

Woodgrain's Data Analytics Journey

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Key Objectives



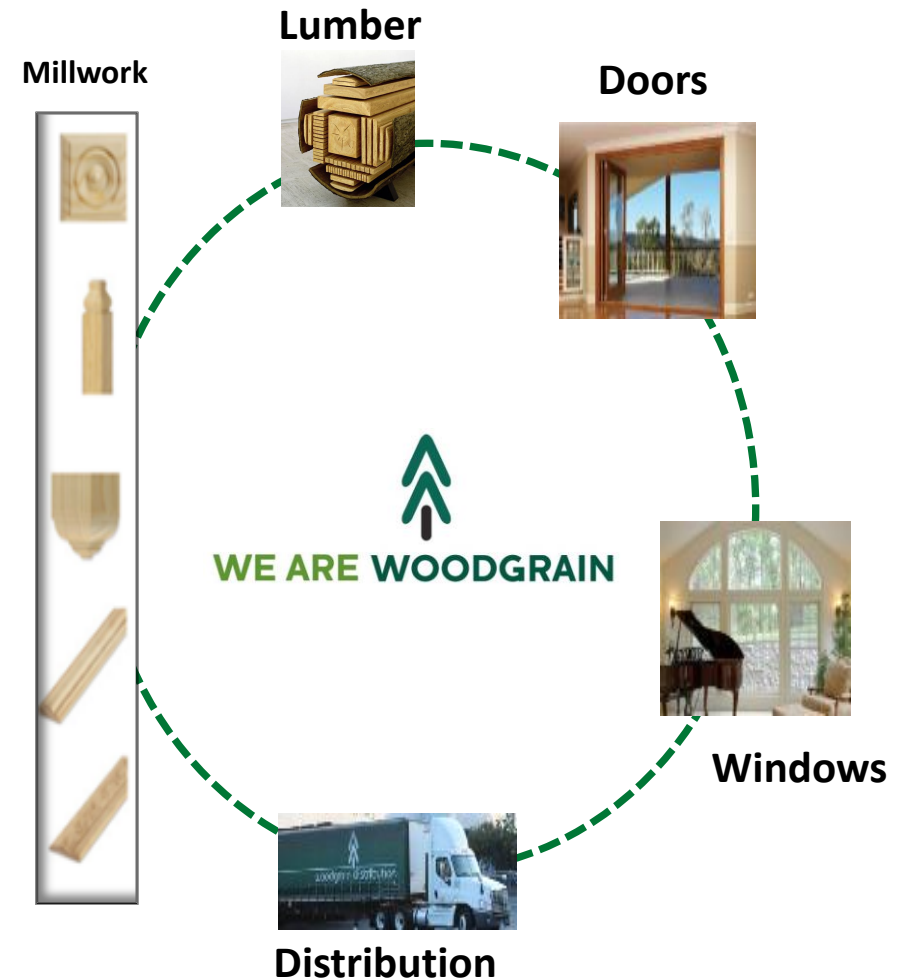
- Opening and welcome, introduction to the Woodgrain organization
- IT Mission and Vision
- Why Data Analytics
- Organization and Landscape
- Evolution of tools used in the process
- Demonstration of SAC applications
- What is next in our Data Analytics journey
- Q/A

Who is Woodgrain?

Family owned and operated since 1954
One of the top five moulding producers in the US
International presence - Promasa in SA, Chile

Highly Vertically integrated:
(Forests → Manufacturing → Distribution)


lifeplast lifetech Hexgrain DecraMold BlockShop Finished Elegance



ERP Transformation Journey



Woodgrain IT Mission and Vision



Our Mission

Our Mission is to be a Valued Partner by providing IT solutions which enable Woodgrain to run, grow, and transform the business. We will seek opportunities to drive value and reduce risk based on business needs, best practice, and available technology.



Our Key Initiatives

WIN Program completed by 2022.

Value Harvest from top tier solutions & partners. Add visibility to Vertical Integration Accelerators.

Promotion of Data Analytics

ERP journey – “We have the Info”

Leaders leveraging information – “We have needle movers!”

Vertically integrated company – “We need data driven decisions”

- **It starts with awareness, education, and excitement!**
- **Leverage Projects**
- **Top down and bottom up**

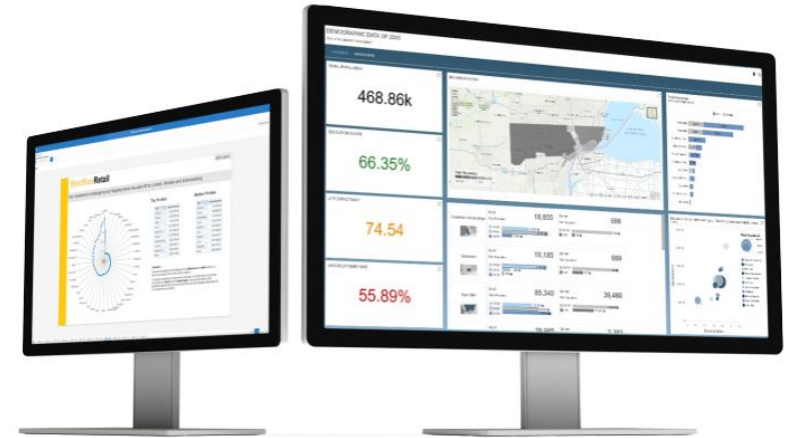


SAP® Analytics Cloud

The Organization and Landscape

Data Analytics Team

- Ben Wicks – Data Analyst
- Zach Tanchinch – Data Analyst
- Deepa Bheemu – Data Architect



The Organization

- We are providing various reports from Executive to Operational Reports for all our Woodgrain Divisions. Leveraging the SAP BI Tools even if they are on non-SAP ERP systems.

BI Landscape

- SAP BW (Bex), SAP Business Objects, SAC, MS SQL, Legacy Cognos / SSRS Reports, Alteryx

Evolution of Tools and Processes

We started our BI Journey 10+ years ago.

- **Bex Queries and Excel, limited education**



More data and more education lead to more reports, still looking at "what happened" but the understanding and need was growing

- **Added more Visualization Reporting (Webi and Lumira)**

Last 2 years we have seen a large upswing in reporting requests from our business areas.

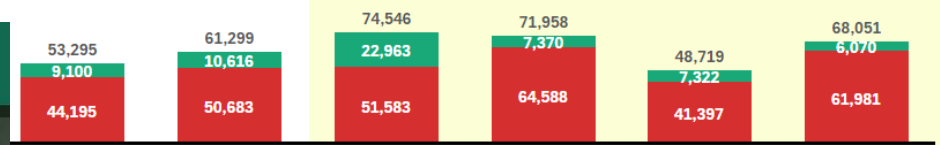
- **Engaged Key Leaders**
- **Education**
- **Expanded BI Team and Tools (SAC and Alteryx)**
- **SAC ready for Prime Time**
- **Cloud Projects for Reporting (CX, SuccessFactors, Concur)**

SAC Demonstration

Windsor Pipeline Forecast

Quoted and Ordered Units by Week

Ordered Units Unordered Units



	Next Dimension	Pinnacle		Revive		
Quoted Units	Quoted Units	Ordered Units	Quoted Units	Ordered Units	Quoted Units	Ordered Units
2	5,259	176	19,676	1,554	294	24
17	16,213	3,005	16,758	2,392	353	44
18	19,690	4,464	17,230	2,728	458	54
22	14,475	3,449	15,215	2,447	341	55
18	21,092	4,835	16,829	2,718	453	63

Distribution Division Billing Summary

Select Measure

- Gross Value YTD
- Gross Margin YTD
- Sales Growth YTD

115,724,244
Gross Value YTD

43%
Gross Value YoY Growth %

36,171,456
Gross Margin YTD

40%
Gross Margin YoY Growth %

20,901,940
Gross Value MTD

6,255,720
Gross Margin MTD

Top Payers for Gross Value YTD

Top 20 - Payer

	DIRECT	OWH
HOME DEPOT INC #116254	63,715,716	63,715,716
BUILDERS FIRSTSOURCE	7,849,289	
BMC STOCK HOLDINGS INC	3,969,404	
CARTER LUMBER CO	3,798,836	
AMERICAN BUILDERS SUPPLY -S...	2,893,590	
84 LUMBER COMPANY	2,544,842	
STIER SUPPLY COMPANY	1,810,820	
MILL CREEK LUMBER & SUPPLY	1,241,573	
ARKANSAS WHOLESALE LUMBER	1,239,606	
LUMBERMENS MERCHANDISING ...	1,147,064	
BLUELINX CORPORATION#0061	1,016,087	
DEALERS WAREHOUSE	981,444	
EC BARTON & COMPANY	937,967	

Top Sold-to Parties for Gross Value YTD

Top 20 - Sold-to Party

	DIRECT	OWH
BFS - HOUSTXRL	2,861,306	3,070,670
CARTER LUMBER CO -ST...	2,126,691	2,219,391
STIER SUPPLY - SC	1,573,172	
AMERICAN BUILDERS SU...	1,215,164	
DEALERS WAREHOUSE	981,444	
CARTER LUMBER CHARL...	894,567	
BMC - 7963	871,597	
AL & SONS MILLWORK INC	860,452	
BMC - 8113	857,290	
BFS # CHARLESTON SC # ...	855,199	
US LBM ARKANSAS WHO...	816,083	
AMERICAN BUILDERS SU...	748,887	
US LBM DARBY DOORS	720,395	

Gross Value YTD per Material Group

Top 10 - Material Group

Material Group	Percentage
PINE ML	5.4%
PINE FJ	6.8%
PRIMED	40.8%
UMD/MD	7.5%
FLAT JA	4.3%
SPLIT JA	5.1%
PROPAC	12.3%
BOARDS	11.2%
FINISHE	4.3%
DOOR	

Gross Value Year-over-Year

All

Big Box

Retail

[Show Inactive Values](#)

Material Group

- All
- SUPPLIES
- 3PL CMPC
- 3PL BFS



What's Next for Woodgrain?

- **Need to keep the momentum (Vertical integration and WG Growth)**
- **Partner with the outside for ideas (Leverage partners, ASUG)**
- **Architect for the future (BW4HANA, DW Cloud)**
- **Build WG business Data Analysts (turn push to pull)**

Questions?

For questions after this session, contact us at tstenkamp@woodgrain.com and jchalin@woodgrain.com.

Thank you.

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Abstract

Session Title

Woodgrain's Data Analytics Journey

Session Abstract

Woodgrain Inc, a privately held wood products manufacturing and distribution company, will share their success story of driving executive level enthusiasm around data analytics at the top of the corporation to sponsor a drive to expose SAP data analytics tools, and explain how they were able to take action during 2021 to utilize the SAP Analytics Cloud platform to bring executive level dashboard visibility to the stakeholders. We will discuss the approach to gain executive sponsorship, how we engaged the mid level management to partner on opportunities, and the process to develop and deliver new tools to the organization. In addition, we will describe how the SAC solution was integrated into our recent enterprise-wide SAP Customer Experience (CX) rollout. Finally, we will wrap up with our vision for the future state in continuing on the DA journey.

My session covers the following topic(s):

Analytics

My session will cover the following business function(s):

Customer Relationship Management, Business Intelligence (BI) and Analytics

My session covers the following SAP product(s):

SAP Analytics Cloud, SAP Customer Experience (SAP CX)