

IRONWOOD

Implementing Powerful Software to Integrate All Business Functions



Challenges

[Ironwood Manufactured Homes](#) is a key player in the manufactured homes space in Eastern Canada, Maine and New Hampshire. With the ever-increasing demand for homes, President and Owner Mark Gaddas could easily double his sales if he had the production capacity. "Before we take that leap, though, we need to get our ducks in a row for what we're doing currently," he says.

Before purchasing Ironwood, Mark worked for large corporations that had access to the technology to streamline processes. Now, in his own business, integrated technical processes and tools are sparse. With no automated systems to track inventory or forecast product requirements, Mark felt like he had no direction in this area.

To boost productivity capabilities and improve the customer's experience, Ironwood wanted a clear path with actionable steps. Mark's priorities were eliminating reliance on Microsoft Excel, automating workflows by removing redundant manual tasks and siloed processes, and improving forecasting and inventory capabilities.

"I don't have access to real-time information that would allow me to make decisions in a timely manner," he says. "With no tech, we're kind of blind."

"Technology is becoming so vital to the day-to-day operations of all organizations, whether they be a Fortune 500 company or a mom-and-pop shop. It's the efficiency and access to information that is going to help us on our pathway of continuous growth and give customers the best possible experience."

**- Mark Gaddas, President,
Ironwood Manufactured Homes**



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Solution

With support from the Digital Boost 2.0 program, Ironwood selected **BDC**, based on a previous business relationship and BDC's

experience with other manufacturers, to help them in their digital road mapping and strategy.



BDC is a consultancy firm that offers a wide variety of support to businesses, from digital sales and marketing action plans to efficiency management.

Through a series of interviews with Mark and other staff, BDC developed a thorough and digestible report that outlined Ironwood's current business state and their desired to-be state.

Keeping in mind Mark's desire for clear, actionable steps with solid solutions, BDC recommended the following suggestions:

- Replace manual paper time tracking with integrated digital time tracking
- Implement a CPQ tool to streamline the quoting and order processing procedure
- Implement an MRP for live inventory management, cost accounting, scheduling, and assigning project priorities
- Implement a CRM to manage lead generation and customer satisfaction
- Integrate CRM, CPQ, MRP, time tracking, and accounting software for seamless communication and real-time knowledge of all project timelines

These suggestions came with recommendations of multiple software vendors, a pivotal component to Mark's need for actionable steps.

These initiatives were divided into two phases, with the first phase starting with the recruitment of a long-term IT champion to manage Ironwood's transition to a full digital technology stack.

"It gives me a level of comfort that I know what I need to do," Mark says. "I know what the implementation phases are, and I know where I need to look now."

Results

Mark and the Ironwood team have a clear path to optimizing their business operations through digital transformation that also results in a more consistent and elevated end-to-end customer experience.

The two-phase approach has straightforward action steps for Mark and the team to implement within the next 24 months.

"They've already gone out and done all the legwork for me; they've narrowed it down," Mark says. "I still have to do my own diligence, but I'm not going to be wasting my time on half a dozen different software providers."

Now, Mark is focused on the first step—recruiting the IT champion to help guide Ironwood through this digital transformation and change.

Mark says that, as a smaller business with fewer resources, coming across the Digital Boost 2.0 program was "almost like fate" in a time when Ironwood really needed it.

"It was fantastic," he says.

With his roadmap in hand, he's feeling focused and confident on the road ahead.

<https://ironwoodhomesinc.ca>

<https://www.bdc.ca/en>

 [ironwoodmanufacturedhomes](#)

TechImpact is a private sector-led organization focused on building a vibrant and growing digital economy in Atlantic Canada. By sharing success stories of business innovation and transformation, we create awareness and educate others about the potential here for career opportunities and business success.

Digital Boost 2.0 helped New Brunswick companies take their first step on their digital transformation journey. The program provided funding and expertise to create a digital strategy and roadmap to remain competitive, resilient and forward thinking as our world continues to digitize.