



# Customer Success Story - BUCS: Transforming Operations with Automation

## Customer Overview

BUCS Engineering is a leading civil engineering firm in the Mid-Atlantic region, specializing in telecommunications infrastructure projects. They offer a range of services, including feasibility studies, OSP and ISP engineering, long haul and rural broadband engineering, professional engineer (PE) seals, and comprehensive permitting assistance. With a team of over 25 professionals, BUCS Engineering has completed more than 1,000 projects, installing over 1.8 million linear feet of fiber in the past year alone. Their efficient processes enable them to submit permits within an average of 13 days from design initiation, achieving an 80% first-approval rate. Clients commend BUCS for their professionalism, industry expertise, and ability to meet tight deadlines.



## The Challenge

BUCS Engineering operates in a fast-paced and highly complex environment, delivering critical telecommunications infrastructure projects that require meticulous planning and execution. Each project involves a series of intricate engineering activities, spanning feasibility studies, permitting, OSP/ISP engineering, and broadband deployment. To ensure success, internal teams must coordinate seamlessly, with specific roles completing their tasks efficiently and on schedule. Additionally, BUCS relies on third-party firms for various aspects of the process, requiring strong collaboration and oversight. Managing these moving parts demands a robust system that not only tracks every step with precision but also ensures that no detail is overlooked. At the same time, BUCS is committed to providing their customers with complete transparency, offering real-time visibility into project progress and status. Without an effective system in place, the risk of miscommunication, missed deadlines, or inefficiencies could significantly impact project success.

## The Solution

To address these challenges, BUCS Engineering implemented a powerful and integrated technology stack centered around SmartSuite as the core application, with Make.com facilitating seamless integrations with their online accounting system (QuickBooks Online) and file management system (SharePoint). SmartSuite provided a fast and cost-effective development platform capable of handling complex data relationships, user activity tracking, process automation, and field-level permission controls—ensuring complete data security and access management. Make.com further enhanced the system by offering out-of-the-box integrations, automating data synchronization across platforms, and eliminating the need for time-consuming manual data entry. The result was a comprehensive, user-friendly solution that provided BUCS team members and customers with instant access to critical project data while eliminating hundreds of hours per year in manual updates. Every team member benefits from personalized data views, tailored to their role, maximizing efficiency and collaboration. Best of all, this scalable and highly functional system was implemented at a fraction of the cost of a custom-built software solution.

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## The Results

With the new system in place, BUCS Engineering has achieved greater visibility, efficiency, and control over their complex projects. The owner now has a real-time, high-level overview of all projects, allowing for proactive decision-making by identifying which projects need attention and which are on track—helping to better manage the overall business flow. The head of finance has improved insight into project estimations, invoicing, and the pipeline of new business, enabling more accurate financial planning. Project coordinators, engineers, and managers now benefit from personalized dashboards that highlight their specific tasks, keeping them focused and maximizing their productivity. Most importantly, customers have direct online access to project updates, reducing the need for email status requests and ensuring transparency throughout the process. The result is a streamlined, efficient operation that enhances both internal workflows and customer experience.

**Greg Baseman, Founder and President, expressed his satisfaction with the results:**

*“Implementing this system has been a game-changer for BUCS Engineering. The level of efficiency, transparency, and automation we’ve achieved has transformed how we manage projects, track financials, and collaborate with both our team and our customers. The solution built with SmartSuite and Make.com has not only eliminated hundreds of hours of manual work but also given us real-time insights that help us run our business more effectively. The expertise and support we received in designing and implementing this system were invaluable, and we couldn’t be more pleased with the results.”*

— Greg Baseman, President, BUCS Engineering



## Looking Ahead

This project demonstrates how the powerful combination of no-code tools, data engineering, and process engineering expertise can transform any business that relies on data-centric processes. By leveraging the right tools with expert data architecture and process automation strategies, BUCS Engineering now operates with unparalleled efficiency, visibility, and control. At ClearTone Consulting, we bring 35 years of experience in process engineering, data architecture, and software development to every engagement, ensuring our clients receive tailored, scalable solutions that drive real results and long-term success.