



## SUCCESS STORY

# Ferguson Construction Builds Client Satisfaction

*Axis Network Camera Enables Clients to View Progress Remotely*

### Mission

- To develop and maintain client satisfaction by establishing open and direct communication from the earliest stages of a building project.

### Solution

- An Axis network camera was installed at one of Ferguson Construction's job sites to enable the client to observe the building progress.

### Result

- Client relationships are improved by providing remote access to projects
- Clients can observe projects from the convenience of their PC
- Ferguson personnel can monitor project status remotely
- The camera enables 24-hour security of the job site



### Customer

"By integrating advanced technologies such as the Axis network camera into our day to day activities, Ferguson has raised the bar on commitment to client satisfaction, not only for Ferguson, but also for the industry."

Tish Lester,  
Manager of Administrative Services,  
Ferguson Construction

## Project Deliverables On-time and On-budget

How often have you heard someone describe a building project that was completed on time and within budget? Probably not often. The standard cliché about construction projects is that they cost far more and take far longer than originally forecast.

Seattle-based Ferguson Construction defies this stereotype by guaranteeing projects will be built on time and within the agreed-upon budget—a guarantee that is even articulated in the company mission statement. Ferguson Construction emphasizes the importance of establishing positive, open and straightforward client relationships at the preconstruction phase of a project, when time and budget expectations are mutually determined and agreed upon. And with close to \$100 million in annual revenue and a roster of long-term commercial clients that includes Boeing, Costco and Home Depot, this emphasis has paid off.

## Corporate Philosophy Reaches New Heights

Recently, Ferguson Construction took this philosophy to a new level by setting up a network camera at one of the job sites, enabling their client to view the project's progress from the convenience of their desktop.

Ferguson simply set up an Axis network camera on a 30-foot pole adjacent to the company trailer that overlooks the site and hooked it up to the company network via a phone line. Since the Axis network camera is constructed with an internal web server, no computer is required for connection.

The client can easily access a live image of the job by typing a specified address into the browser window. This set-up also makes it possible for Ferguson personnel who are not on site to remotely view the progress of the project.

## Experiment Transformed into Valuable Tool

According to Tish Lester, Manager of Administrative Services at Ferguson Construction, the installation has been a huge success. "The Axis network camera started out as a fun experiment, and has proven to be a valuable administrative tool. Our clients can watch as the building progresses, logging in and taking a look as often as they like without taking time from their busy schedules to visit what, in this area, can often be a rainy site! The camera also enhances site security, as it is running 24 hours a day."

Continues Tish, "We chose the Axis network camera because of its price and web-hosting capabilities, and we've been completely satisfied with it. Our long-term plan is to gradually enable all our clients to have remote access. By integrating advanced technologies such as the Axis network camera into our day-to-day activities, Ferguson has raised the bar on commitment to client satisfaction, not only for Ferguson, but also for the industry."

For Ferguson Construction, it's all about client satisfaction. And with on-time, on-budget guarantees and 24-hour client access to building projects—thanks to the Axis network camera—client satisfaction is what Ferguson is building.



[www.axis.com](http://www.axis.com)



### Corporate Headquarters

Axis Communications AB • Emdalavägen 14 • SE-223 69 Lund • Sweden  
Tel: + 46 46 272 18 00 • Fax: + 46 46 13 61 30 • Email: [info@axis.com](mailto:info@axis.com)

### U.S. Headquarters

Axis Communications, Inc. • 100 Apollo Drive • Chelmsford, MA 01824 • USA  
Tel: + 1 978 614 20 00 • Fax: + 1 978 614 21 00 • Email: [info@axisinc.com](mailto:info@axisinc.com)