



Texas Industries

Building rock solid relationships

Throughout its more than 50-year history, the business of Dallas-based Texas Industries (TXI) has been focused on building strong foundations. The organization's philosophy could be summed up as "every great building, partnership or venture began with a firm base", and the ability of these institutions to endure is a direct result of those solid beginnings.

Today, TXI is an industry leading supplier of building materials, including cement, concrete and aggregate. The company, which is publically traded on the NYSE and had sales of almost \$1B in 2007, has steadily grown over the years through prudent management and a competitive advantage as the lowest cost supplier in the region. "In a commodities business," Terry Marshall, the company's Director of Business Solutions Delivery explained, "we know that the surest way to stay on top is to keep costs low and to be the easiest company to work with from a customer perspective." It is a constant battle to control costs, gain efficiencies and pass the savings on to TXI's customers. These efforts have allowed the company's stock to soar over the last five years.

**Yes, you can work too hard to serve your customers...
...but you can never work too smart**

Despite the success of the stock price, one particular concern for Terry and his team was the ever-growing mountain of paper generated as a result of the company's accounting and billing operations. TXI produces and delivers millions of tons of cement every year, producing three or four million delivery tickets for thousands of customers. With most customers on credit terms, TXI issues monthly invoices and aggregates all of the customer's delivery tickets into one comprehensive bill. TXI then relies on its customers to reconcile the bill with their delivery tickets. "Many of our customers are small or medium sized businesses with limited back office resources," Terry recalls. "This results in constant lost and misplaced tickets. We were exchanging documents with our customers by fax or post. Obviously it was not the most efficient way to do business."

Inevitably billing conflicts arose over the years and the only means TXI had to resolve these issues was to manually comb through rooms full of boxes and filing cabinets stuffed with paper documents. These unruly archives were filed by document type (invoice, tickets, checks), rather than being organized by customer. Ultimately, this intensely manual and haphazard method of matching delivery tickets to the customer bills resulted in significant overhead costs, massive delays in bill processing and unacceptably long account lifecycles. It was costing TXI time, money and, perhaps most importantly, the goodwill of its valued customers.



Solution Details

In 2004, Terry Marshall and his colleague Bala Venkataraman, TXI's Solutions Architect Manager, decided it was time to implement an automated workflow solution that would do away, once and for all, with the room full of unmatched tickets, checks and invoices. They envisioned a system that would convert all of the various documents to readable PDF and digitally match the nearly 4000 monthly invoices with the associated delivery tickets, creating a comprehensive customer file.

Adlib: the cornerstone of a great solution

TXI started their search for a solution online and considered several suppliers of document conversion and assembly but only one company provided a leading edge solution to both of these requirements in a single package. Although many vendors claimed to have a complete solution, only Adlib Software combined the quality output, high speed conversion and the ease of implementation that TXI was looking for. Quite simply, no other supplier could match Adlib's power, versatility and flexibility.

"We downloaded the trial version from the Adlib Website and by the time the 30-day trial license expired, we had a proof of concept working," Terry explained. "We simply called Adlib to order the license keys, applied them in a process that took 2 minutes and we were up and running. It couldn't have been easier". Adlib Express Server integrates seamlessly with the TXI's implementation of the Command Alkon system (<http://www.commandalkon.com/index.asp>), a robust suite of mission critical software, including a content management application.

With Adlib Software forming a strong foundation, TXI began to build a significantly better billing process. Information arrived in the workflow from several sources, including data from multiple delivery tickets and customer files, and was merged into one of TXI's invoice templates – different business units required different templates – to produce a merged invoice with all the associated backup documents. Customers could now call to inquire about their accounts and receive a merged PDF file by email with all of their delivery tickets before the call was over. In addition, TXI's sales force was able to tap into the power of Express Server to get a quick 360 degree snapshot of each customer's account activity, rather than taking their chances rummaging through the boxes of paper documents.

Terry Marshall believes that in a commodities business, being the leader in price and customer support are significant competitive advantages.

Key Benefits

- Integrated seamlessly with existing business applications, including the Content Management application
- Automated document billing and audit trail
- Dramatic reduction in payment cycle times
- Improved Customer satisfaction, resulting in increased revenue
- Enabled for creative solutions to serve internal users and customer base
- High quality output and accuracy

“Adlib Express Server is critical to the success of not only our sales force and customer support division, but ultimately to our customers as well. The software is rock solid, reliable and easy to use. It’s a competitive advantage.”

*Bala Venkataraman
Solutions Architect Manager
Texas Industries*

TXI has always been strong in both areas but with Adlib Express Server acting as “the glue” binding the system together, TXI has taken their customer support to the next level. The customer billing portal, called TXIonline, has been a huge hit with TXI’s customers. According to Lisa Raulston of Jackson Construction, “the TXIonline system is great. I am so pleased to be able to obtain delivery tickets online and not have to call, leave messages or wait for return calls”. With instant access to their TXI accounts, customers like Jackson Construction can now bill their own customers immediately, ensuring more timely settlements and reducing their costs.

Faster reconciliation between paperwork and invoices on the part of the customer has led to a dramatic reduction in payment cycle times. TXI’s old inefficient manual processes led to long delays in the reconciliation process and delays in payments. With these delays a thing of the past, cash flow is stronger and that keeps the CFO happy. As an added bonus, with all the billing paperwork available in a standard format, the company’s auditors have an easier time following the paper trail. The new system has dramatically reduced audit-related efforts and the unnecessary churn it created within the Finance department.

“Rock solid, reliable and easy to use”

For TXI, an Adlib solution has meant better customer relations, lower SG&A costs and more effective sales force. The company is now a better partner for its own customers to do business with and higher sales and profitability will help to ensure that TXI’s shareholders continue to benefit. As Bala Venkataraman puts it, “Adlib Express Server is critical to the success of not only our sales force and customer support division but ultimately to our customers as well. The software is rock solid, reliable and easy to use. It’s a competitive advantage.”

A “rock solid” foundation in place, TXI is now looking for opportunities to expand their mandate to ensure customer communication continues to evolve and improve. The company expects Adlib to play a significant role in this ongoing drive for continuous improvement. In fact, TXI is currently looking for a more cost effective and efficient method of converting those paper delivery tickets to fully readable and searchable PDF files. The company has been outsourcing this work at a significant cost per ticket, and is now considering Adlib’s RecognitionServer (OCR). An optical character recognition solution would eliminate the need for TXI to outsource this work and lead to even greater cost savings and significantly accelerated document processing.

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*Terry Marshall
Director of Business
Solutions Delivery
Texas Industries*

From strong foundations come great relationships.

About Adlib Software

Adlib Software is a leading producer of document conversion, transformation and publishing software. Its products integrate seamlessly with enterprise applications as part of a strategic content management workflow or collectively act as a framework for a stand alone solution. Adlib's Document Transformation Framework has a modular architecture allowing for single feature adoption or an entire end to end document conversion and workflow automation solution.

With thousands of customers in over 50 countries, Adlib Software has proven to be a global leader in its field. In fact, many of the world's largest Enterprise Content Management ECM companies embed Adlib Software technology into their own solutions due to Adlib's proven reliability, high degree of document fidelity and unparalleled scalability.

Today, in addition to our own successful sales team, channel partners; including world-class ECM vendors, systems integrators and value added resellers, proudly represent Adlib's Software in the marketplace. The result is a growing number of small, mid-sized and Fortune 1000 companies who rely on Adlib Software solutions on a daily basis for their enterprise-wide document transformation needs. For them, they simply Adlib it!