



Baillie Lumber Co.  
Hamburg, NY  
www.baillie.com

**Industry:**

Industrial Manufacturing

**Annual Revenue:**

US\$400 million

**Employees:**

475

**Oracle Products & Services:**

Oracle Transportation  
Management

**“Oracle Transportation Management allows us to determine if our carriers are picking up and delivering on schedule—ultimately helping us improve customer service.”**

– Jeff Stanes, Traffic Director,  
Baillie Lumber Co.

**Baillie Lumber Co. Automates Manual Processes and Optimizes Shipping for Better Customer Service**

Baillie Lumber Co. is a producer and distributor of American hardwoods in the United States and to more than 60 countries worldwide. Seven concentration yards, three sawmills, and strategically placed warehouses in the United States and overseas make Baillie one of the leading manufacturers and exporters of hardwood lumber.

**Challenges**

- Automate manual process of planning, tendering, tracking, and auditing domestic shipments
- Improve customer service by providing better visibility of in-transit shipments
- Decrease cost through better mode and carrier selection

**Solution**

- Implemented Oracle Transportation Management, providing real-time shipment notifications to alert sales, customers, and suppliers when products are scheduled to ship
- Helped Baillie Lumber Co. analyze freight costs and carrier performance to determine impact on planning
- Improved communication with suppliers, yards, carriers, customers, and sales department
- Helped minimize impact of high fuel costs on transportation spend
- Provided shipping yards with better insight into truck arrival times, allowing them to optimize lumber shipment staging
- Allowed truckers to enter events directly into the system, saving Baillie time and improving data accuracy
- Loaded export rates which gives greater visibility to export costs on orders