

Forest2Market opens new revenue streams with a first-of-its-kind timber-pricing solution built with IBM technology.

Overview	
Charlotte, North Carolina, United States www.forest2market.com	
Industry	<ul style="list-style-type: none"> Industrial products
Products	<ul style="list-style-type: none"> IBM WebSphere Commerce Express IBM System x
IBM Business Partner	<ul style="list-style-type: none"> Shared Vision Group



“By teaming with IBM Business Partner Shared Vision Group, we’ve created a timber-pricing solution that no one else can offer—and we completed the project on time and within our budget.”

—Jim Wood, chief information and administration officer, Forest2Market

Forest2Market (F2M) strives to help companies address challenges like lengthy supply chains, logistical problems and environmental issues by bringing them into the e-business world. The company serves a wide range of customers, from giants such as International Paper to more than 100,000 private landowners who provide timber for the industry.

Challenge

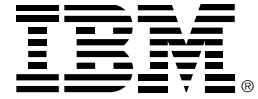
As a new organization based in North Carolina, F2M's mission was to provide industry players with up-to-the-minute timber prices, which frequently fluctuate based on such variables as location, road access and weather conditions. F2M needed a reliable solution provider to help it bring its new Web-based service to the marketplace within a limited budget.

Solution

Working closely with IBM Business Partner Shared Vision Group, F2M launched a first-of-its-kind real-time timber-pricing system that provides accurate transaction information to timber buyers and sellers. Based on IBM WebSphere® software and IBM System x™ hardware, the solution provides forest products companies, regional consulting companies and private landowners with real-time access to transaction-based pricing reports, saving customers hours of analysis time. The solution opens new revenue streams for F2M and gives the company a distinct competitive advantage in the forest and wood products industries.

Benefits

- Opens new revenue streams for F2M
- Reduces what was once a nine-hour market-analysis project to a simple yet highly accurate 15-minute Internet query
- Enables customers to buy and sell timber products more competitively



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