



**COMPANY:**  
Custom Cubes

**COUNTRY:**  
Canada & USA

**INDUSTRY:**  
Wholesale,  
Distribution &  
Manufacturing

**WEBSITE:**  
[www.customcubes.ca](http://www.customcubes.ca)

## How Custom Cubes tripled quoting capacity with Priority ERP

### Key results at a glance

**3x**

quoting capacity increase

**100%**

quote accuracy

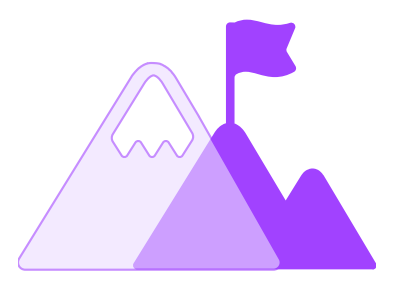
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delay for repeat quotes

### About Custom Cubes



Custom Cubes modifies shipping containers and transforms them into custom modular structures: from simple storage solutions to fully finished work and living spaces. Founded by Mike Ouellette and Brent Nelson, the company serves clients across Canada and the US with high-quality design and fabrication processes, cost-effective delivery services, and projects that fit client needs, budgets, and timelines.



## The Challenge

Custom Cubes faced critical operational challenges that were limiting their growth and putting profitability at risk:

- ▶ **Restrictive systems** couldn't handle unique container specifications or allow bill of materials customization
- ▶ **Inability to accommodate mid-production changes** meant refusing profitable modifications or risking delays
- ▶ **Slow quoting processes** constrained sales capacity in a market where response speed determines who wins business
- ▶ **Risk of unprofitable quotes** without accurate, real-time costing



## The Solution

Custom Cubes selected **Priority ERP** to modernize their quoting, production, and inventory management processes:

- ▶ Automated profitability assurance tying every quote to accurate costs and bills of materials
- ▶ Live inventory visibility enabling profitable mid-production changes without impacting fabrication
- ▶ Reusable component library with thousands of mix-and-match parts for instant quoting
- ▶ Real-time quoting with live bills of materials, cost estimates, and pricing during customer conversations
- ▶ Automated version control that documents iterations and converts lost opportunities into closed sales



## The Result

Priority ERP transformed quoting from a bottleneck into a competitive advantage, enabling Custom Cubes to pursue three times more business opportunities while ensuring every project is profitable.

- ▶ **3x increase in quoting capacity:** sales team pursues three times more opportunities with same headcount
- ▶ **Thousands of reusable parts built:** configurations that required hours to estimate now quote instantly
- ▶ **100% quote accuracy:** every quote tied to real-time costs, eliminating unprofitable projects
- ▶ **Direct sales wins from version control:** closed deals that would have been lost without flexible quote management
- ▶ **Mid-production changes converted to revenue:** accommodated profitable modifications competitors must refuse



**We believe in growth and constant improvement. Using Priority Software to improve our processes is both rewarding and exciting. We can accomplish tasks quicker and more efficiently.**

Brent Nelson, COO, Custom Cubes

See how Priority works for you

Book a demo today ▶

