Wellborn Cabinet

American-made success story: humble roots sprout big success in cabinetry

Wellborn Cabinet began standardizing on SAP® in 2004, giving the venerable company a scalable long-term platform.

Choosing an ERP platform is never an "open and shut case," especially for growth-oriented enterprises like Wellborn. In some ways they were moving off of what a company leader (somewhat) jokingly refers to as "yellow tablet days." Although paper still has its place today in most industries, Wellborn never lost its stride embarking on a new digital level of insight and business-management best practices with SAP.

Wellborn now relies on SAP S/4HANA in the cloud to further streamline, standardize and transform operations.
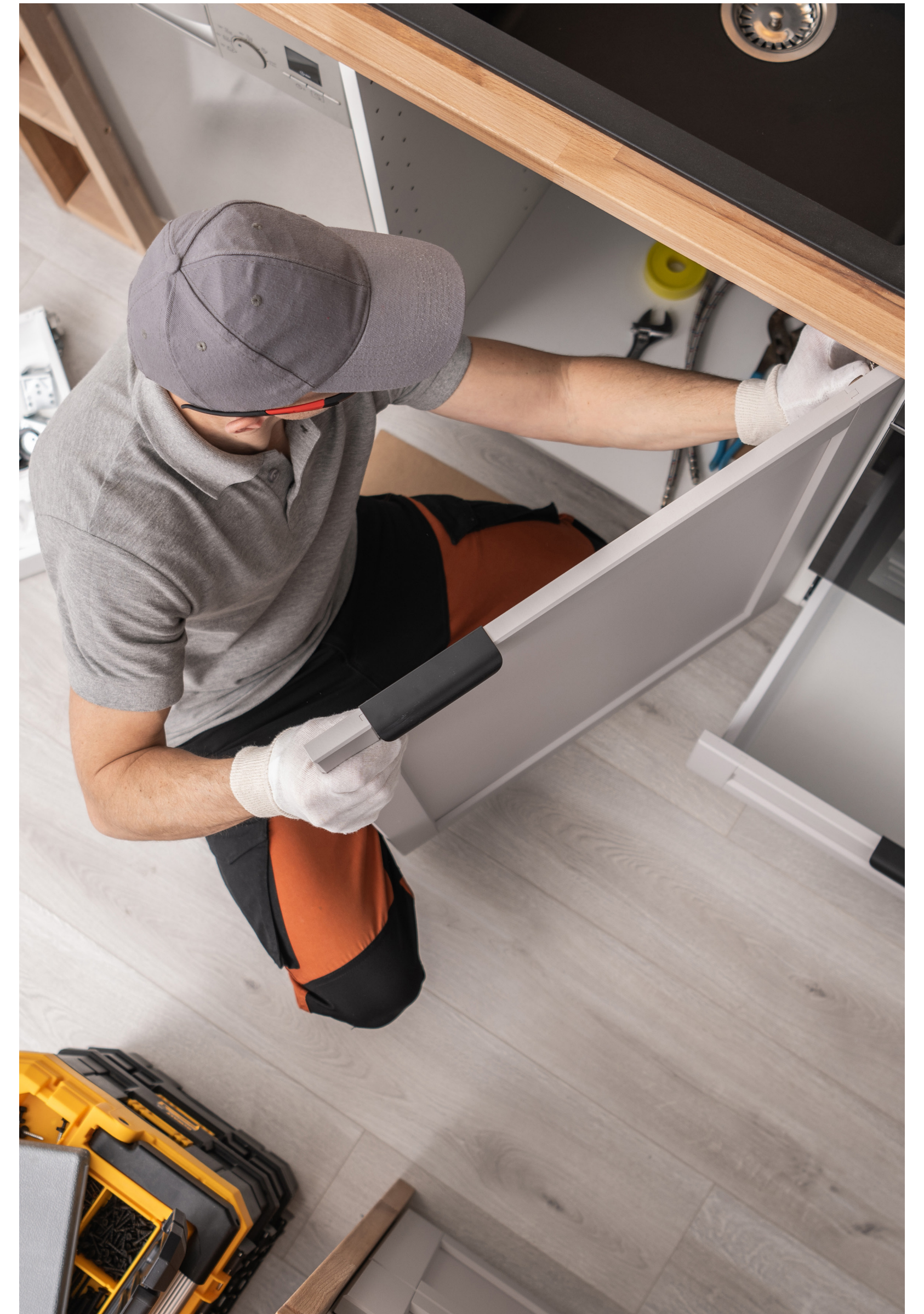
SAP back-office support allows Wellborn Cabinet to focus on what it does best: exceptional kitchen and bath cabinetry solutions.

SAP partner, Syntax, helped Wellborn Cabinets strengthen its operations across the organization — from customer service, accounting, purchasing and manufacturing to marketing, distribution, HR and payroll—and create a more unified and vertically integrated approach to their business.

- Family-owned company founded in 1961, continuously growing, transforming and innovating
- First implemented SAP R/3 in 2004, recently migrated to SAP S/4HANA in the cloud as platform for the future
- Syntax played an integral role in personalizing system upgrades, optimizing for cultural and technological fit
- Despite COVID-19 impact on overall industry, 2020 sales are strong; looking to hire 100 additional employees
- Syntax recommendations enabled more timely financial closing and reporting, with insight into respective input

- Processing 400,000+ transactions monthly in the production and sale of customized kitchen and bath cabinets
- Achieving precise order/shipping accuracy, reliable production lead times and better backorder tracking
- Since 2018, Wellborn has been hosted fully in AWS and Syntax hosts and supports approximately 27 SAP instances in the AWS cloud for Wellborn, with their SAP landscape supported by Syntax's AMES program
- Wellborn'slandscape is 3-tier, comprised of S/4HANA, Adobe Document Server, Content Server, BSI Tax Factory, etc.

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Featured Solutions and Services

The move to SAP S/4HANA Cloud is key to Wellborn's year-long planning processes, helping transform its business management capabilities and operations for the digital era.

- Standardizing on SAP solutions gives company leaders and staff the ability to further hone customer service levels and experience as well as end-to-end performance

- SAP CRM, SAP S/4 HANA, SAP HCM and Payroll instrumental in daily business as well as longer-term strategic direction
- Wellborn leaders have peace of mind knowing they're on a fully supported platform designed for changing customer expectations and continuous enterprise-wide improvements

Wellborn Cabinet, Inc.
Ashland, Alabama
wellborn.com

Industry	**Employees**
Kitchen & bath design and manufacturing	1,300

Products and Services	**Featured Solutions**
Cabinetry solutions	SAP CRM, SAP S/4 HANA, SAP HCM and Payroll

1961
Founded as a family-owned company

400,000+
Monthly transactions in the production and sale of customized kitchen and bath cabinets

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"We thoroughly evaluated the competition. No other software was flexible enough for our level of business complexity and departmental integration. SAP stood out in all respects."

- Angela O'Neill, Director of Marketing, Wellborn Cabinet Inc.

SAP Platinum Partner

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