



***Founded in 1979 and incorporated in 1986, Hutchison Lumber has thrived as a dependable building materials supplier in Colorado. Their mission is to bring customers quality products and excellent service while staying focused on building up their community. In selecting DMSi, Hutchison Lumber now has a partner that helps support their mission and allows them to achieve excellent results through Agility.***

## **The Challenge**

With three locations throughout Colorado, Hutchison Lumber primarily sells lumber to contractors, but also serves the needs of homeowners. Because they are very focused on their customers and the communities they serve, Hutchison Lumber sought out a business solution that helped them gain efficiency, profitability and an increase in customer service. In addition, they wanted a product that provided speed and the ability to track orders and inventories better.

## **The Solution**

The need for a system with building materials-specific functionalities such as real-time information, inventory control and increased efficiencies led Hutchison Lumber to select DMSi's Agility Software. In January of 2010, Hutchison Lumber went live on Agility in the hosted format, or SaaS (Software as a Service). With only an Internet connection, Hutchison is able to stay up-to-date and provide customers the real-time information they want. The software helps Hutchison increase fill rates while reducing inventory for increased turns and earns. "Retail is a pretty simple concept. You buy something for a dollar and sell it for two," Bryan Hutchison, president of Hutchison Lumber explains. "For us, it is how many times we can turn those products, and Agility allows us see our real-time stocking levels and sales to see what we need to send out. We run on quick turns and Agility allows us to hit and exceed them."

One of the special functionalities of Agility that Hutchison Lumber selected was BInformed, a flexible, user-friendly business intelligence application that serves as an interactive tool for viewing data and performing analysis. BInformed allows Hutchison Lumber to drill down and easily break information down into a branch locations or customer groups to take action much quicker. "On the top level side, Binformed has been really helpful," Hutchison said. "With just a couple of clicks, I can see where we are today or where we were yesterday. It is phenomenally useful. It is our fourth system in 30 years and it is by far the quickest. Before we were approximating and now we can see where we really are."

Overall, DMSi's Agility Software has filled in the customer service gap for Hutchison Lumber and allowed the building materials supplier to experience measurable results. In just a short amount of time, the software has eased their concerns and helped their business stay competitive. "I've experienced three systems personally, and it is really easy for a sales person to come in and say this is what it does," Hutchison adds. "DMSi didn't overstate what the product is, but in saying that, it has exceeded my expectations."

"To be within just six months of implementation of the system and to not feel growing pains is phenomenal."

**800.347.6720**

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