

# BOISE BUILDING PRODUCTS



***Idaho's Boise Building Solutions Distribution (BBSD) is one of the largest wholesale building materials distributors in the United States. With 28 distribution facilities, BBSD markets a wide range of building products and services to retail lumber dealers, home improvement centers, and industrial accounts nationwide, employing more than 10,000 people. BBSD consulted DMSi to install StockNET, an online catalog solution to give customers accurate inventory information 24/7.***

## **The Challenge**

Striving to meet or exceed the expectations of their customers, BBSD was faced with the challenge of creating and maintaining an online catalog with limited costs, time constraints and specialized staff. Wanting to reduce integration issues, BBSD worked with DMSi to install StockNET, a catalog builder tool, within their existing Web site. By eliminating many issues associated with traditional catalog production, DMSi sought to help BBSD save money on design software, plus eliminate the costs of producing, editing and printing a paper catalog. BBSD found exactly what they were looking in StockNET, giving their customers an easy-to-browse online catalog. "The marketplace was maturing for Web-based information," says BBSD Electronic Commerce Manager Chris Cramer.

## **The Solution**

With customer focus at a premium, DMSi developed a consistent look for BBSD across their distribution sites. StockNET gave BBSD the ability to build an online catalog of their inventory within a few hours. The Boise Distribution Web site includes one of the most comprehensive online catalogs of products available in the industry, providing retail lumber dealers and industrial accounts updates on economic information, Material Safety Data Sheets (MSDS), and more. "The Boise Distribution Web site allows us to enhance our existing customer service by providing an additional means of business-to-business commerce. StockNET makes it easier to supply information customers want," added Cramer.

StockNET adds valuable content for BBSD by creating a complete catalog with options on the Web, on paper, or on an interactive CD. Directly from their online catalog, BBSD can compose a printed catalog in minutes, for under \$2 a page. Based on their customers needs, they can print a full catalog or selected sections. Each catalog is printed with BBSD's logo and images, producing a customized look of their own.

And while information on the site is current, it's also fast and affordable to update, thanks to flexible integration within the business management software. Its 'one-click' synchronization helps keep the catalog current without extra technical resources. BBSD is able to look up products in inventory; view accurate inventory information; and see current prices on items in stock or inventory. BBSD can build flexible features in StockNET including corporate colors and logos; eye-catching promotional pages; product information; full-color product images; links to other Web sites; and advertising banners. All this happens in minutes.

StockNET utilizes BBSD's existing back-office database to compile their online product catalog. BBSD can change item information in DMSi software, update their StockNET catalog and the changes will automatically take place. "Until the release of StockNET, distributors only had limited, very expensive options to publish Web catalogs," stated DMSi President, Cal German. The largest benefit of StockNET to BBSD is its ability to save thousands of dollars in time and resources.

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