



## 2020 Customer Success Story

### 2020 Insight Enables Business Process Automation at Wellborn Forest Products

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*Charles Cooper, President, Wellborn Forest Products*

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## The Challenge

With a reputation for excellent quality and service, Wellborn Forest Products is known for manufacturing a broad offering of cabinets for home owners. Based in Alabama, the company continues to grow and excel in the market place, offering four complete product lines with 70 door styles, three wood species, and finish selections in stains, paints, and glazes.

After Wellborn Forest analyzed its entire operations and re-defined all of its business processes—from account services to manufacturing to shipping—the company then launched a project to replace its outdated ERP solution. “We had relied on our previous systems for many years, and where we had a whole new set of processes in place, we needed a new ERP solution that would conform to and facilitate the execution of those processes,” said company president, Charles Cooper.

Finding a flexible ERP solution that could meet the unique needs of the cabinet manufacturing industry was also crucial for Wellborn Forest. “After doing so much work on revising our processes, and knowing our new processes would maximize our efficiency, we did not want to have to change anything because of the technology,” Cooper said. “We needed a solution that met the unique needs of the cabinet manufacturing industry in general as well as our specific needs.”

## The Solution

After conducting a search of ERP solutions designed for the cabinet manufacturing industry, Wellborn Forest Products determined the best solution was 2020 Insight offered by 2020. “We could see how well the flexibility of 2020 Insight would allow us to adapt the solution to match our business processes,” Cooper said.

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2020 Insight helps furniture manufacturers like Wellborn Forest shrink lead times, reduce costs, and increase productivity. The solution’s configuration capabilities—from sales order to machining—allow Wellborn Forest to create all the data required to manufacture both standard and modified products. 2020 Insight also delivers accurate information to each work center in real time while also gathering detailed information at the right time to ensure task completion. “We found the solution gives us the best of both worlds: complete engineering flexibility and automated data creation, which combine to allow us to provide make-to-order products in short lead times,” Cooper said.

Cooper added that the deployment of 2020 Insight went very smoothly with no interruptions to business operations, and the software proved easy for the staff to learn. “We assigned a conversion team that included one person from IT, Accounts Services, Engineering and Manufacturing,” Cooper said. “The team received training from 2020, and we then mapped the system to the way we wanted our business processes to run. The team was then able to train the rest of their departments.”

Application Specialists from 2020 proved particularly helpful in assisting Wellborn Forest in setting up a scheduling algorithm. “We have daily production schedules so that all the sub-components of a cabinet are produced and sent to the assembly line in exact order so we can start with the first cabinet and go all the way through to the final cabinet,” Cooper said. “The work 2020 did on our sort and scheduling routines made this possible.”

During the project, 2020 set itself apart from other technology partners that have worked with Wellborn Forest. “They took the time to learn our processes so that they could electronically replicate what we wanted to do,” Cooper said. “Other technology firms tend to offer systems that are so open that you have to write the application yourself while others systems are so pre-defined, you have to change your business processes to match the software. 2020 Insight offers a perfect balance between functionality that’s already in place with the flexibility to match it to our business processes.”

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## The Benefits

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When Wellborn Forest releases a production schedule, 2020 Insight automatically creates downloads to the saw systems. Saws then cut the parts in the order they will be assembled, and the door schedules come out in the same order they will be consumed on the assembly line. Given that multiple departments provide doors and cabinet component assembly can occur in several places, keeping subcomponents in the right order is critical. 2020 Insight helps ensure the process flows smoothly and on time.

"All of the information automatically flows through our production schedules," Cooper said. "We determine which cabinets we want to build for a given day, drop them into the schedule, and then 2020 Insight optimizes our operations so everything comes through correctly and assembled in order."

Wellborn Forest also now has the ability for non-IT personnel to generate information from 2020 Insight. The previous systems required IT help to generate reports, which delayed the time in which information could be reviewed by managers. But with 2020 Insight, non-technical personnel can quickly create regular reports for any information that managers need to assess business performance. Managers can also access info on an ad hoc basis.

"Thanks to the overall success of this project, we have smoothly migrated from dissimilar systems that required a lot of manual interfacing to two systems—2020 Insight and Microsoft Dynamics GP—that automate all of our processes," Cooper said. "2020 Insight handles purchasing, sales order entry, manufacturing, shipping, quality information, build information, and construction principles while GP handles accounting. It's very important to have both systems talk to each other without manual work to move data from one system to the other. The combination matches our business processes efficiently since 2020 wrote the interfaces between the two systems."