



Founded in 1952, SEEMAC anchors a coast-to-coast network of four branch offices and 40 different inventory locations connected by road, rail and communication lines. To achieve their mission of delivering measurable value to their customers, suppliers, and themselves, SEEMAC needed a partner that would provide the basics of running a wholesale wood products business. That's what they found in DMSi software.

The Challenge

Like any lumber wholesale, distribution and remanufacturing business, SEEMAC must prosper in the challenging environment of constant change. One variable that affects the enterprise more than any other is today's low margins on wood products. To reduce uncertainties and maintain a consistent product flow between off-shore suppliers, domestic mills and customers year-around, SEEMAC has implemented a holistic management plan with an emphasis on simpler access to centralized data. "Accuracy and timeliness of information are priorities for our customers," SEEMAC Vice President Mike Finn explained. "But, each year, I could tell that our leading edge software of the mid-1970s was growing out of step with the times and our business needs."

The Solution

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Whether wood products are headed to building component manufacturers, laminators, fabricators, companies that produce road trusses, two-step distributors of sash and door products, the woodworking trade, or other wholesalers and distributors like SEEMAC, their industry-specific Agility lumber distribution software keeps the process streamlined. And now that sales annually top \$150 million in volume, there's plenty of investment and reputation at stake.

"Obviously, software doesn't change our computers into crystal balls, but it does help us better manage information," Finn said. "DMSi software is our information clearinghouse - our electronic bulletin board, electronic filing cabinet, and electronic message center." The combination of implementing new software and, in the process, re-evaluating and re-engineering SEEMAC's complete business management plan helps them operate more efficiently, make better purchasing decisions, and stay organized. "With DMSi software, we've found a powerful lumber-specific application that helps us collect large amounts of essential transaction and product information and easily customize it to the benefit of our business and customers," stated Finn. "We recognize there is still functionality and a few business practices we've yet to take advantage of, but the bottom line is we're finding ways to do our job more accurately and efficiently every day."

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