



## Case Study: BAcme Detailing Company

“SDS2 Cloud has given us the ability to expand and contract our business in a way we simply could not have foreseen which, for us, is a huge competitive advantage.”



Founded as a two-man shop in 2009, we started like many small detailing companies subsisting on miscellaneous jobs for fab shops. Over the next several years, as our reputation grew so did our customer base which now included larger detailing firms looking to spin off miscellaneous items they didn't particularly want.

As we began working with these larger firms, the size and volume of jobs grew such that we were outgrowing our capacity and had a decision to make. We leased a small office, set up a local network and hired another detailer so we could collaborate on these larger jobs and grow our business. No more working from our homes and doing the zip & ship hassle with each other.

Within two years we outgrew that leased space and purchased a small commercial unit which allowed us to eventually accommodate up to a dozen detailers. Seemed like a pipe dream at the time but within three years we had more work than we could handle and had expanded to three locations in three different states simply because we could not find qualified detailers locally. Sadly, we were back to zip & ship.

Around that time, our sales person at SDS2 mentioned they were now offering a cloud-based solution which allowed detailing firms with multiple locations to actually collaborate on jobs in real time as if they were all on the same local office network. Frankly, we were skeptical as we'd tried various "remote solutions" none of which were acceptable but zip & ship simply was not an efficient growth path.

SDS2 set up a demo and we logged in from our three locations, uploaded a job, and began to get a feel for working on the cloud. After a short learning curve, we were very surprised to be collaborating in real time, on the same job, from different locations experiencing performance totally comparable to working in the same office on our local network. This was a game changer for us because it opened the door to seek qualified detailers from all over the country and all we needed was an internet connection.

After a brief cost/benefit analysis, quick calcs put our cost at a little over \$1/hour/user based on our standard 55 hour work week which was an acceptable compromise given the benefits. Because this was a month-to-month service with no contract, we decided to put half our users on and begin our assessment. Within six months, we were all on because it was so seamless and offered additional advantages we did not foresee.

- No more leases: We decentralized entirely and now all our detailers work from home. The cost savings alone eliminating our leased locations essentially pays for our cloud services.

- Reduced Capital Investment: Because employees work from home, to wall-off business from personal activity we purchased each of our 18 detailers a thin-client device which provides a direct connection between them and their cloud account desktop. This saved us thousands of dollars replacing old, slow, or infected PC's, and they don't wear out or become obsolete because there's no moving parts nor hard drive which means they're impervious to catching a virus.
- Eliminated IT costs: We no longer need outsourced IT services because all cloud-based tech support functions such as software integration, updates, licenses, etc. is included as part of the cloud service.
- Independent Contractors: On occasion a job comes along such that we really can't justify a new hire but the cloud provides a secure way to bring on a 1099 independent contractor on a temporary basis and start being productive immediately.
- Activity Tracking (Trust but Verify): If you are curious as to whether one of your remote detailers is dedicated to production, SDS2 Cloud uses ActivTrak reporting software to verify your user is actually using SDS2 vs. surfing the web.
- Collaborating with other cloud users: Very recently one of our best customers came to us with a job they needed done immediately but we were totally booked. This customer has been with us for years and we didn't want to damage the relationship so we reached out to another SDS2 detailer we knew who was also on SDS2 Cloud to see if they could help. Fortunately, they had available resources to step in and give us a hand which helped us maintain that long term customer relationship.
- Security: When two separate SDS2 Cloud entities wish to collaborate on the same job, a separate repository is set up for the job owner and mutually accessibility is granted to the two different entities. Due to the design of SDS2 Cloud, neither entity can see, nor access, any of the other entity's projects and upon completion of the mutual project, the linked repository is dissolved.
- Data Security and Backup: SDS2 Cloud backs up all our data daily which has come in handy more than once so our worst case scenario is we're never more than 24 hours old.

In summation, SDS2 Cloud has given us the ability to expand and contract our business in a way we simply could not have foreseen which, for us, is a huge competitive advantage.