

# Design, Build, Innovate



## HIGHLIGHTS

### QUICK FACTS

- Industry: Water and Wastewater Manufacturing
- Annual revenues: 23 M
- Employees: 32

### THE PROBLEM

Water and wastewater treatment plants are complex mechanical and electronic systems. Plants owners require manufacturers to maintain and update large printed maintenance manuals for each component and system. BlueTech found themselves asking if there was a better way.

### THE CHALLENGE

Find a solution that will add significant business value and reduce costs.

## The Changing Needs of Small Business BlueTech Industries

BlueTech Industries has been in the Water and Wastewater manufacturing business for over 10 years. Originally a three person shop operating out of a garage, they have grown into a 23 million dollar business, with 32 full-time employees in two states.

The Founder and CEO, Jack Burillo is strong-willed and stubborn. Starting BlueTech after a failed-joint venture, he decided to go out on his own and do it his way, answering to no one but his wife. Like most engineers, he's bull-headed, persistent and always looking for the most efficient and effective way of getting things done. These qualities have served him well as he's never satisfied with the status-quo and is constantly seeking to innovate.

A true renaissance man, Jack is an accomplished draftsman, restores his own cars, and is even a respectable potter. This informs the underlying design-build philosophy of his business. Unlike the engineer-bid-build system, the design-build system considers factors besides price -- such as judgment, technical knowledge, expertise, and experience. It creates a non-adversarial, team-based approach to doing business.

### Dead trees rule The problem

Like most small businesses, BlueTech still lives in a paper-based world for everything from time-sheets to plant maintenance records. When recently reviewing his operational costs, he realized that he had two full-time people devoted creating and maintaining manuals. For a small company it is a large

cost-center for non-core business operations. The manual for each project cost approximately \$3-4,000 to produce 4-6 copies and is between 1,500 - 3,000 pages with several volumes. Everything is printed on paper, even the manual on-site



at the water treatment plant! He was determined to find a better way.

### Resistance to change The challenge

Jack and BlueTech Industries seek a better way to create, distribute, and update manuals. Water and wastewater treatment plants are complex mechanical and electronic systems. Plants owners require documentation and training for each component and system. In reviewing his existing contracts, Jack found that every single one of them had printed manuals as a requirement. When he broached the subject of trying a different approach, project owners thought it was a good idea, but among the engineering staff, he was met with a hardened resistance to change. BlueTech is looking for an innovative solution to their manual problem.

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# Q&A

## Creating Business Solutions

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**What are BlueTech's pain points?  
Be specific.**

**PAIN POINTS:**

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**What are BlueTech's business needs?  
Translate the pain points to business  
needs. List other relevant needs.**

**BUSINESS NEEDS:**

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**What questions would you ask to  
uncover additional business needs?**

**QUESTIONS TO UNCOVER ADDITIONAL NEEDS:**

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**What solutions would you suggest for  
Jack Burillo and BlueTech? Link your  
solutions to his pain points and  
business drivers. Use cost/benefit  
analysis if appropriate.**

**SOLUTIONS:**

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