have an improved process to validate build/ship dates and installation schedules to achieve the complete job. ”

Steve Heafner
Vice President of Builder Direct
Timberlake Cabinetry

CLOSING REMARKS ON WHY IT'S WORTH IT TO MOVE TO SUPPLYPRO CONNECT®

"A partnership like this is vital to Timberlake Cabinetry's commitment to its homebuilder customers to continue to raise the bar on the level of speed and service it can provide as a key trade supplier. Service is the #1 differentiator in this industry."

Greg Groves
Chief Information Office



About Hyphen Solutions

Hyphen Solutions, LLC provides over 55,000 builders, installers, and manufacturers with industry-leading supply chain scheduling, procurement and collaboration solutions. Hyphen's SaaS applications deliver greater operational control, better communications and increased productivity for both home builders and their building partners who use our applications. The Hyphen Network services over 400 builder divisions which loaded more than 200,000 new homes on the system in 2017. This existing network will execute over 20 million home builder purchase orders this year totaling in excess of \$27 billion in PO dollars.

Hyphen's product base includes: BuildPro for scheduling, SupplyPro for trade management, BRIX for enterprise resource planning, BuildPro Inspections for punchlist management, BuildPro Storm Water Inspections Management for SWPPP inspections, BuildPro Progress Pay for land management, Lien Release for lien waiver management, BuildPro Warranty for homeowner satisfaction, BidConnect for bidding, SupplyPro Connect for trade automation, SupplyPro Field Management Services for supplier field personnel, SupplyPro Renditions for supplier automation, and SkuSphere for product cataloging. Learn more at www.HyphenSolutions.com 877.508.2547.



About Timberlake Cabinetry

Timberlake Cabinetry is a division of American Woodmark Corporation, the second-largest manufacturer of kitchen cabinets in the North America. American Woodmark has served builders since 1980 — the company launched the Timberlake brand in 1990. We've been committed to delivering "on-time and complete" cabinetry ever since. Timberlake Cabinetry is a turnkey supplier of kitchens and baths to major homebuilders through a network of builder service centers across the country.

For more information about Timberlake Cabinetry, visit www.Timberlake.com.