



SITUATION

Potomac Supply Corp had been using a proprietary solution called “NDS” which was a DOS user interface and an Oracle database for tracking their business processes and financials. Unfortunately, the antiquated system was not able to take advantage of inherent improvements in operating systems and other related capabilities. Kurt Woerpel, Chief Financial Officer of Potomac Supply Corp says, “We were really trapping ourselves in a corner; the solution in place wasn’t allowing us to grow. We invested ample resources to make it perfect, but it just was not working.”

With their NDS solution, financial statements were written in Microsoft Excel using codes and mapping, making changes to the data extremely difficult and time consuming. Potomac Supply Corp also did not have a system for tracking timber tract (tracking of where trees were growing) and weight tickets (tracking weight of lumber brought in by their loggers). This greatly limited insight into their business planning, inventory, and accounts payable. With the appointment of a new CEO in 2007, it became more obvious that the financial system couldn’t deliver the financial information necessary for accurate decision making.

In addition to the issues Potomac Supply Corp was experiencing, the economic environment was hitting them hard. Foreclosures and suspensions on home building were causing sale prices for lumber to reach a historic low. This squeeze between costs and revenue required that every effort be made to reduce operating costs in order to survive. Potomac Supply Corp was desperate for a technology platform with new capabilities to help them grow in a tough economy as well as into the future.

SOLUTION

Kurt Woerpel, Chief Financial Officer of Potomac Supply Corp, previously worked with Microsoft Dynamics® GP and knew there was a better way for their business to run. Kurt talked with IT to evaluate their options, and after some research they found InterDyn-Artis.

InterDyn-Artis was offering an integrated solution stack of financial software products built on familiar Microsoft technology. In addition, InterDyn-Artis was a member of BOB4Wood, a group of leading suppliers that joined forces to create the industry’s first and only ERP total business solution for wood product companies. Potomac Supply Corp felt there would be a benefit in combining several applications rather than a single application designed to do it all. The solutions included Microsoft Dynamics GP, a financial and Business Intelligence ERP solution and 3LOG, a log and timber management system. Potomac Supply Corp expected that they would benefit from the experiences that BOB4Wood group had in working together to solve issues for customers within the lumber industry.

A round of discussions commenced with the BOB4Wood group through a Business Process Review. During this review, people from each company met with Potomac Supply Corp for an intensive review of their business operations and requirements. The process was key to discovering more effective workflows for Potomac Supply Corp’s total lumber solution. Potomac Supply Corp was excited about the solutions presented and signed agreements in January of 2008. Both Microsoft Dynamics GP and 3LOG were operational about 4 months later bringing a whole new way of business to Potomac Supply Corp.



ABOUT POTOMAC SUPPLY CORP

Potomac Supply Corp is a third generation lumber wholesale supply company based out of Kinsale, VA. Potomac Supply Corp operates four manufacturing operations: a computerized sawmill, a high-speed planer mill, an Osmoste™ pressure treating plant, and a highly automated facility for the manufacturing of industrial wooden pallets. Potomac Supply Corp takes pride in their work and paves the way for innovation in the lumber industry.

360 employees

33 years in business

AWARDS

- Clean air
- Conservation
- Protecting the Chesapeake Bay
- Environmental stewardship for its new biomass-fueled dry kiln project

BENEFITS

Information Reaches Decision Makers

Microsoft Dynamics GP allows Potomac Supply Corp to report efficiently with detailed transaction reports. Information is easily transferred to the hands of the decision makers, helping them make better and more informed choices for the company. Once in the hands of the right people, the information is “drillable”, so they can see into the actual description of their costs and revenue.

With the use of Smart lists in Microsoft Dynamics GP, Potomac Supply Corp can literally push a button to run a report they need every day. For example, Kurt was able to create an YTD accounts payable financial report, allowing visibility into every day operations and revenue. Potomac Supply Corp can easily pinpoint areas that need improvement and the CEO is happy with the amount of detail he can receive at a moment's notice.

The 3LOG System tracks Potomac Supply Corp's timber tracts and weight tickets making sure their loggers and land owners are paid accurately and timely. The system is able to track the weight of the logs and even tracks the type or species of the lumber. The system is extremely user friendly and makes Potomac Supply Corp employees more efficient and informed.

More for Less

Microsoft Dynamics GP allows them to collect data in a more streamlined and effective way. The users are able to take small bits of information and create the most granular data imaginable. Potomac Supply Corp used to have 4 profit centers, not giving them many options on where the data comes from or how to fix any issues that arise. They now have 165 profit centers, allowing them more visibility into their operations. The increase in profit centers reduces the manual searches and therefore is decreasing overhead.

The financials department is also much more efficient these days with Microsoft Dynamics GP. Potomac Supply Corp is able to drill down into their financials department tracking system and can easily see everything they have spent and brought in. Additionally, Potomac Supply Corp is able to establish name conventions with descriptions that flow into Microsoft Dynamics GP reports, making the data more readable and manageable.

The ability to oversee business operations positions Potomac Supply Corp to lower their costs in the long run. Kurt Woerpel, Chief Financial Officer says “The solution gives us the ability to grow the company without having to also grow our staff.” The combination of Microsoft Dynamics GP and 3LOG is saving 40 hours a week for Potomac Supply Corp, according to Kurt Woerpel, and they're getting better information in a timelier manner.

Dynamic Partnership

Considering the BOB4Wood group is a combination of companies, the solutions they can offer are endless. Each component makes up a dynamic piece that helps Potomac Supply Corp every step of the way.

For example, Potomac Supply Corp needed to add an interface maintenance system to their solution, but the system didn't initially integrate with Microsoft Dynamics GP. InterDyn-Artis Wood Products Group met with the solution provider and worked out a way to seamlessly integrate the maintenance system into the Microsoft Dynamics GP solution. Eliminating this redundant data entry saves Potomac Supply Corp time every single day. In addition, having this sort of expertise available to Potomac Supply Corp makes their potential functionality limitless. Potomac Supply Corp can take advantage of more customizations and rely on InterDyn-Artis to see them through it.

SUMMARY

It is obvious that InterDyn-Artis and the BOB4Wood group are strongly committed to technology and helping Potomac Supply Corp grow their functionality. The Microsoft Dynamics GP and 3LOG solutions are just the beginning for Potomac Supply Corp's enhanced business processes within the lumber industry. As the industry grows and changes, so will Potomac Supply Corp, and they can now do so with ease.

Best-of-Breed Approach for Your Lumber and Logging Solution

The BOB4Wood Group provides a proven Best-of-Breed approach to enhance the performance and efficiency of your information technology investment from asset management of raw materials through to the bottom line of your Profit and Loss Statement. Our integrated solution stack of financial software products is built on familiar Microsoft technology and backed by a proven deployment methodology with talented professionals experienced at managing, delivering, customizing, and supporting a complete product offering.

The BOB4Wood Group provides highly trained technology consultants experienced at responding to the unique demands of your forest product business with measurable results that protect your unique business discriminators and improve your competitive position.



“Our accounting team has become much more efficient as a result of the Microsoft Dynamics GP implementation and we are able to get a tremendous amount of additional information out of the system that was not available before.”

Kurt Woerpel, Chief Financial Officer
of Potomac Supply Corp