

Customer Story

Texas Draft Streamlines Complex Commercial Venting Projects with Rep Order Management

Texas Draft, a Fort Worth, Texas-based manufacturer's rep firm specializing in commercial chimney and venting systems, has successfully implemented ROM across its sales and accounting operations. Using ROM's QuickBooks integration, project management, and shipment tracking capabilities, the firm has delivered measurable gains in quoting speed, commission tracking, and sales visibility.

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The Challenge

Managing Multi-Trade, Multi-Order Projects at Scale

Prior to adopting ROM, Texas Draft relied on a combination of SharePoint and Excel spreadsheets to manage its quoting, order tracking, and commission processes. As the firm took on larger commercial projects with multiple quote groups, staggered ship dates, and several trades involved, the limitations of this approach became increasingly apparent.

"Before ROM, we relied heavily on SharePoint and Excel sheets," said Bupu Chinukwe, BSME, Technical Sales at Texas Draft. *"This became tricky in keeping up with larger-scale projects that had multiple orders."*

The firm spent two years attempting to configure SharePoint into a workable solution before evaluating purpose-built alternatives.

The Evaluation

Why Texas Draft Chose Rep Order Management

Texas Draft first encountered ROM through targeted industry advertising before engaging directly with the ROM team to explore the platform further. Following initial outreach, the team participated in platform demonstrations and reviewed real-world project workflow examples, ultimately moving forward with implementation.

"I was trying to avoid more database software that required custom programming like SharePoint did," said Chinukwe. *"After meeting the team and seeing examples of project workflows, we were confident in implementing it."*

This combination of a purpose-built platform and a hands-on sales process gave Texas Draft the confidence to commit to ROM as their solution of record.



The Implementation

A Smooth Implementation with Immediate Results

The onboarding process was straightforward. Once Texas Draft's existing data was compiled and transferred to the ROM team, the platform was operational quickly, with key configurations implemented in short order.

"Once the ROM team had our data in hand, it was very quick to get us up and running. The team is always available to pick up the phone and guide us through our inquiries. I have been very pleased with the customer service," Chinukwe said.

Within months of going live, both the sales and accounting teams were fully proficient in the platform and operating in close coordination, resulting in faster quote generation, quicker submittal turnaround, and stronger commission and sales reporting.

The Impact

Key Operational Improvements

Centralized Quote and Order Management: Texas Draft can now issue multiple quote groups within a single project and convert them to sales orders that are tracked independently, all within one platform. This has been especially impactful on large-scale commercial builds involving multiple trades and phased delivery schedules.

Enhanced Customer Responsiveness: With improved order tracking capabilities, the team can respond faster to customer inquiries about ship dates, a change that has not gone unnoticed.

"Our customers have appreciated having faster response on ship dates because we can track orders better than we have," Chinukwe said.

Built-In Reporting and Sales Visibility: ROM's onboard reporting features, including auto-generated charts and sales projections, have eliminated the need to export data to Excel for analysis. Monthly sales meetings now run more efficiently, with territory-level filtering enabling the firm to identify and address underperforming regions with the same attention given to high-performing ones.

Commission Tracking: Accurate, real-time commission visibility has given Texas Draft's accounting team greater confidence and reduced the manual reconciliation burden previously associated with spreadsheet-based processes.



What's Next

Forecasting and AI Integration

Texas Draft plans to deepen its use of ROM's analytical capabilities, particularly around territory forecasting and customer segmentation. The firm is closely watching ROM's artificial intelligence integration as a tool for strategic market planning.

"I can see us using it heavily for forecasting," Chinukwe said. *"We are already analyzing territories and different customer types in each territory. With the AI integration, we can plan accordingly on how to approach different markets."*

The Recommendation

A Recommendation for the Industry

When asked whether he would recommend Rep Order Management to other manufacturer's representatives, Chinukwe offered an unambiguous endorsement:

"Yes, I believe it would clean up a lot of processes in your daily routine. It's simple to integrate, manages your project data, and most importantly, gets you paid."

He summarized the platform's value with a single line that speaks to its broader impact on the rep industry: *"Great sales software doesn't just track deals, it reveals opportunities."*



About Texas Draft

Texas Draft is a manufacturer's representative firm based in Fort Worth, Texas, specializing in commercial chimney and venting systems. The company serves contractors and engineers across a broad range of commercial applications, including high-rises, hospitals, schools, and data centers. Texas Draft represents chimney manufacturing and draft control product lines, offering integrated solutions for modern venting challenges.

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