



CASE STUDY

Scaling a Growing Team with RDB Solutions
35% increase in efficiency



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OVERVIEW

Utah Lumber Company is a nationwide wholesale lumber distributor with deep roots in the forest products industry.

BACKGROUND

Known for its direct mill relationships and trader-driven approach, Utah Lumber serves lumber yards, manufacturers, and industrial customers across the country with a wide range of softwood and hardwood products.

As the company grew, so did the complexity of its operations. Managing inventory, trades, transportation, and profitability across an expanding team required more than spreadsheets and disconnected tools. Utah Lumber needed a system that could support real-time visibility, trader efficiency, and operational accuracy without slowing down the pace of the business.



BEFORE RDB SOLUTIONS



Before implementing RDB Solutions, Utah Lumber Company operated with a small team—just three traders—and relied on Excel spreadsheets, emails, and manual processes to track orders, inventory, and logistics. As the business grew and inventory volume increased, these systems quickly became unsustainable.

THE CHALLENGE

Leadership recognized that continuing without a centralized, purpose-built system would hinder growth and introduce unnecessary risk.

Key challenges included:

- Disconnected tools
- Slow and inconsistent purchase order creation
- Inventory discrepancies caused by manual data entry
- Inefficient trucking and logistics coordination
- Limited transparency for traders around commissions and profitability
- Increased risk of errors as headcount and volume expanded



THE SEARCH FOR THE RIGHT SOLUTION

The team conducted extensive due diligence, completing four different software demos over a lengthy evaluation period. Having heard industry “horror stories” about chaotic software transitions, leadership intentionally avoided rushing the decision.

What stood out immediately with RDB Solutions’ Lumber Expert was the contrast:

- Intuitive, trader-friendly design
- Strong administrative and management capabilities
- Robust reporting and inventory management
- A system that connected buying, selling, transportation, and storage in one place

Feedback from industry peers who had switched to RDB from competing platforms reinforced confidence in the decision. Those users consistently reported higher satisfaction and smoother operations.



IMPLEMENTATION & ONBOARDING

Rather than rushing implementation, the company took a **systematic, disciplined approach**:

- A six-month trial and practice period for the entire team
- Time for traders to learn and explore the system before going live
- Structured onboarding with hands-on support

Despite natural concerns about adoption, especially among less tech-savvy team members, the transition exceeded expectations. The software’s intuitive design significantly reduced the learning curve, and by the second month, the team was operating confidently within the system.

Importantly, there was no backlash from traders, a common issue with new systems. Instead, adoption was quick and positive across the organization.

RESULTS & IMPACT

Operational Efficiency. The organization estimates a **25–35% increase in overall efficiency** across trading and ownership operations.

After implementing RDB Solutions software, Utah Lumber Company experienced:

- Real-time, accurate inventory tracking
- Faster purchase orders and order management
- End-to-end visibility from buying through transportation and delivery
- Significantly reduced manual data entry

Trader Empowerment. The new software tools directly translated into more time spent trading—and less time wrestling with systems.

RDB Solutions fundamentally changed the trader experience:

- Clear, transparent commission and profitability tracking
- Full control over buying, selling, and transportation
- No need for additional intervention to execute core tasks

“EVERYTHING WE NEED IS IN ONE PLACE—AND WE TRUST THE DATA.”

--TYRONE KONECNY, PRESIDENT

IMPACT ON HIRING & TALENT RETENTION



The software became a competitive advantage in recruiting.

During an interview, a prospective hire from a sophisticated competitor expressed frustration with the lack of transparency and inefficiencies in his current system. After a brief, 30-minute hands-on demo of RDB Solutions—from reviewing inventory, to creating an order, and then dispatching a truck—he was immediately impressed.

The transparency, usability, and trader-first design of RDB Solutions software became a key factor in his decision to accept an offer, demonstrating how the right technology can directly support talent acquisition and retention.

OWNERSHIP PERSPECTIVE

From an ownership standpoint, RDB Solutions delivered peace of mind:

- Greater accuracy and reduced risk of errors
- Confidence that nothing “fell through the cracks”
- Reliable tracking without reliance on spreadsheets

Beyond productivity gains, leadership emphasized the value of being able to “sleep at night” knowing everything was accounted for in one system.



SUPPORT & PARTNERSHIP

“The onboarding process was thoughtful and well-supported. RDB’s team was responsive, hands-on, and truly understood our business—it felt like a partnership, not just software support.”

**--Tyrone Konecny,
President**

RDB’s customer support played a critical role in the success of the implementation:

- Fast response times
- Highly accommodating, hands-on assistance
- Issues addressed quickly and thoroughly

Onsite onboarding support made a significant difference. The relationship felt less like a vendor and more like a partnership, aligning well with the company’s own family-oriented culture.

WHY RDB SOLUTIONS

Two factors stood out as differentiators:

1. **Industry Expertise:** RDB's founder comes from the lumber industry, which is reflected in the system's design and workflows.
2. **Familiar, Intuitive Interface:** The software's Microsoft Outlook-like feel created instant familiarity, making adoption easier—similar to learning to drive when you already understand how a car works.



Utah Lumber Company continues to discover new tools within RDB Solutions and values the ongoing tips, training, and guidance provided by the RDB team. Overall, they are experiencing:

- 25–35% increase in efficiency
- Faster, more accurate operations
- Empowered traders with full transparency
- Improved hiring outcomes
- Strong confidence in scalability

“RDB Solutions completely changed how we manage inventory and trading. Having everything in one system with real-time accuracy has made us significantly more efficient and given us confidence as we continue to grow.”

--Tyrone Konecny, President

Utah Lumber Company actively recommends RDB Solutions and has already referred others—each with positive outcomes. As the business continues to grow, RDB Solutions remains a foundational system supporting productivity, accuracy, and trader success.

Inspired by Utah Lumber Company's success story?

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



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