



SUCCESS STORY

Dixie Plywood - Enhanced data access improves customer reach and service

Dixie Plywood's leadership team recognized the need to upgrade from outdated accounting machines, keypunch and mail systems leading them to begin investing in more sophisticated computer equipment. This opened the door for new technology using data communications and acoustic couplers.

Under the leadership of Bobby Awtrey, Dixie Plywood's IT team initially developed an in-house ERP system, B.E.S.T., which was later replaced by Infor's SX.e ERP. However, integrating third-party solutions and addressing reporting needs proved challenging. Attempts to leverage Hyperion for Business Intelligence (BI) were hindered by its complexity and poor user adoption, especially among sales staff.

Why Did You Choose Phocas?

The ERP and accounting system provided many of the core functionality that Dixie Plywood needed, but it was difficult to find third-party software that would easily integrate into the system. In many cases, the IT department had to write its own interfaces.

For Business Intelligence (BI), Dixie Plywood looked at several BI-type systems, but many were too expensive and would have required a lot of time to install. The company deployed a product called BRIO, which later became known as Hyperion, from an Infor third-party vendor. Users found it heavy duty, clunky and hard to use; thus requiring the IT staff to do most of the analytical reporting.

"We learned that if our software slows our salespeople down, they will not use it, regardless if it's a CRM, ERP or a BI tool. All they want is information and tools that will help them sell."

-Bobby Awtrey | Director of I.T. Services | Dixie Plywood

DIXIEPLY

100% EMPLOYEE OWNED

HEADQUARTERS

Savannah, GA

INDUSTRY

Wholesale Distribution - Building Materials

SOLUTION

Infor SX.e | Phocas

WEBSITE

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What Successes Have You Seen?

Dixie Plywood adopted Phocas after being impressed by its affordability, ease of use, and quick installation process. Phocas integrated seamlessly with their ERP and provided immediate value across departments.

“Our bottom line has increased for a lot of reasons the last several years, one of which is that we now use a good BI tool like Phocas.”

-Bobby Awtrey | Director of I.T. Services | Dixie Plywood

A Partnership for Success

Phocas has improved operational efficiency, empowered users across the organization, and contributed to an enhanced bottom line. Moving forward, Dixie Plywood plans to integrate budgeting, upgrade their ERP, and expand Phocas' capabilities to include new data sources.

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