

iLevel and eBusiness Lecture notes – Sept. 17, 2009

First Article

What is announced in the first article:

1. Consolidation – 5 Business Units into 1 new iLevel
2. About Weyerhaeuser 2005 Sales \$22.6 Billion

Who is the customer? – Residential structural frame industry

Who do their sales representatives call on and serve?

- Call on dealers to serve builders
- Builder types: National and regional players, and smaller custom homebuilders

What is their “Product”?

- “high quality products”
 - TrusJoist Engineered Lumber
 - Structurwood Engineered Panels
 - Plywood
 - Lumber (Plus Distribution make up their former 5 business units)
- services
- leading distribution network
- innovative proprietary design software
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Value message.

- “Help our customers succeed by simplifying the business of home construction.” “Weyerhaeuser is taking the lead in the structural frame market by going beyond the traditional role of a wood products manufacturer and supplier to that of a value-adding provider.”

What are the benefits to builders?

- Reduce time, labor, and call-backs
- What is a call-back? Why is this a concern?
- Optimize structural frames to reduce waste
- Make custom designs and design changes easier
- Ensure efficient, reliable delivery of products and services
- Simplify the way “we” do business

What was NetSuite’s role?

- Unify disparate databases and software
- Customer confusion and difficulty across Weyerhaeuser divisions in sharing data
- Types of calls? Initial information vs. problems with existing installations/projects underway