



CASE STUDY

Butler Burgher Group



GXA empowered Butler Burgher Group's far-flung workforce to get a move on:

How GXA mobilized BBG's technology to fuel remarkable remote performance.

Butler Burgher Group (www.bbgres.com) is a leading, Dallas based real estate valuation, advisory and assessment firm that's always in motion. In the last three years, BBG has more than doubled in size, adding several new locations in the last six months alone.

That means they employ a staff of 150+ top-tier appraisal and assessment professionals spread out from San Diego to New York, which creates a challenge in a marketplace where "time is of the essence," according to BBG Principal and CEO Diane Butler. "An accurate, market-based understanding of a property's value is often the make-or-break difference for the deal."

The Challenge: Driving Double-Digit Growth

BBG laid the foundation for its astounding growth with an aggressive vision to drive double-digit growth and deliver its topnotch property valuation services to every state in the nation. In fact, their appraisers are ranged across the nation and might work from remote offices, from home or from the road, necessitating reliable remote access to their appraisal work and resources.

"In my opinion, GXA is better than having an in-house IT department."

Diane Butler, Principal and CEO, Butler Burgher Group



BBG approached GXA Network Solutions, its long-term technology partner, for advice on how to upgrade its technology to meet these ambitious goals and continue delivering accurate, timely and industry-leading assessment reports.

Butler had already discovered that GXA's "level of service, particularly the timeliness and quality of service, is second to none," and she realized that GXA possessed the ideal expertise to help them hasten their growth in a marketplace that's always racing at the speed of business.

The Solution: A Technology Upgrade That BBG Could Bank On

Phoning home:

The tech upgrade measurably improved performance metrics, like uptime increasing by 50%. GXA connected BBG's growing ranks to the home office, so that their widespread team could access information and each other as though they were just next door.

- GXA enabled secure connections between remote offices and central server resources. We designed and implemented a specialized MPLS network infrastructure.
- Then, GXA improved network performance metrics by moving mission-critical servers to a private, enterprise-grade data center.
- Finally, GXA engineered peace-of-mind by locking down the connections. A multi-layered security model – comprised of robust gateway



security appliances, a strong web filter appliance, managed cloud antivirus systems, and managed cloud web security – ensuring individual employee computers were secured at all times regardless of location.

Moving up in the world:

50% of BBG users now work from home, with new offices and appraisers constantly joining the growing company. With its ambitious plans in place, BBG needed to enable its mobile workforce to perform at maximum capacity regardless of location or time, so GXA mobilized their technology.

- GXA opened the door to anywhere, anytime work. With best-in-class Virtual Private Network (VPN) services, mobile appraisers could now work seamlessly from anywhere at any time.
- And GXA controlled the chaos. Without rigorous protocols in place, a mobile workforce can create chaos for IT. GXA instituted proactive managed services to monitor, secure, update and maintain network and appraisers' computers 24/7.

Cresting the wave:

Helpdesk reactive tickets have decreased by 30%, with average response time a mere 20 minutes. Any company riding a growth wave must protect against the risk of crashing back down to earth. In technology, that requires rigorous helpdesk support, disaster protection and recovery solutions.



- Timely IT system assistance: GXA instituted its signature rapid response helpdesk service to all appraisers across the nation.
- Preventive protection against technology problems: With 24/7 on-going rapid-response managed and cloud services, GXA minimizes technology problems before they begin, catches issues immediately and addresses them without delay.
- Business continuity that can bounce back from disaster: Thanks to a custom backup and disaster recovery solution, BBG can keep moving even in the face of catastrophe.

Setting new standards:

As BBG quickly discovered, growth can be hobbled by computers, server and technologies that don't play nicely with each other. By standardizing their systems, software and solutions, GXA proactively protected against problems and ensured a seamless growth solution.

- GXA delivered flexibility, security and reliability in equal measure. With a hybrid cloud infrastructure, BBG could easily scale its technology as it grew, while enjoying the reliability of in-premise services.
- GXA also simplified and streamlined their in-house communication and collaboration, by transitioning employees to the Microsoft Office 365 email & productivity platform.



Conclusion

The Butler Burgher Group needed an IT provider that could support its ambitious goal of double-digit growth. The prestigious real estate valuations and assessment firm saw opportunity in every state, but it needed the technology foundation to seize the opportunity. GXA Network Solutions was able to engineer and build the infrastructure that would not just support the company's extensive growth but proactively prevent performance-busting problems from arising in the first place.

The result: The company has doubled in size in just three years, with 50% of its workforce mobile and enjoying more uptime and fewer tech problems.

Executive Summary

- Challenge: BBG, a leading real estate valuations and assessment firm, had an aggressive vision to drive double-digit growth and expand into every state in the nation.
- Solution: GXA Network Solutions laid the foundation for BBG to meet and exceed its visions through scalable and powerful technologies that connected far-flung workers and secured nationwide activity.
- Results: In three years, BBG has doubled in size even while their performance has gained steam and problems have decreased, thanks to the technological underpinnings placed by GXA.



About Butler Burgher Group

As a leading real estate valuation, advisory and assessment firm, BBG boasts a staff of 150+ top-tier appraisal and assessment professionals nationwide. The firm ranks among the 10 largest U.S. valuation and assessment firms. This strength gives BBG local expertise across diverse property types in all major U.S. markets. BBG provides full-service commercial property valuation products ranging from specialized due diligence and consulting services to full appraisals. Our diverse client base includes financial institutions, management companies, pension funds, corporations, owners, equity investors, REITs, developers, nonprofit organizations and government agencies. For more information, please visit www.bbgres.com.



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