

"ONE Platform set B2W apart."

Traffic & Lighting Systems spent close to a year assessing software options before owner David Willis, president Larry Butler and colleagues narrowed the choice to the two leading suppliers in the heavy construction software space.

"The B2W platform was a differentiator," says Butler. "Everything integrated more fluidly. B2W Estimate was also more user friendly. That made Track and Maintain a slam dunk for a cohesive platform."











TLS



Spreadsheets previously used to manage estimating at Traffic & Lighting Systems were cumbersome, limited the ability to track costs with precision and forced estimators to basically start from scratch with each bid, according to Butler.

"The difference between B2W Estimate and Excel is night and day," he says.

Now, one estimator accomplishes what it took two people to do before. The company also breaks down and tracks costs to phase codes, cost groups and tasks rather than only to the overall job.

"We're also much more agile when it comes to last-minute adjustments and global edits, which we just couldn't do with Excel," Butler adds.







Facing a tough choice between two finalists in the software selection process, Butler says people and partnership swayed his team.

"A lot of companies send senior executives to try to finalize a sale, but the experience was different with B2W," he recalls. "Their partnership approach was authentic and they weren't just selling us a product. We like that the CEO knows us on a first name basis, the B2W team has a genuine stake in our success, and we have a strong influence on product development."





The ability to standardize cost structures was a big impetus for the move away from spreadsheets. Costs and revenue items are now imported weekly from B2W Estimate, Track and Maintain, and the merits of a unified system are clear.

"The process is seamless," according to Butler. "There is no inefficient, duplicate data entry and all the chances for errors that go along with that."



SOFTWARE



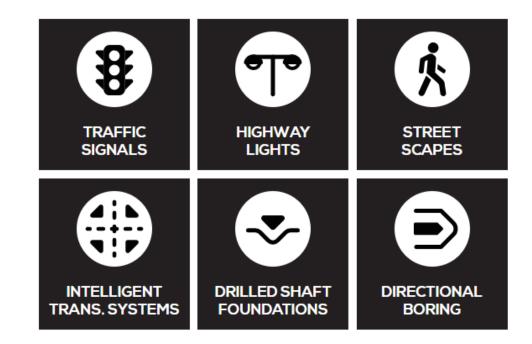
## Traffic & Lighting Systems, LLC

Founded in 1982, the specialty electrical contractor completes projects throughout Oklahoma, Arkansas, Kansas, Missouri and Texas with 100 employees and three regional divisions.

Oklahoma City, OK

Tulsa, OK

Springdale, AR



The B2W Software ONE Platform

