



Cleary Millwork Streamlines Ordering and Customer Service with Ponderosa's Web-based CPQ Technology

Since 1939 Cleary Millwork has been supplying leading lumberyards and specialty millwork dealers in New England, Long Island and Eastern New York with the finest doors, windows, stairs and millwork available on the market.

Headquartered in Somerset, Massachusetts, Cleary operates an on-site 265,000 square foot state-of-the-art production facility. Cleary's commercial division, Wholesale Doors operates in an 80,000 square foot manufacturing and distribution facility that serves contract hardware firms and lumberyards with a full range of commercial doors and hardware. The company also maintains sales offices in Troy, NY and Rocky Hill, CT.

Peter Humphrey, President at Cleary said, "Our years of strength can be directly attributed to a corporate philosophy to consistently provide the highest level of service, professionalism and customer allegiance. We are devoted to constant advancements in the areas of technology, efficiency, and continuous improvement to make our customer's experience the absolute best it can be."



Cleary Millwork
1255B Grand Army Highway
Somerset, MA 02726

THE CHALLENGE

Provide a more efficient way to submit quotes and orders

Cleary needed to help its lumber dealer customers provide better service to their customers by providing a quicker, more efficient way to submit quotes and orders.

John Humphrey, Chief Operations and Supply Chain Officer for Cleary said, "Our goal is to help our customers establish their business as a competitive source for custom millwork, commercial products as well as commodity millwork items. We knew the technology existed and that the improved speed and accuracy of orders would go a long way toward meeting that goal."

THE SOLUTION

Advanced e-commerce website and online ordering system

The Cleary 365 solution provides Cleary's lumber dealer customers with real-time access to inventory, pricing, and credit information along with the ability to manage profit margins in real-time. "Essentially, what the customer sees is exactly what our employees see and use on a daily basis," Humphrey said. "Since its launch earlier this summer, we've had rave reviews from our customers who appreciate the convenience of on-demand, 24/7 access to our company."

"Since the launch of Cleary 365 in June of this year we've seen exceptional growth in orders," Humphrey added. "Today, just five months since launch, nearly 20% of all quotes are processed through Cleary 365 and we only expect that number to increase as we continue to promote it."

"Cleary 365 includes some incredibly valuable capabilities that let dealers toggle between their cost and their customer's price in real time so they immediately know the margin on everything they sell," Humphrey said. "They also appreciate the ability to place orders at any time of day and easily turn quotes into orders."

"Since the launch of Cleary 365 in June of this year we've seen exceptional growth in orders," Humphrey added. "Today, just five months since launch, nearly 20% of all quotes are processed through Cleary 365 and we only expect that number to increase as we continue to promote it to our base."

The system has proven to be a big boost in the accuracy of sales orders which has led to fewer returns and more on-time, in-full shipments to our customer's job sites. "Everything works like a well-oiled machine. We couldn't be more pleased with the results so far."

Cleary 365 is based on Ponderosa's proprietary Configure, Price and Quote (CPQ) tool which presents selections for entry and interior door systems, windows, and other millwork products as high-resolution images.

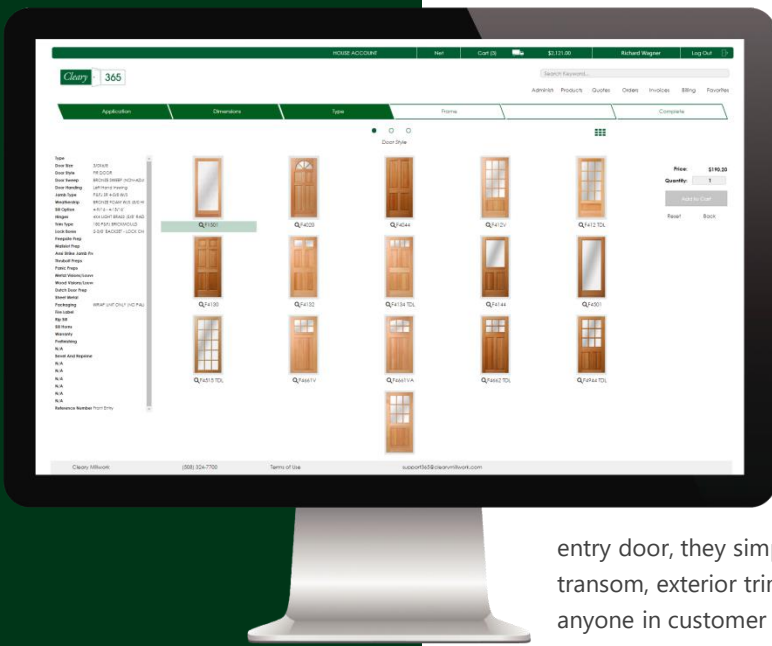
If someone is interested in a custom entry door, they simply select, view and price their desired door slab type, sidelights, transom, exterior trim and other options to fit their project—without having to wait for anyone in customer service or the sales departments! Choices are quick and easy with only logical, compatible components presented, eliminating the potential for costly returns and rebuilds.

Ponderosa's portal technology integrates with most major door and window manufacturers' online product configurators and other upsell components, with no double entry of data. This eliminates errors caused by re-keying, manual re-costing and reduces the time spent creating quotes.

Cleary 365 uses advanced dashboards help customers quickly and easily create quotes, place orders, as well as review invoices, inventory, delivery and billing. Accounting Departments love the simplicity of "My Account", a self-service module that lets customers check order status, view AR balances, invoices and payments.

Cleary 365's enhanced navigation lets customers swiftly navigate between different product categories and the system's innovative Product Configurator lets users order stock items or build out residential, interior and exterior, pre-hung doors and pre-assembled stairs in minutes, and then submit a quote or order with the customer's choice of delivery day.

For more information, call (800) 422-4782 or visit us online at www.caisoft.com/ponderosa.



About Ponderosa

Ponderosa Enterprise Resource Planning (ERP) software is a fully integrated, Windows-based solution that automates Point of Sale, Product Configuration, Sales Order Processing, Purchasing, Manufacturing and Production Scheduling, Inventory Control, Warehouse Management, Installed Sales, Deliveries, Accounting, Business Intelligence (BI), e-Commerce and more.

Developed by CAI and continually enhanced and supported for more than 35 years with state-of-the-art technology and industry best practices, Ponderosa consolidates critical information—from all areas of the business—to provide the industry's most comprehensive LBM Business Management System.

© 2018 CAI Software, LLC. Ponderosa is a trademark of CAI Software, LLC. All other company or product names are trademarks or registered trademarks of their respective companies.



36 Thurber Blvd.
Smithfield, Rhode Island 02917
800.422.4782
www.caisoft.com/ponderosa