

MEMBER SPOTLIGHT

DBE Introduces Its New Insight Solution

Shortly after purchasing Data Business Equipment in 1985, Wally Geiger saw an opportunity to expand the business beyond its original market, serving community financial institutions. He recognized that lumberyards existed in almost every town, much like banks. DBE developed and marketed a materials management system to help operators run their businesses.

During its nearly 40 years serving lumber and building materials dealers, DBE has differentiated itself by providing the same type of personal, community-based service that keeps independent lumberyards thriving.

“We’re a company that supports long-term relationships,” said Josh Banta, DBE president. “Whether with clients, partners or employees, we love to support people who support their local communities. Nothing gets built in those small towns without the local folks who are taking care of them, and at our core, we’re doing the same.”

On May 1, 2024, DBE launched Insight, the new cloud-based version of its platform, built from the ground up to manage front-end and back-end operations. Insight modules include: General Ledger, Accounts Receivable, Accounts Payable, EDI, Inventory, Purchase Orders, Sales and Quotes.

“Insight is a total package,” Banta said. “Because it’s cloud-based, it’s very low-lift. There’s no infrastructure needed from the lumberyards, so they can focus on what they’re good at instead of trying to be IT guys.”

Based in Des Moines, Iowa, DBE serves customers in 14 states, spanning about 400 miles on each side of the I-35 corridor from Minneapolis to Austin, Texas. The company employs approximately 210 employees throughout its service area.

“Most of our clients have a technician in the field within half an hour of their location,” Banta said. “If something goes wrong on site, we can get people there quickly. We don’t need to do that often because most support can be provided remotely. But it’s comforting to our clients to know we have that capability, which is rare in this space.”

With the recent upgrade to a cloud-based platform, DBE is currently transitioning clients – some of whom the company has supported for more than 30 years. Because the company has served many clients for so long, it is intimately familiar with how they use the software and customizations DBE has

implemented over the years which leads to a smooth transition. Additionally, sales history and other data convert to the cloud alongside the client, instantly helping to modernize operations and years of records.

Insight was also developed for new clients to adopt with ease. Being user-friendly means independent yards that are looking to move on from QuickBooks or aren’t using any formal system today will also benefit from beginning a relationship with DBE.

For more information about Data Business Equipment, visit dbeinc.com/insight.



Insight, powered by DBE, a modern cloud-based solution for all your point-of-sale business needs. Enjoy a better experience without complicating your existing process or interfering with the high level of service you provide your customers. **Insight** is backed by DBE’s available, friendly support team you can trust.

DBE has been independently owned for over 55 years and focused on reliable customer service. DBE is headquartered in Des Moines, Iowa supporting local businesses in the Midwest and South. DBE is committed to helping our towns thrive through their roles in local economies and building of residential and commercial infrastructure.

LET'S CONNECT
DBE INSIGHT TEAM



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