ERP Selection at AmBuildPro

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EXECUTIVE SUMMARY

AmBuildPro, a wholly owned subsidiary of the Swiss company, Alliánce-Fortunia, faces a difficult decision concerning the selection and implementation of new ERP-level software to provide a common platform for consolidating financial information. In this case we see the issues facing a multi-divisional company, with several software platforms and the concerns they have in selecting and implementing a new package to meet the external needs of their parent company.

ORGANIZATIONAL BACKGROUND

History and Products

The AmBuildPro Corporation is a $3.5 billion company committed to the building industry in North America. Originally founded in 1904 by George Green as the American Roofing Manufacturing Company, the company has grown significantly, becoming the AmBuildPro Corporation remaining focused on the building industry (*Figure 1*). The company grew through acquisitions and was acquired by Alliánce-Fortunia of Switzerland in 1988.

AmBuildPro is well known in the building industry, supplying companies like Home Depot, Harvey Industries, and J&H Building. The company has six operating divisions:

Figure 1. Vision, Mission and Goal

> AmBuildPro will be a premier building materials company recognized as a trusted, quality manufacturer of value-added products and innovative solutions, which provide performance, comfort, style, and customer satisfaction.
>
> The mission of the Siding Products Group is to be the best supplier of exterior cladding and complementary products, composite decking innovative services to building & remodeling professionals and homeowners.
>
> Our common goal is to continuously improve our value to customers, the quality of everyone's work experience, and our profitability.

Roofing Products Group, Insulation Group, Windows Product Group, Air Ventilation Group, Pipe and Plastic Group, and Siding Products Group.

The Roofing Products Group manufactures several types of roofing from fiberglass, clay, and organic-based products—AmBuildPro Roofing Collection for residential customers, AmBuildPro Commercial Roofing for businesses, and AmBuildProStar for architectural purposes. Within these product lines the company has numerous offerings to meet customers' diverse preferences.

The Insulation Group manufactures insulation products for residential and commercial use. The insulation is used for insulating ceilings, walls, HVAC, and soundproofing. Special products are available to withstand harsh weather environments.

The Windows Product Group creates windows, patio doors, garden windows, and decorative glass for new construction and replacements.

The AmBuildPro Air Ventilation Division offers a full line of residential attic ventilation products under the brands Air Vent and AmBuildPro Ventilation. To work properly, attic ventilation should be a system that includes both intake vents and exhaust vents.

The Siding Products Group produces siding, fiber cement, and composite lumber selling under various names. The Siding Products Group is a leader in the industry—being named #1 in brand use and quality by builders, remodelers, and consumers in 2000.

The Pipe and Plastics Division of AmBuildPro manufactures products including Water Well Casing and Drop Pipe; Industrial, Mining, and Irrigation Piping Systems; Restrained Joint PVC Pipes; and Navaho brand PVC/ABS Pressure, Irrigation, Sewer, and DWV Pipe.

Customers and Industry Analysis

AmBuildPro sells product to customers of all sizes and is actively involved in B2B and B2C exchanges. The product is generally sold only to distributors, but with customers like Home Depot reaching into homes across North America, AmBuildPro products are common to the general public. Their website actively engages both professional and consumer audiences.

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