

From construction site to finish line: How Onited enables Fried van de Laar to win digitally

Family business Fried van de Laar, specialist in fast renovation of supermarkets, showrooms and offices, loves speed on the construction site as well as on the circuit. At Onited, the company finds an IT partner with the same winner's mentality and focus on results.



Fried van de Laar is not only a construction specialist, but also has a great passion for rally sport. Every year the family business participates in the Dakar Rally and that passion for speed, teamwork and preparation can be felt on the work floor. But rapid growth also requires a

digital infrastructure that is just as solid as their projects. "We didn't want technology for the sake of technology, but something that works on the construction site," says Ben van de Laar, Managing Director-Owner, who runs the company together with his brother and sister.

They found that partner in Ruud Peltzer, Strategic Advisor at Onited, who together with his team immediately wins trust by listening, observing and then advising. The collaboration not only delivered a robust IT solution, but above all peace of mind to do business," says Ben.

From need to strategy

Fried van de Laar approached Onited with the question of how to grow digitally faster and smarter. But how do you translate that ambition into something that truly works on the work floor? "What we built had to align with how people work," says Ruud.

On the construction site, teams were still working with thick paper folders. "What was missing was a central working environment," Ruud explains. "Information was scattered, management information was lacking and processes largely ran on routine." That led to errors, delays and a lot of unnecessary coordination. "If information is not centrally available, you will feel that as an organisation in the execution," he explains. "The strength was already in the organisation, but the IT was lagging behind."

Ruud therefore did not start with solutions, but with listening. In interviews, from management to the construction site, he clearly mapped out where the friction points were: separate systems, limited scalability and an IT environment that blocked further growth or digitalisation. From that, the real question emerged: how do we grow smartly and quickly with Microsoft 365?



"They feel like colleagues, almost like their own department within our company."

Ben van de Laar,
Director-Owner



"I find it incredibly rewarding to help an organisation like this move forward with both the people and the technology. That combination, when it's right, is what truly gives me the most energy."

Ruud Peltzer,
Strategic Advisor at Onited

Collaboration

With the needs clearly defined, Onited starts building a digital working environment with Microsoft 365 as the central foundation. Through SharePoint, central project folders are brought together in one place, so that up-to-date drawings, schedules and documents are always available, both in the office and on the construction site. "The guys now have the latest drawings in their pocket," says Ben. "What used to be thick project folders is now one click on an iPad."

That sounds simple, but the impact is significant. "The customer notices that we can switch faster," says Ben. The technical choices were deliberately kept simple: scalable, reliable and future-oriented. This not only saves time, but also frustration on the work floor. "It's simply nice that things now work the way they should. It brings peace of mind."

That peace of mind creates room for the next step: digitalisation with the help of AI. Microsoft Copilot is now actively being used, including by Ben himself. "Copilot has become my personal assistant and soon that of my colleagues," he smiles. "Where we stand now gives me the confidence that we are future-proof."

Together to the finish line


What begins as an IT trajectory soon feels like a team working together towards the starting grid. "Ruud and his team are an extension of our company," says Ben. "They feel like colleagues." Just like in motorsport, everything revolves around trust, preparation and a shared focus on results. That mentality, sharp at the start and strong at the finish, fits perfectly with the way Fried van de Laar and Onited work together.

The collaboration has been open and energetic from the very beginning. "The best part is that we work as one team and grow together that way," says Ruud. "When you see how they perform, even in Dakar, you watch with pride. Together we look ahead. And in that, we want to win, as one team."

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