

From Basement Startup to Industry Leader: How INNERGY Empowered Schlaegle Design Build to Transform Processes and Profitability

Executive Summary

Casey Schlaegle founded Schlaegle Design Build Associates in his basement in 2011, armed with a passion for woodworking and an engineer's mindset for process. Over the years, the company has grown from a solo operation with \$30,000 in revenue to a thriving business poised to exceed \$10 million in revenue, employing 35 people in a 25,000-square-foot facility. This case study explores how INNERGY's ERP software and education initiatives enabled Schlaegle Design Build to implement streamlined processes, align the company around measurable goals, and create a culture of continuous improvement. The result: significant growth, improved efficiency, and sustained profitability.

"INNERGY took us from being an average company to a high-performing one. The insights and tools we now have are invaluable for driving growth."

Background: A Passion for Woodworking and Process

Casey grew up immersed in woodworking, with his father's shop providing an early introduction to the craft. Inspired by this legacy and his natural aptitude for systems, Casey launched Schlaegle Design Build on April Fool's Day in 2011. The early years were challenging, with Casey taking on any job—from countertops to construction projects—to generate revenue.

"It was a lot of ups and downs," Casey recalls. "I didn't know how accounting worked, so learning QuickBooks was a crash course." By 2018, the company was relying heavily on Excel spreadsheets and QuickBooks, which made scaling operations increasingly difficult. Despite the company's growth, Casey realized that processes were fragmented, creating inefficiencies that limited potential profitability.

The Challenge: Scaling Beyond Spreadsheets

As Schlaegle Design Build took on larger and more complex projects, its reliance on manual systems became unsustainable. Challenges included:

- Inefficient workflows and redundant data entry
- Difficulty tracking metrics like production capacity and profitability per project
- Lack of integrated tools to align the team on operational priorities

During the COVID-19 pandemic, Casey temporarily assumed the role of purchaser and was struck by the inefficiencies of paper-based systems. Seeking a better way forward, he explored solutions and connected with INNERGY.

The Solution: INNERGY's Integrated ERP and Education

Casey discovered INNERGY in 2021 through his peer group and industry events. Skeptical at

first, he was ultimately sold on INNERGY's combination of robust ERP software and nexus-driven education.

INNERGY provided Schlaegle Design Build with:

1. **A Unified System:** Replacing spreadsheets and scattered tools with an integrated ERP system to manage production, capacity, and financials in real-time.
2. **Education and Mentorship:** Through Executive Forums, Summits, and peer interactions, Casey and his team learned to align their operations around data-driven decision-making.
3. **Change Management Support:** INNERGY's Customer Success Team helped institutionalize process changes, ensuring buy-in across the organization.

"INNERGY isn't just a software company," Casey says. "The education and mentorship are what make it transformative."

Key Results: Operational Transformation and Cultural Alignment

Schlaegle Design Build's adoption of INNERGY delivered measurable results:

- **Revenue Growth:** From \$30,000 in the first year to \$8 million in 2023, with \$10 million on the horizon.
- **Profitability:** Transitioned from focusing on revenue volume to optimizing contribution margin per hour, elevating the company to a high-profit performer.
- **Efficiency:** Workload meetings were restructured using INNERGY's workload management training, reducing meeting times from hours to 45 minutes while improving effectiveness.
- **Cultural Shift:** The company embraced a culture of continuous improvement, with employees across departments participating in education and driving operational enhancements.

INNERGY's education programs, such as Executive Forums and peAk training, along with help from the Customer Success team, were instrumental. **"We've institutionalized learning," Casey explains. "It's a core part of our company culture."**

Beyond Software: A Culture of Innovation

INNERGY's focus on education extended beyond the leadership team. Casey implemented tools like INNERGY's workload series to streamline operations company-wide. Meetings that were once unproductive or non-existent became forums for accountability and innovation. Casey's leadership style reflects INNERGY's emphasis on empowerment. He encourages employees to identify inefficiencies and propose solutions, creating a sense of ownership and engagement across the organization.

"We want everyone to run toward problems," Casey says. "That's how we grow."

Looking Ahead: Expanding Horizons with INNERGY



Schlaegle Design Build plans to continue leveraging INNERGY's evolving platform, including upcoming DESIGN features that promise to further transform woodworking engineering. Casey remains optimistic about the future.

"INNERGY took us from an average company to a high performer," he says. "As they innovate, we'll continue to grow and challenge ourselves."

Casey's advice to others considering INNERGY? **"Do it sooner rather than later. The longer you wait, the more you'll wish you had started earlier."**