

C.H. Briggs Company



About the company.

C.H. Briggs Company is one of the largest independently owned kitchen- and bath-related building materials distributors in the industry. It holds the distinction of being the only distributor that can supply all products needed in the complete manufacture of cabinets and case goods. Representing more than 250 of the best-known manufacturers in the industry, its three distribution centers located throughout the Mid-Atlantic states send over 40,000 SKUs to over 14,000 customers via a fleet of 31 trucks or small package carriers.

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SCOTT WITHERS, CIO, C.H. BRIGGS

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Setting the strategy.

C.H. Briggs is a company highly focused on continued growth. To ensure that it has the technological stability, scalability, and flexibility to support that expansion, the company periodically examines its technology infrastructure for optimal efficiency. After numerous company acquisitions, C.H. Briggs needed to integrate data from those companies into its existing system, Infor™ ERP A+. Based on years of experience working with Infor, C.H. Briggs was confident that Infor's ERP system would continue to perform well and enable the company to achieve its goals of increased productivity, reduced costs, and improved service levels to its customers while it grows.

Getting business specific.

C.H. Briggs chose Infor ERP A+ to continue as its technology backbone because the product proved it could handle increasing amounts of data with ease. According to Scott Withers, Chief Information Officer, C.H. Briggs, "Infor ERP A+ runs the entire transactional side of our distribution operation, beginning with order entry and customer service, and integrates with all other areas, including warehouse management and financials. It also integrates with the transactional side of our interactive website so customers can register to place orders, look at open accounts payable, and view their order history. A+ is extremely robust in content and breadth for handling our critical data."

Another important factor in selecting Infor ERP A+ was the valuable information derived from it. Withers adds, "The transactional information we can extract from A+ after an overlay of external marketing data has been added provides a unique opportunity for analyzing and making strategic decisions. All of these databases combined via A+ offer a wealth of critical information we need to grow and prosper."

facts at a glance:

> company	C.H. Briggs Company
> solution	Infor ERP
> product	A+
> platform	IBM® System i
> database	IBM DB2®
> industry	Building Materials
> revenue	US \$90 Million
> employees	175
> country	USA

Seeing results.

Since the initial installation of Infor ERP A+, C.H. Briggs has made five major upgrades. Notes Withers, "These are scheduled at two-year intervals and are governed more by our custom modifications than the features and functionality of A+. During each upgrade, we also evaluate our previous modifications and determine whether those changes may then be part of the upgraded A+ base product. Infor listens to our input and, through their involvement, incorporates our older modifications into the A+ upgrade path." Withers adds that another advantage of Infor ERP A+ is that it supports completely independent environments needed for testing, education, scenario modeling, or development.

As C.H. Briggs has grown, it has also required unique solutions that could be met only with third-party software. One such logistics package is the dynamic routing of its truck fleet. "We can dynamically look at our orders each day and optimize the routes and the number of trucks and drivers based on the view presented and the geographic location of customers," says Withers. "Again, integration with A+ was simple, which significantly reduced our expenses and improved customer service. Now we can tell our customers when they can expect their orders to arrive within a 10-minute window."

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Another integration project at C.H. Briggs that Infor ERP A+ natively supported was the transfer of graphical images and marketing content into the order entry system and throughout the e-commerce site. Withers explains, “As a result, customers and customer service agents can see the same graphics and read the same information published in our printed catalog or flier or website, which improves communication and ensures customers get exactly what they want. This is helping us continue to raise the level of satisfaction we bring our customers.”

Activity-based costing is another area that Withers believes brings Briggs a competitive advantage within the distribution industry. “It is the ability to learn the types and amounts of resources being used by specific customers and their resulting profitability as well as their value to us. It is a complex process, but A+ enables us to integrate tremendous amounts of data at a very detailed level and feed that data into a third-party package, allowing us to analyze and ultimately increase our profitability.”

With all the years of upgrading, adding third-party applications, and responding to industry changes, C.H. Briggs concludes that educating users about the IT system is the best investment. “We view IT as a strategic advantage over our competition,” asserts Withers. “And after every upgrade, we’ve found that training in its full functionality goes a long way toward optimizing our business processes. With it, we have quickly improved customer service productivity, reduced costs, and improved our customer commitments—getting customers their exact and complete orders at the time they want them.”

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Doing business better.

C.H. Briggs retains aggressive plans to grow. “We are a healthy company, and our commercial side of the business is very strong,” says Withers. “Within five years, we expect to double in size.” Where does Infor stand in this plan? “Infor has developed innovative applications that have grown with us,” Withers says. “We look forward to a long relationship with Infor as they support the workhorse of our organization.”

About Infor.

Infor acquires and develops functionally rich software backed by thousands of domain experts and then makes it better through continuous innovation, faster implementation options, global enablement, and flexible buying options. In a few short years, Infor has become one of the largest providers of business software in the world. For additional information, visit www.infor.com.

Customer Profile

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