Foothills NetCom, Inc.
Business Technology Solutions

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Foothills NetCom, Inc achieves 25% gain in efficiency with WireXpert

Foothills NetCom, Inc. Background

Foothills NetCom, Inc. is a technology provider with over 70 years of experience and expertise in design, sales, service, and installation. Foothills NetCom focuses on IT, structured network communication cabling, business telephone systems, voice over IP solutions, fiber optic cable installation, server networks, desktop networks, and disaster recovery.

Foothills NetCom has over 60 manufacturer certifications from the leaders in the industry such as: BICSI, Corning, Hubbell, Panduit, Tyco Electronics, Nortel, Toshiba, NEC, AT&T, and Samsung.

Steven Miller
President & CEO
Foothills NetCom, Inc.

Steven Miller, President and CEO for Foothills NetCom says, "half of our projects are subcontracted from national accounts; they consistently call us because they trust us to get their projects done. We have expertise to work on a variety of projects. For example, we are currently installing 12 COMMSCOPE CAT 6 cables, and they all must be certified. And, we just finished working with a client who has a 144-cabinet data center in their facility and are using Corning pre-terminated single-mode and OM3 multi-mode fiber."

Challenge

> *"Switching was not going to be an easy sell to me."*

Steven said, "When I first spoke with Softing, I had two business challenges. One, I was spending too much time in manpower on jobs, so I needed a more efficient approach. And two, maybe I'm just tough on certifiers, but I kept having to send my old certifiers off for repair, and I don't have time to deal with that. But, to change my approach, there's a switching cost. And switching was not going to be an easy sell."

How it was solved

"One feature intrigued me about the WireXpert, and that was the fact that I could test and save the report from either end of the cable. Softing calls it the Dual Control System. The fact that you can manage everything from either end of the certifier seemed like a game changer. I didn't know that was possible, and I thought that feature alone had real potential to solve my manpower issue. I did some rough calculations and figured the Dual Control System could increase my efficiency, on every project, by roughly 20% - 30%. But, to consider this product, it had to address another big concern, and that was

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switching costs. Getting trained, and therefore, ease of use was a really big deal, otherwise, that 20% - 30% efficiency savings would evaporate. So, as a test, my techs Googled the WireXpert, watched a WireXpert "how to" video on YouTube, and then certified a cable. I was shocked. How much easier can you make that… a technician watches a 10-minute video, and he's off and running! That was the tipping point for me."

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Business result

> *"The Dual Control System shaves 20% - 30% time from every project."*

"The dual control system shaves 20%-30% of time off my jobs easily, sometimes half the time. I can send one guy out now, and he can move the certifier from port to port and click test/save depending if he's on the local or remote side of the cable. Before, we were always walking back to the MDF [local side]. Now I can send one technician out, and he can test ten cables in the same time o*r less* than it took two techs before. Recently I was in a bind, so I personally had to pick up the WireXpert, and use it in the field. I was pleasantly surprised at the ease of use and speed of testing."

"You must look at total cost of buying *and* switching, so I figured in new product training, product cost, and time saved per job. I figured I would need to spend about an hour with 20 guys to get them trained. And conservatively, I figured I'd save at least 20% on time and manpower per job."

"We bought the WireXpert fiber package with both single-mode and multi-mode. Due to Softing's pricing structure, we saved on product price and then I factored 25-35% efficiency gain that I would realize for each project. Remember you have to factor in one-time new product training, so conservatively, I went with 25% efficiency gain for every project. I'll take 25% ROI all day long. It put my mind at ease as far as training and switching costs are concerned. And, an extra 25% time savings on every project means better results for both me and my customers. After running the numbers, it was a no-brainer to move forward with this product."

"We have been using WireXpert for six months now, and never looked back. We are getting the efficiency gains we calculated, and in addition, we like the design of the Softing unit better with the way the permanent link adaptors attach to the unit. It just seems like it's going to last longer and is more durable. It has been a great business decision, and the durability has added peace of mind."

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