



# CASE STUDY

How we boosted Carlson Forest Products'  
productivity and efficiency



**RDB SOLUTIONS**

# TABLE OF CONTENTS

TABLE OF CONTENTS	1
OVERVIEW	2
CHALLENGES	3
SOLUTIONS	4
RESULTS	5
CLOSING COMMENTS	6

# OVERVIEW

Carlson Forest Products is a leading provider of wholesale dimension lumber. Speed, integrity, and relationships - this is the Carlson way.



## BACKGROUND

Since 2005, Carlson Forest Products has been a trusted supplier of wholesale dimension lumber and panels, delivering truckload and railcar quantities to a diverse range of industries.

Founder Derek Carlson launched the company after entering the industry in 1999, following his graduation from Virginia Tech with a degree in Wood Science and Forest Products Marketing.

The business is built on strong, long-standing partnerships with sawmills and transportation providers. These relationships allow them to consistently deliver value to their customers—who remain at the center of everything they do.

# BEFORE RDB SOLUTIONS



Carlson Forest Products was using a competing software system that simply didn't meet the demands of their business. The platform lacked integration, efficiency, and flexibility. It required multiple redundant steps for everyday transactions and inventory management, making the process time-consuming and prone to error.

The software wasn't user-friendly or tailored to the needs of the forest products industry. As a result, Carlson's team found themselves burdened with inefficient workflows and a lack of confidence in the system they relied on daily.

## THE CHALLENGE

Carlson Forest Products needed a software system that:

- Streamlined inventory and business processes
- Was intuitive and user-friendly
- Reduced redundancy and the risk of error
- Was backed by responsive and knowledgeable support
- Could be tailored to their industry's specific needs

Their previous system caused delays, inefficiencies, and required extra manual work—something that directly impacted productivity and business growth.





# THE SEARCH FOR A BETTER SOLUTION

Jeff Tant, VP of Carlson Forest Products, and his team began by reaching out to peers in the industry whose opinions they trusted. RDB Solutions came highly recommended.

From the first conversation, it was clear that RDB Solutions was different. Kevin Stanton, Founder + Software Architect for RDB Solutions, spoke their language—literally. He understood the terminology, the workflows, and the day-to-day realities of the industry. That level of insight and industry fluency was something Carlson hadn't experienced before.



Jeff Tant, Carlson Forest Products

## WHY RDB SOLUTIONS STOOD OUT

- Industry Expertise: RDB understood the lumber products business from the ground up.
- Customization: The software was tailored to Carlson's needs—and RDB delivered enhancements quickly when requested.
- Responsiveness: Whether it was a training need or a technical question, the RDB team was always available. Jeff described their responsiveness as "impeccable."
- User-Focused Design: Features were intuitive, even for team members who weren't especially tech-savvy.
- Domestic Support: Being US-based made communication smoother and support faster.

# IMPLEMENTATION AND RESULTS

Despite limited technical experience, Jeff and his team found the onboarding and training process with RDB straightforward and effective. Hands-on training made the biggest difference, and the support team was always there to guide them.

With RDB Solutions in place, Carlson Forest Products saw:

- Dramatically improved administrative workflows
- Streamlined inventory management
- Greater visibility across teams and departments
- More efficient use of time and reduced human error
- A renewed ability to focus on business growth instead of back-end processes

Jeff's favorite feature? **Order blocking and centralized document storage.** Having all paperwork related to a single order in one place has saved countless hours.

## RESULTS THAT SPEAK FOR THEMSELVES

Multiple times this year, RDB Solutions has responded to Carlson's needs for training, support, or software tweaks—and delivered every time. That level of attentiveness and flexibility is why Jeff describes RDB Solutions in one word: Responsive.



# FINAL THOUGHTS FROM CARLSON FOREST PRODUCTS

“RDB Solutions starts with a deep understanding of our industry. That’s a huge advantage. When we ask for changes or need support, they already know where we’re coming from. Everything is faster, more efficient—and it shows in the way our business runs today.”

— Jeff Tant, Carlson Forest Products



Carlson Forest Products would recommend RDB Solutions to others without hesitation. Their experience shows that with the right software partner, it’s possible to transform outdated processes into efficient systems that support real growth.

## Inspired by Carlson Forest Product's success story?

Get in touch with us to start your  
journey toward outstanding results.



## CONTACT

RDB-Solutions.com  
info@rdb-solutions.com

1026 SW Emkay Drive  
Bend, OR 97702