

Big-D Construction

SUCCESS SPOTLIGHT

CHALLENGE

Data and project management is no small undertaking at any company, especially when there is a single person managing all contracts, resumes, past work, financials, and more. Big-D Construction urgently needed a system that was more collaborative, credible, and unified than the spreadsheets and folders managed by one member of their team.

SOLUTION

Big-D Construction initially implemented Unanet CRM by Cosential so it could integrate its customers, past experience, and current sales lead information to optimize winning new business. As they continued to become familiar with the tool, more members of their team were analyzing business information which improved collaboration amongst the team, particularly by using easy-to-generate reports. In addition to the modern technology from Unanet, Big-D Construction has been impressed by the deep-rooted AEC knowledge of the Unanet team, who have demonstrated their understanding of Big-D's business.

IMPACT

Beckie Austin, Big-D Construction's marketing director was in the unenviable position of being the sole source of information on all business practices past and present. Now, with Unanet CRM by Cosential, Austin and her team have real-time updates and easy-access to data, freeing up Austin from time-consuming tasks and giving her the ability to focus more on big-picture thinking and marketing decisions.

Beyond the time and effort savings, Austin has made great use of Unanet's Champions user conference, tutorials, and Unanet University to build relationships and platform-specific skills that continue to provide value to her and her team.

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“I'm extremely proud to have brought Unanet on for all of our pursuit and proposal information and all of our data. Within the last two years when we first started, we were beginning with 6,000 projects that we didn't have any information on, that we now have a lot of solid records and information data on...My main goal and focus [over the next year], is to help our business development teams speak a lot better with our marketing teams.”

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“Things that would take me hours, [now] take me minutes.”

KEY TAKEAWAY

Unanet CRM by Cosential is an easy to implement time-saver that can provide necessary business information to all levels, and allow team members to focus more on their decision-making than information-finding.

Where Information Means Insight

Unanet is a leading provider of ERP and CRM solutions purpose-built for Government Contractors, A/E, and Professional Services. More than 3,200 project-driven organizations depend on Unanet to turn their information into actionable insights, drive better decisionmaking, and nurture business growth.

