

# How Colorado Timberline is Maximizing Efficiency

**Manufacturing** | Colorado Timberline | Case Study



Colorado Timberline produces customized wholesale and decorated products at a distribution facility maintaining over one million units. Colorado Timberline assures same day shipping. The company has stood out in the market through quality, competitive pricing, and customer care.

## Problem

Pathways was excited to join Colorado Timberline in the wholesale printing industry as the printing process requires heavy monitoring through the inventory cycle. Deadlines are tight and operating efficiency is maximized through tight data analytics. Finally, with a high volume of incoming orders from multiple outlets, an effective order management system is necessary from a logistics standpoint.

To satisfy customer demands, Colorado Timberline must be able to quickly process orders through their ERP and CRM systems, move inventory through production phases, and ship to customers. Effective communication and planning are the key to success for the company.

Colorado Timberline wanted to generate business information by consolidating their ERP, CRM, and HR systems into a central database. This database could be used to generate various reports allowing the company to analyze data while simultaneously automating time consuming data entry processes.

## Key Technologies:

- Microsoft Power BI
- SQL Server 2012
- SQL Server Integration Services
- SQL Server Data Warehouse
- SQL Server Reporting Services

## Sample Requirements:

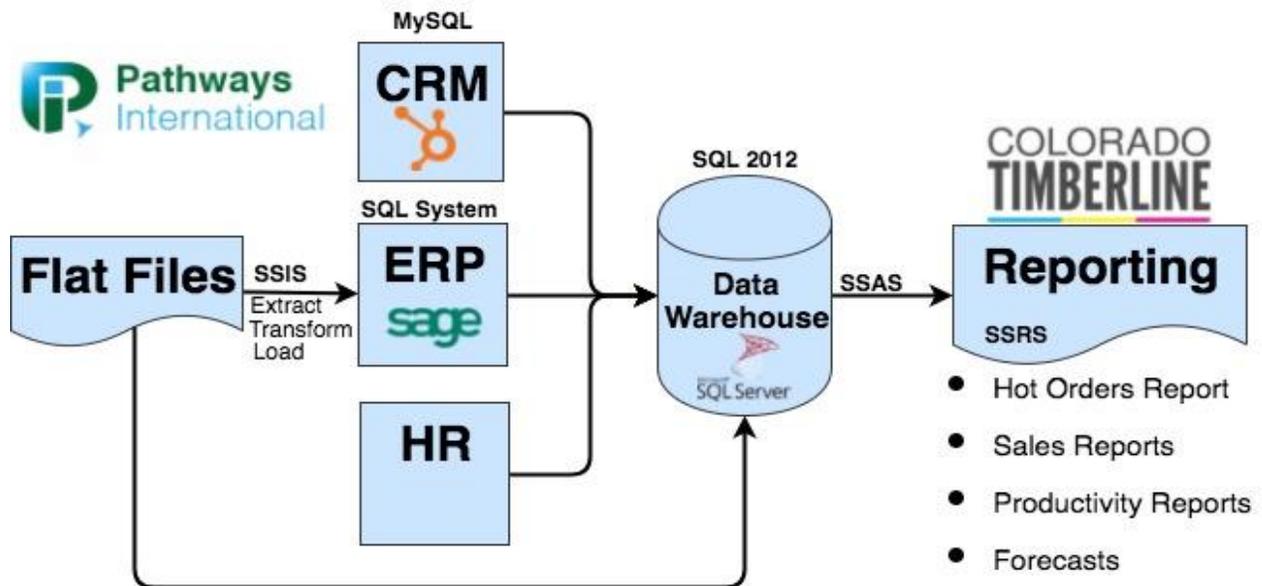
- Integrate reporting
- Automate processes
- Track order deadlines
- Forecast and budget inventory

## Solution Steps and Implementation

Colorado Timberline started with the three source systems, leading us to the decision of designing a data warehouse to facilitate more effective and efficient analysis and reporting. Flat files integrated with the existing Sage ERP system using SSIS scheduled jobs. The ERP, CRM, and HR systems were consolidated into a Microsoft SQL Server data warehouse. New order files were sent directly to this warehouse and updated hourly. From the data warehouse, SSAS was used to analyze the data and then reported through SSRS.

“My company has benefited from both an operational and management decision making stand point from the implementation.”

Tom McKendry  
IT Project Manager, Colorado Timberline



## Final Outcome

Pathways delivered to Colorado Timberline custom dashboards and reporting to assist their management team in making high-level business decisions.

**Integrated Reporting:** Using Colorado Timberline's existing ERP (SQL System), CRM (mySQL) and HR (Cloud) systems, Pathways built a centralized data warehouse using SQL 2012. Consolidating these systems into one warehouse allows Timberline the ability to dig deeper into their numbers. Example reports created after data integration include orders by customers by time, returns by customer by time, sales by client by time, and productivity by worker by order.

**Order Tracking:** Integrating the ERP and CRM systems allowed for much easier tracking of "hot" orders. Because of Colorado Timberline's one-day turnaround on orders, getting a Hot Orders Report in the hands of floor managers was essential. This report is automatically updated hourly allowing Timberline to stay on top of incoming orders and meet deadlines.

**Process Automation:** One of the major process improvements and timesavers from a full BI integration is automation. Prior to the integration, Colorado Timberline would have to manually key orders. After integration, this process was automated, freeing up time and ensuring quality.

**Forecasting:** Using the central data warehouse, Colorado Timberline is able to forecast using historical data. By analyzing data from the different system sources, patterns and trends in sales begin to appear. Using this information, Colorado Timberline can effectively manage inventory levels and predict demand.

## Conclusion

At Pathways International, our team really enjoyed the challenges Colorado Timberline brought to the table. A full BI solution was successfully integrated, delivering increased efficiency and the ability to track key metrics. Automation was built for the company allowing managers to better track orders and stick to their service level agreements. At Pathways International, we are committed to using our expertise to make the lives of our clients easier.