

# ROOFING SUPPLY GROUP



**Headquartered in Dallas, Texas, Roofing Supply Group (RSG) is one of the largest wholesale distributors of roofing supplies and related materials in the United States. Through its network, RSG provides one-step distribution services from the roofing product manufacturers to roofing contractors, home builders, retailers, and other end users. With its industry specific focus, DMSi software is designed to meet the unique needs of the roofing supply channel.**

## **The Challenge**

Following its acquisition by the Sterling Group, a Houston-based private equity firm, RSG implemented DMSi's Agility SaaS (Software as a Service) throughout its 55 branches. Prior to the merger, the companies, which now make up RSG, were running on three separate operating platforms and sharing data was very time consuming. For the past ten years, one company within RSG utilized the DMS+ software and found it to be reliable and accurate. "RSG looked at other solutions but our history with DMSi made them the clear cut choice," explains RSG CFO Cecilia Davenport.

## **The Solution**

Agility, DMSi's business management software, simplifies complex counter sales and special orders with redundancy-free data entry. From order entry to purchasing, DMSi software helps streamline the distribution of roofing materials. Agility is specifically designed to help roofing distributors gain access to management tools needed to make better business decisions. Quantity, location, lead time and other vital information is synchronized on-screen so RSG's sales team can deliver fast, reliable answers to contractors. Precision inventory control and integrated accounting manage costs, commitments and supply levels to build more profit. "We knew DMSi's attention to detail wouldn't be lost in Agility and we're excited about the conversion," Davenport stated.

DMSi software allows RSG to adjust prices for special or rooftop delivery fees and special customer/contractor pricing to keep customers satisfied and track vendor and customer rebates. Pricing versatility makes simple and accurate conversions between bundles, squares, cartons and pallets. Item costs are tied to special orders and invoices helping complete orders precisely and capture true gross margin figures. "Agility's ability to drill down into information in a moment's notice and to provide consolidated reporting information on a timely basis is a big plus," said Davenport.

With the SaaS model of Agility software, RSG can rely on experts at a secure, remote data center to host the application and hardware. Utilizing Agility SaaS protects RSG from obsolete technology and reduces capital investments. RSG ultimately eliminates costs associated with purchasing hardware, maintaining servers and performing backups. Through a pay-as-you-go plan, RSG takes advantage of the monthly usage fee paying for Agility as they profit.

The SaaS service simplifies technology, fixes IT costs and frees resources to focus on core business initiatives. Using a SaaS solution is ideal for companies that are reorganizing, relieving the pressure on IT staff updating existing systems. Davenport concluded, "RSG selected the SaaS environment to run Agility because we want to concentrate our efforts in roofing distribution not IT infrastructure. With 450 users to migrate to Agility over the course of 15 months, the ease of rollout in the SaaS environment was the right choice."

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