

CLIENTProfile



Traffic &
Lighting
Systems, LLC



“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.”



B2W
ESTIMATE



B2W
TRACK



B2W
MAINTAIN



Larry Butler
President



Replacing spreadsheets to “do estimating the right way.”

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.



A hall-of-fame installation experience

Traffic & Lighting Systems implemented B2W Estimate, Track and Maintain at the same time along with a new accounting system.

Butler knew that would be a lot to take on, especially for a company with three geographical divisions and management teams, but he felt the value of moving to a unified system all at once outweighed the challenges.

He credits B2W with making the process as smooth and seamless as possible and says the training combined with the logic and user-friendly nature of the software led to fast acceptance among employees.

"If B2W has a hall of fame for implementation and training, the group we worked with should be inducted right away," he adds.



Partnership beyond the software

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.”



Integration with Spectrum accounting

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.”



Ideal for a specialty electrical contractor

Specialty electrical contractors often choose software designed for their niche or go with a general, non-enterprise-class solution. Butler says opting for an enterprise-class platform geared toward heavy construction instead was purposeful.

“We do 80+ percent of our work as a subcontractor for highway and bridge construction companies. Compatibility with what they use made sense. On the estimating side, it really helps us with the unit price bidding that accounts for the majority of our work.”

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



**TRAFFIC
SIGNALS**



**HIGHWAY
LIGHTS**



**STREET
SCAPES**



**INTELLIGENT
TRANS. SYSTEMS**



**DRILLED SHAFT
FOUNDATIONS**



**DIRECTIONAL
BORING**

The B2W Software ONE Platform

