



Armed Forces Construction Group, LLC

Helping Fellow Veterans Build Bright Futures

"I signed on less than a year ago, and I have so many leads. I am still trying to qualify them all."

Sam Crawford
Director of Operations
Armed Forces Construction Group, LLC
godfather.afc@gmail.com

Armed Forces Construction Group, LLC provides crews of right-skilled veterans to support commercial and residential construction projects. Founded in 2007, this Veterans Administration/ADA-certified company has operations in 49 cities across 12 states.

Sam Crawford, director of operations, spent four years serving his country as a member of the United States Navy during the Vietnam War. Today, he is devoted to helping his fellow veterans build bright futures.

Crawford selects hard-working veterans that care about achieving the exact specifications expressed by his clients. While currently in 12 states, Crawford's hope is to supply his crews in all 50 states by 2016. To achieve that goal, he needed a way to identify more construction project opportunities.

Solution

Crawford leveraged Ariba® Discovery – a solution that matches business buyers and sellers – to connect with opportunities to place his crews. Prior to the solution, Crawford used various online search engines – resulting in an unfavorable 6:1 close rate. Today, Ariba Discovery has become a game changer for his company.

"It's just so easy," Crawford says. "I signed on less than a year ago, and I have so many leads. I am still trying to qualify them all." The volume of leads is what sold Crawford on signing up for Ariba Discovery. "There are a lot of sites out there aimed at helping companies find new business, and we tried many of them," he recalls. "But we found ourselves going to six places to win one opportunity. With Ariba Discovery, we get access to more qualified leads and much bigger projects." Crawford shared that the solution opened up doors to new business construction opportunities with large companies such as retail mall operators, hotels, and casinos.

Benefits

While initially reluctant to give Ariba Discovery a try, Crawford has achieved tremendous benefits from stepping outside of his comfort zone. Since beginning its use of the solution, Armed Forces Construction Group, LLC has responded to more than 100 requests for proposals, shortlisted for 50% of the opportunities, and closed more than 30% of them.

Crawford notes that, in addition to delivering credible leads, Ariba Discovery has opened up new business channels for his company and allows him to forge instrumental new relationships. "Ariba Discovery gets me in on opportunities early and on a first-name basis with potential customers, which has been priceless," Crawford says. "Even in cases where I don't win, I have a personal contact at the company, and I am put on their preferred list for their next opportunity," he added.

The toll-free customer support provided for Ariba Discovery was invaluable to Crawford with this uncharted territory. He strongly encourages others to use customer support to quickly and easily have questions answered. He also encourages new users to be open to exploring leads that don't look to be in the sweet spot as they may, as he has learned, in fact be relevant.

Future Plans

As his goal of placing crews in all 50 states by 2016 becomes a reality, the future has never been brighter for Crawford. With Ariba Discovery, he believes that the opportunity for future growth at Armed Forces Construction Group, LLC is limitless. And he plans to continue to build on his rewarding relationship with Ariba by upgrading to Ariba Discovery AdvantagePlus.

About Armed Forces Construction Group, LLC

Armed Forces Construction Group, LLC provides crews of right-skilled veterans to support commercial and residential construction projects. Founded in 2007, we are a Veterans Administration/ADA certified company with operations in 59 cities across 12 states. For more information on the services we provide, visit: www.armedforcesconstruction.com.

About SAP® Ariba® Solutions

SAP® Ariba® solutions support the marketplace for modern business, creating frictionless exchanges between millions of buyers and suppliers across the entire source-to-pay process. Our market-leading solutions enable companies to simplify collaboration with their trading partners, make smarter business decisions, and extend their collaborative business processes with an open technology platform. More than two million companies use SAP Ariba solutions to connect and collaborate around nearly US\$1 trillion in commerce on an annual basis. To learn more about SAP Ariba solutions and the transformation they are driving, visit www.ariba.com.

"Ariba Discovery gets me in on opportunities early and on a first-name basis with potential customers, which has been priceless."

Sam Crawford, Director of Operations, Armed Forces Construction Group, LLC

Certified Service-Disabled Veteran-Owned Small Business (SDVOSB)

Certified Veteran-Owned Small Business (VBE)

Certified V.A. Contractor for ADA Projects

Department of Transportation DBE (DBE)

Small Disadvantaged Business (SDB)