



CASE STUDY

## Baillie Lumber

# A solid business with sound environmental practices for sustainable forest management

Founded in 1923, Baillie Lumber has emerged as one of North America's largest hardwood lumber manufacturers, distributors and exporters. The company has grown from regional supplier of domestic hardwoods to an international hardwood manufacturer that can ship its lumber to any region of the world.

Baillie's hardwood manufacturing facilities are spread north to south in the eastern United States. Partner mills and suppliers in the U.S. and internationally supplement their own hardwood manufacturing capabilities, giving Baillie a level of breadth and availability unmatched by other hardwood manufacturers. **Learn why they're a cut above the rest.**



# Growing the right way with unified ERP, cloud-based analytics

## Before: Challenges and opportunities

- Company growing through acquisitions, looking to move away from legacy Oracle data warehouse and incorporate more powerful business intelligence capabilities
- Three companies using different ERP platforms, causing difficulty for sales to access real-time inventory data, for example; highly manual interaction for order entry and other standard practices
- Embarking on digital transformation with SAP S/4HANA as the standard ERP platform with Syntax, live in November 2019, and SAP Analytics Cloud in February 2020 with the help of VantagePoint

## Why SAP, VantagePoint and Syntax

- Concluded no other solution or partners as ideal for digitizing operations... a “clear willingness to help us succeed” mirroring Baillie’s own core value in serving its customers and “going beyond the ‘sale’”
- SAP Platinum Partner Illumiticrucial in planning and implementation of SAP S/4HANA, bringing together three legacy platforms under a single ERP while helping drive enterprise-wide adoption
- Further advancing digital transformation, SAP Gold Partner VantagePoint instrumental in deployment of SAP Analytics Cloud, optimizing reporting through dashboards and other improvements
- Breadth/depth of SAP ecosystem and user community... “plentiful resources a decisive factor”

## After: Value-driven results

- Cleaner accurate data across enterprise, including for materials, costing and inventory management
- Streamlined processes and governance from manufacturing and order-to-cash through fulfillment
- Standardized ERP solution much easier and more cost effective to leverage, maintain and upgrade
- SAP Analytics Cloud a dynamic interactive way to visualize, slice and dice data for trends insight

**Baillie Lumber Co.**  
Hamburg, NY  
baillie.com

**Industry**  
Industrial Machinery  
and Components

**Products and Services**  
Hardware lumber manufacturer,  
distributor and exporter

**Employees**  
725+

**Featured Solutions**  
SAP S/4HANA  
SAP Analytics Cloud

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The number of legacy ERP systems replaced by SAP S/4HANA

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Brands comprise Baillie business, with SAP supporting end-to-end success

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*“The ability to get real-time information and create ‘live’ models is a big advantage with SAP. We can now offer more capabilities and ultimately unleash entirely new dimensions to our core competencies. Our time to market is faster than ever.”*

- Gary Braunscheidel, Chief Technology Officer, Baillie Lumber Co.

