

Buesing + TAG CXO

Construction Industry Case Study

The Challenge: Infrastructure Fragility & Data Chaos

For Buesing, operational growth was constantly hitting a glass ceiling imposed by its own technology. Before partnering with TAG, the company's IT environment was tangled, reactive, and operating well behind the available technology. Buesing relied on a legacy outside IT firm that merely placed bandages on deep-seated structural issues rather than fixing the root causes.

The resulting technical debt handicapped daily productivity and exposed the organization to operational risk and sluggish profits.

Key pain points included:

- **Fragile Infrastructure:** Operating on a poorly managed network, the company suffered severe technical friction, culminating in a catastrophic mail server crash caused by a botched outsourced backup.
- **Data and Version Chaos:** Without a centralized file system, easily accessible from outside the office, employees emailed documents and saved work locally. This created endless obsolete or orphaned copies, even though available tools like SharePoint and OneDrive sat completely unused.
- **Inherited Management Risks:** The company had to untangle legacy compliance issues, including software licensing discrepancies and overreaching monitoring software. The lack of coherent communication tools was an absolute operational risk.

The Root Issue: Buesing understood these technical failures, but it lacked the internal expertise, structure, and strategic technical leadership required to build a secure, effective, and scalable solution.



The Solution: Strategic Stabilization & Sustainable Growth

Instead of dictating terms or applying more temporary fixes, TAG joined the team as a collaborative guide. Using fractional leadership and targeted technical expertise, TAG executed a 1.5-year roadmap designed to stabilize Buesing's infrastructure, optimize its workflows, and ultimately transition the company to total IT self-sufficiency.



1. Modernizing the Core Infrastructure

TAG dismantled the chaotic legacy setup by implementing a robust Microsoft 365 ecosystem:

- **Increased Function:** Return core accounting and job management systems to full function and bring key software partners into an elevated and productive partnership.
- **Cloud Migration:** Transitioned the business from the fragile, crash-prone in-house mail server to a secure M365 environment.
- **Accessible File System:** Assisted Buesing in building a structured SharePoint and OneDrive intranet, establishing a single source of truth and ending the version-control nightmare. They helped Buesing give the field operations a streamlined and reliable system of communication and centralization of information.
- **Empowered Field Operations:** Enabled field crews to access instant, reliable plan updates via iPads, eliminating the costly risk of teams building from obsolete drawings.
- **Real-Time Data Access:** Helped to develop custom reporting for administrators and executives to have better tools for seeing the operation in real time.



2. Operational Discipline and SOPs

TAG recognized that technology is only as good as the processes behind it. TAG's fractional executive, working closely with company executives and managers, led the implementation of a year-long strategic project focused on developing Standard Operating Procedures (SOPs). This forced internal teams to audit their own workflows, successfully rooting out duplicated effort, manual re-entry, and inefficient file usage. This process helped the team develop a roadmap for future technology adoption as the business grows and becomes more complex in its deliverables.

3. Engineering an Exit Strategy

Unlike vendors who look to create permanent dependency, TAG's assigned goal was to build Buesing's internal capability. TAG actively sourced, vetted, and hired candidates to form Buesing's internal IT department. After righting the ship during the core rebuild, TAG scaled back, remaining available as an on-demand partner for executive advisory, specialized projects, audits, and extra manpower.

The Result: TAG didn't just fix Buesing's immediate IT stresses; they institutionalized operational discipline, streamlined field-to-office communication, and left the company with both the infrastructure and the internal team required to sustain its own growth.



The Results: Scale, Reputation, & Skyrocketing Revenue

The transformation from a fragmented and untrusted computing environment to a scalable, enterprise-grade IT operating model yielded sustainable, bottom-line results for Buesing. By replacing daily technical friction with operational discipline, TAG helped enable an entirely new tier of business growth.

Exploding Revenue and Winning Marquee Projects

- **Doubling Top-Line Growth:** Driven by their newly streamlined operations, Buesing confidently succeeded in more than doubling revenue following the engagement with TAG.
- **Securing Major Projects:** The upgraded IT infrastructure was a primary differentiator in landing massive, high-stakes contracts with difficult schedules and high demand for rapid communication of changes and issues.
- **Out-Organizing the Competition:** In the bidding, preconstruction, and execution phases, Buesing's superior communication tools and centralized data management makes them a more reliable, agile partner than sometimes even the general contractor.

A Transformed Brand and Ongoing Trust

Beyond the numbers, the partnership sparked a complete brand transformation. Buesing successfully shed its old technical struggles, replacing them with a market-wide reputation for technical excellence and operational reliability.

Today, while Buesing's self-sufficient internal IT team successfully manages day-to-day operations, the company continues to leverage TAG as a trusted, strategic resource for specialized initiatives, including comprehensive security audits.

The Bottom Line: TAG didn't just fix Buesing's IT; they became trusted partners who empowered Buesing to embrace modern infrastructure both technically and culturally. As a result, Buesing transformed from a company lacking confidence in its own tools into an industry leader capable of winning and executing major regional projects.



Based in Phoenix, Arizona, TAG CXO is a privately held company, providing Advisory, Interim, Fractional and/or Permanent Placement IT leadership executives, founded in 2019. The company maintains a bench of industry-trained, enterprise-level executives, available on-demand to mid-market CEOs. TAG CXO executives help to round out a firm's leadership team and close the IT talent gap with fully qualified expertise, offering a more affordable, lower-risk option than hiring full-time staff.

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