



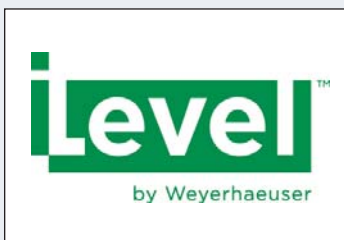
iLevel by Weyerhaeuser

www.ilevel.com



At A Glance:

- **Company:** iLevel by Weyerhaeuser
- **Location:** Federal Way, WA
- **Industry:** Architecture/Design, Distribution/Wholesale, Manufacturing
- **Challenge:**
 - Customer support organization running on more than a dozen disconnected databases
 - Organizational shift required unifying call activities previously done by two different groups
 - Short time frame to make key changes in support operations
- **Software switched from:** Custom in-house development (MS Access and custom Web-based application)
- **Results with NetSuite:**
 - Achieved rollout in 90 days
 - Successfully merged support and design call groups into single interface
 - Obtained key customer support reporting



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The Results:

iLevel successfully transitioned two separate technical groups, which previously had relied on different, disconnected support applications, to use NetSuite and a unified customer tracking database. Better still, iLevel accomplished the transition in under three months, beginning the process in the fall of 2005 and meeting an internal Weyerhaeuser deadline of January 1, 2006.

"We have been very successful with NetSuite, as it has allowed us to merge our tracking of technical support and design services into one system," says Glyn Boone, North American Design Manager at iLevel by Weyerhaeuser. "It has improved our reporting ability, and given a single interface to our users who provide both types of technical service."

The greater insight into customer service activity has not only helped iLevel manage its support operations better, but has proven a valuable customer relationship tool as well, giving the company the ability to show reports of support activity to customers who benefit from iLevel's design services. "The cost of our services is borne by the product, so a lot of what we're trying to do is let our customers know the values of services we are providing them. Being able to show that is critical to getting business and retaining it."

NetSuite's configurability has given iLevel the opportunity to make key changes in functionality faster than ever. "NetSuite has allowed us to build the system as we go, instead of taking six months or a year to write a spec and take it to the programming department," he says. "We can decide as a team on a change to the system and just get it done."

The Challenges:

iLevel by Weyerhaeuser is a one-stop supplier of complete building material solutions for the commercial and residential market — the company sells structural frame products to provide a full framework for the structure, as well as consultative design services to

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architects and builders. "Our goal is to be the undisputed leader in the residential structure frame market," Boone says.

iLevel's phone support group provides very different services to customers. Callers may have technical specification questions, which may be part of a pre-sales process evaluating whether iLevel's engineered lumber products and other structural systems suit a pending job, or they may be "technical support" calls about an existing system purchase. Callers may also request iLevel's design services, which take architectural specifications from builders and provide drawings and schematics of the resulting building as it would be built with iLevel products. "Prior to NetSuite, we had two different systems to support these tasks, developed in-house over a number of years on an ad hoc basis: one Access application that ran stand-alone in 10 different offices with the tech call database, and a Web-based job log for the design group," he says.

"Getting updates or reports from the tech call database was pretty cumbersome as it involved trying to merge 10 databases into one," he says. The design team's application fared somewhat better, but with no connection to the tech call database, iLevel had a poor understanding of the overall impact of its customer support activities or how customers were transitioning from pre-sales to design assistance to technical support. When iLevel parent Weyerhaeuser decided to re-brand and re-launch the company under the new moniker, the organization knew it had to put a new, coordinated face forward to customers.

The Solution:

"Our transition to the iLevel organization was going to require changes to the Web application, and there were hard-coded things in that system. A lot of maintenance was going to have to happen, and at the same time we were merging our engineering group and design group into a single organization," Boone says. "We said that now is the time to bring together both platforms."

Instead of trying to retrofit its disconnected systems, iLevel turned to NetSuite, which provided a quick, ready-to-deploy solution to its problems. "We didn't do a lot of exploring alternatives because of our time crunch, but we were able to rely heavily on the positive experience of the iLevel commercial group which had deployed NetSuite a year before us," he says. "We had expertise in-house in developing that system which could get us up and running quicker, and we wanted our commercial group and our residential group on the same platform."

With NetSuite helping drive customer support operations, iLevel can manage the overall customer relationship far more easily than it could with multiple disconnected systems. Best of all, iLevel achieved its goals without a painful adoption process. "I was surprised by the ease of our user start-up," Boone says.

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