

# RIVER LOGIC DOESN'T FORCE YOUR BUSINESS IN A BOX.

Wood and Building Product Manufacturers are frustrated knowing that their business is ever-changing. Each company has its unique set of challenges, but technology forces your business into a box. **THERE'S A BETTER WAY...**

## We Enable Customers to Spend More Time Gaining Actionable Insights And Less Time Wrangling Data

How do we best utilize excess manufacturing capacity in order to drive profitability while meeting service level goals?

How do we optimize our product mix for profit, while considering seasonality, logistics costs, raw material costs, etc.?

How can I optimize trade-off decisions around outsourcing and private labeling?

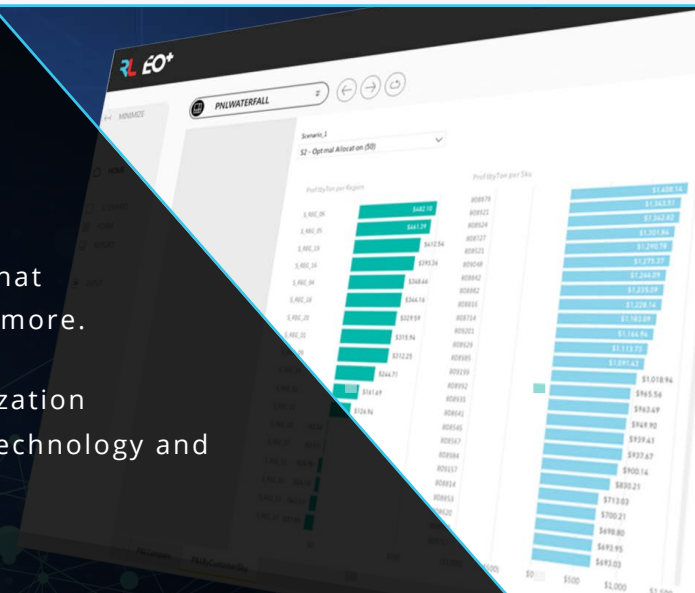
What type of strategic decisions, like opening a new sawmill or acquiring a company, will help us enable growth?

How can we optimize log allocation to each mill in the most profitable way, considering the many constraints of each mill?

**POSING** these questions requires optimization models that can easily be revised to reflect variations to inputs and assumptions.

**ANSWERING** them requires a thorough, flexible, and repeatable ability to produce side-by-side scorecards that illuminate revenue, profitability, customer service and more.

**OPTIMIZING** your decisions requires innovative optimization modeling supported by high-performing optimization technology and versatile objective and constraint definition.



## TECHNICAL CAPABILITIES

- Visually model your end-to-end value chain to ensure all current and future capacity constraints are easily identified
- Focus on company objectives by including all relevant fixed and variable costs as well as market dynamics
- Quantify the marginal profit impact of current and future capacity constraints
- Simultaneously evaluate all potential capacity expansion alternatives
- Evaluate key performance trade-offs such as service level vs. profit and manufacturing cost vs. working capital
- Engage planners and executive decision makers via graphical models, intuitive UIs and self-service reporting

WE'RE DIFFERENT. **AND WE'RE NOT AFRAID TO PROVE IT.**

JUST TAKE IT FROM OUR CUSTOMERS



**Boise Cascade**

“It’s accurate to say that when you leverage optimization modeling in River Logic, you open up career opportunities. You learn a ton about the business by diving into an integrated view.”

**Dann Briscoe**, Finance Manager, Boise Cascade

**BOISE CASCADE IMPROVED COMPANY-WIDE GROSS MARGIN BY OVER 30% IN THEIR FIRST YEAR USING RIVER LOGIC FOR THE FOLLOWING APPLICATIONS:**



### **CUSTOMER MIX & BID SUPPORT:**

The solution enables them to quantify contribution margins



### **PRODUCTION PLANNING:**

The solution enables them to minimize cost for constrained demand forecast



### **CAPACITY PLANNING:**

The solution enables them to prioritize based on marginal economic impact



“River Logic can determine the most profitable strategy for demand fulfillment in a matter of minutes, delivering immediate value to the bottom-line”

**Director of FP&A**, Huber Engineered Wood

**HEW uses River Logic to understand**, as their market continues to rapidly grow, how to best invest in expanding their production capabilities while ensuring that they avoid a billion dollar mistake like opening a plant 2 years too early.