



CASE STUDY

RDB Solutions Instrumental in 11x growth
for Shamrock Building Materials



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OVERVIEW

Shamrock Building Materials is a forward-thinking supplier of high-quality materials, sourcing premium products from the Pacific Northwest and global markets worldwide.



BACKGROUND

Shamrock is a diversified trading company operating four active divisions, with a strong focus on imported products and a growing national network of remote traders and reload facilities.

When Shamrock Lumber was purchased in 1997, leadership recognized a critical need: modernize operations to support ambitious long-term growth.

At the time, processes relied heavily on Excel spreadsheets, paper invoices, and manual tracking systems. While functional for a smaller organization, they lacked the sophistication and scalability required for expansion.

THE CHALLENGE

As Shamrock prepared to scale, several operational risks became clear:

1. Lack of Real-Time Visibility

Inventory was spread across multiple locations without centralized, real-time tracking. This created the risk of overselling the same product more than once.

2. Limited Scalability

Manual systems could not support rapid growth in:

- Product lines
- Remote traders
- Inventory locations



3. Accountability Gaps

Reconciling inventory counts with third-party reload facilities was time-consuming and often led to disputes over discrepancies or lost product.

Shamrock needed a system that could support expansion without requiring a massive increase in administrative staff.

THE SOLUTION: RDB SOLUTION'S LUMBER EXPERT & TRADER EXPERT

Shamrock partnered with RDB Solutions to implement its Lumber Expert and Trader Expert operating system — a customizable platform designed specifically for lumber trading and inventory management.

From the outset, RDB provided the centralized operating infrastructure needed to track, manage, and report on every aspect of the business in real time.

The relationship has evolved over time, with the system expanding alongside Shamrock's growth and adapting to new operational challenges.



THE RESULTS

Unprecedented Growth & Scalability

RDB Solutions played a critical role in enabling extraordinary expansion:

- **Revenue Growth:** Annual sales increased from \$25-30 million to approximately \$280 million.
- **Staff Efficiency:** This growth occurred without a proportional increase in staff, thanks to system automation and efficiency.
- **Network Expansion:** Inventory locations expanded from 2-3 reload facilities to approximately 50 locations nationwide.

The system allowed Shamrock to scale confidently, knowing infrastructure would scale with growth.

THE RESULTS (CONT'D.)

Real-Time Inventory & Financial Control

Tagged Inventory Down to the Piece

The system evolved into a fully tagged inventory model, allowing Shamrock to track product down to the individual piece across the country.

Daily & Hourly Accountability

Inventory counts can be cross-checked against reload facility reports daily or even hourly, providing data-backed resolution for discrepancies or disputes.

Faster Financial Reporting

RDB enables rapid monthly reconciliation, allowing Shamrock to deliver financial statements to banks by the 10th of each month.

Cash Flow & Margin Monitoring

The system tracks due dates and profit margins automatically, and flags aging receivables.

This level of visibility strengthens both operational control and financial stability.



100% Customizable & User-Friendly

As Shamrock diversified, RDB evolved with them.

- New product lines — including steel — were seamlessly integrated.
- Complex remanufacturing processes are tracked with workflow visibility and waste accountability.
- Staff can independently create new SKUs and products.
- Traders can write large block orders (e.g., 15 trucks) in a single step, dramatically improving efficiency.

The system's flexibility ensures it adapts to the business — not the other way around.

OWNERSHIP PERSPECTIVE

“I honestly believe there’s no system that is as customizable to your business as RDB’s systems are. It’s such a powerful tool.” – Mike Gambée, President

Shamrock considers the platform a strong value compared to competitors, particularly given its core strength: the ability to know, at any given moment, exactly where the company stands operationally and financially.

Leadership noted that this functionality is set up to benefit not only lumber trading, but also manufacturing, production, and construction management industries.



CONCLUSION

For Shamrock, RDB Solutions was not simply a software upgrade — it was the operational foundation that made large-scale growth possible.

With real-time data, customizable workflows, and financial transparency, Shamrock transformed from a manually managed operation into a \$280 million enterprise with national reach and disciplined control.

“Each time we do something new, or expand our business, RDB Solutions is 100% there growing alongside us. They’re always there for what we need. That’s true partnership.”

**– Mike Gambée,
President**

Inspired by Shamrock Building Materials' success story?

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



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