

BUILDERS FIRSTSOURCE

CASE STUDY



BUILDING **SOLUTIONS** • BUILDING **TRUST** • BUILDING **SUCCESS**

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CHALLENGE

Builders FirstSource (BFS) is one of the largest suppliers of building materials, manufactured components, and construction services in the United States. With over 600 field locations nationwide, BFS faced significant challenges, specifically in remote, rural, and island areas. With such an extensive national footprint, BFS needed help finding qualified, professional technicians to deploy, repair, and replace End-of-Life hardware. After vetting multiple potential vendors, BFS selected Optus as their partner of choice.

Optus is a customer-first, all-in-one IT solution provider helping its partners navigate the ever-changing communications technology landscape with bespoke solutions for their unique business needs.

SOLUTION

Optus provided BFS with extensive flexibility and reliability with their technical services and simplified project rollouts. Optus' technicians could be deployed to all BFS locations wherever and whenever needed. With Optus' extensive database of quality, vetted technicians, BFS could rest easy knowing the person Optus deployed would positively represent their corporate IT team to their associates in the field. BFS has also engaged with Optus on many ongoing rollouts that made a material difference for their organization around cost, uptime, stability, and capability. For example, BFS partnered with Optus to install VoIP (Voice Over Internet Protocol) technology in hundreds of their locations across the nation. Following the completion of these projects, BFS saw exponential month-over-month savings with 1-2-year ROIs. Additionally, BFS was able to count on Optus' Smart Hands services during install to ensure an optimized implementation experience.

CUSTOMER-FIRST APPROACH

A foundational value of Optus is its customer-first approach. Cory Lilly, Sr. Director of IT Infrastructure of BFS, said, "I have many vendors but few partners. We [BFS and Optus] are going to win together." Lilly and the IT team at BFS have developed a close relationship with their Optus rep.



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“[The Optus Representative] is also engaged with leaders and team members of my technical teams. Anyone with my organization would not hesitate to call them with any need or question, whether during or after production hours. Having such a close partnership has helped us both navigate the operational challenges both organizations face in this space and gives Optus a line of sight into upcoming support needs.” — **Cory Lilly Sr. Director of IT Infrastructure of BFS**

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CONCLUSION

To date, BFS has relied on Optus as a trusted technology partner for over 13 years and through two major acquisitions. Due to Optus' exceptional service, wide footprint, and ability to provide qualified technicians at scale, the partnership has grown significantly over the years. Optus has allowed BFS to deliver complex technology solutions, increase customer satisfaction, and reduce nationwide costs. BFS is currently planning an extremely large-scale effort touching every location in the company, and Optus will be an integral part of their upcoming deployment.

LEARN MORE

www.optusinc.com

info@optusinc.com

870.974.7700



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