



Crows Nest Software: The '100 percent' right choice for ICG



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— COREY HANSON,
PRESIDENT, INTERIOR
COMPONENTS GROUP



The ERP/CRM software earns high praise for its ease of use from the president of this commercial casework manufacturer.

Corey Hanson, President of Interior Components Group (ICG), is uniquely qualified to discuss the numerous benefits his company enjoys using Crows Nest Software from estimating to invoicing. Prior to buying a stake in the St. Cloud, MN, company Hanson was first a salesman and then a user of manufacturing ERP software for a pair of Fortune 500 companies.

"Crows Nest is the fourth major ERP software that I have worked with and I have to say, it's the most straightforward," Hanson says. "Quite honestly, the other ERP packages I've used are so complex that if anything changes, you have to jump through hoops and change your process to match the system. Crows Nest is a software package that you can begin using from day one because it has all of the basics you need to get started."

Hanson and his business partner Ryan Sawdey purchased ICG, an established manufacturer of commercial architectural casework and retail fixtures, in December 2019. The company is on a growth curve and now employs more than 40 people at its automated 50,000-square-foot manufacturing facility.

Several months before Hanson and Sawdey took the reins, ICG implemented Crows Nest. "As I understand it the previous owners came down to looking at Crows Nest and an ERP system that I coincidentally used at my last job. I will say 100 percent that they made the right decision to go with

Crows Nest because it's so much easier to use for what we do. Once you get a grasp of the project and where all of the information is entered within Crows Nest, everything just builds off of that."

Hanson says Crows Nest has helped ICG achieve a "consistent standardized process" that meshes very well with the company's lean program to reduce waste. He highlights just a few of the problems Crows Nest has helped eliminate, saving ICG time and money in the process.

- › ICG previously used multiple tools for managing projects. Crows Nest provides a "one stop shop" for all project files, Hanson says, making it easy to track the status of any project from production through installation and access any related documents with the click of a button.
- › Juggling dozens of projects at once sometimes led to shipments arriving at the jobsite short a cabinet or countertop. The integration of Crows Nest's shipping manifests, bar coding and pictures of each item placed on the truck assures complete delivery of orders.
- › "Estimating is the lifeblood of ICG's success," Hanson says. Using Crows Nest, ICG not only better managed sales calls and follow ups, but added 19 new general contractor customers in 2020.

Interior Components Group's user experience is part of a new series of Crows Nest customer case studies.
Read more at crowsnestsoftware.com/blog.

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