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## LRC Realty Inc Improves Business Efficiency with Microsoft Office 365

Since its founding in the 1980's, LRC Realty Inc has grown from a three or four person operation to a firm employing over 25 associates today. The firm, headquartered in Akron, Ohio, offers the full spectrum of commercial real estate services including development, management, brokerage, leasing, sales, and buyer/tenant representation. As the firm has grown, so too has its need for a consistent, synchronized source of data that is accessible from any location, at any time. However, budget and resource constraints were top of mind during the search for a solution.

### CHALLENGE

Commercial real estate services firm that was in search of a technology platform that would enable data consistency, synchronization, sharing and collaboration across the organization.

### SOLUTION

Microsoft Office 365

### RESULTS

Firm has integrated e-mail across the board and benefits from Exchange-backed sharing of e-mail, calendars, contacts and more. Automation of numerous business processes using SharePoint. Minimized CFO time spent on IT-related issues.

### A Balancing Act

While the primary responsibilities of LRC Realty Inc CFO George Matthews are financials, Matthews found himself spending an estimated 25% of his work week dealing with the firm's IT-related issues. "The synchronization of all accounts and machines alone was a time consuming process for me. If you consider our CEO Larry Levey working from his laptop in Florida, our home office machines, work completed at home or on smart phone devices – all the data required synchronization," stated Matthews. "Add in the daily routine IT issues, and the time spent focusing on my core job responsibilities was pressured."

In addition, the firm sought a set of tools that would allow associates to work with and collaborate on documents in Excel, Word or other drawing formats, sharing information with other team members whether in the office or remote. What's more, during the discovery phase of the litigation process, the firm was often tasked with compiling job-related information which was a manually-intensive process.

### Reliability is Key

After carefully exploring a number of potential solutions and completing thorough due diligence, Matthews had landed on Microsoft Office 365 as the solution that met the firms needs. Confident that Microsoft Exchange Server was a required component of an effective solution, and knowing that the firm didn't have the budget to employ a full-time IT associate to manage the server on an



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George Matthews  
LRC Realty Inc

## About BCG Systems

BCG Systems is a single-source provider of business management software, hardware, and infrastructure planning. Nationally recognized for providing exceptional information management solutions and service, BCG Systems designs, implements and supports cost effective ERP, CRM, and networking systems — in addition to custom applications and Web development. BCG Systems' certified professionals combine experience, commitment and ingenuity to maximize the return on each client's technology investment.

on-going basis, Matthews found a cloud-based alternative the appropriate fit for the firm.

"Microsoft Office 365 was presented by BCG Systems as a cost-effective, reliable solution for our business," indicated Matthews. "The cloud-based solution eliminates the prohibitive costs associated with purchasing, updating and maintaining software and hardware, and simultaneously removes the need for a major overhaul of our existing systems."

During the firm's evaluation of solution options, Matthews also considered software compatibility with other businesses to ensure the flow of business would not be interrupted when dealing with clients. He also carefully considered user adoption, and how easy the system was to use and teach to end users.

"In addition to the technology solution, I wanted a technology partner who had experience working with Office 365 and who could identify remedies to our every day problems, providing support going forward," noted Matthews. "Since we heavily rely on Microsoft products, a partner that was closely tied to the software vendor was key."

### Office 365 Changes the Way We Do Business

Since implementing Microsoft Office 365, LRC Realty Inc has been able to integrate e-mail across the board and now relies on Exchange-backed sharing of e-mail, calendars, contacts and more. The actual implementation was swift and seamless, with BCG Systems transitioning the firm from their POP server to the new Office 365 environment in under 24 hours. User downtime was limited to merely an hour.

"The amount of time I'm saving on IT-related issues now is priceless," commented Matthews. "We are now slowly automating everything we do through SharePoint which allows us the freedom to share the latest and greatest of everything from vacation schedules, to supplies inventory, client documentation and more. SharePoint offers a way to organize and share data in ways never thought of."

Microsoft Office 365 has eliminated the majority of the workarounds that were previously in place at LRC Realty Inc. "Finally, with Office 365, we're able to have the software work around our business processes, versus having to alter our business processes to align with the capabilities of software," said Matthews.

Matthews went on to emphasize the role BCG Systems played in the implementation and ongoing application support. "I couldn't have completed this transition without them. I simply handed BCG Systems the keys and they took over."

"Ultimately, my goal is to have everything automated through SharePoint and Office 365, changing the way we do business entirely."

