

Orlando's hometown builder switches to Procore.

Williams Company and Orlando grew up together.



As hunches go, this one paid off reasonably well. In 1920, JJ Williams decided he'd had enough of farming in Georgia. A land boom was stirring in neighboring Florida, and JJ sensed an opportunity. Accompanied by his industrious (and no doubt very patient) wife, Lulabelle, JJ made the move and began building houses in a sleepy Florida citrus village called Orlando, population 9,200. His approach? Top notch product and a flawless customer experience. The

happy Florida town would later align with the Happiest Place on Earth®, and JJ's little real estate experiment would take off like a rocket, eventually requiring a cloud-based solution to manage a dynamic portfolio spanning 13 states. In 2007, Williams Company would complete the circle, returning to its roots as a company whose steering committee is the rank and file. Williams Company is proud of its unique status—a General Contractor that is completely employee-owned.



Real Time Transparency

Procore consolidates Williams Company's vast Southeast project portfolio into one place, allowing cross-project insights, analysis, and oversight.



Data in the Field

Procore's visibility into project health is turbo-charged by complete mobility, allowing retrieval of real-time project data on smart devices in the field.



Time-Saving Doc Management

Procore unites all docs and files on a single platform—a one-stop destination for all project needs.



LOCATION

ORLANDO, FL

ANNUAL CONSTRUCTION VOLUME

\$200M

PRIMARY INDUSTRY

COMMERCIAL

“I thought we had a very good process while we were on Prolog, but ultimately it just wasn't accessible, and that was the big downfall—my guys had to be in the office in order to access any of their information.”

CHRIS ROLLINS

SENIOR VICE PRESIDENT &
CHIEF OPERATING OFFICER
WILLIAMS COMPANY

The Challenge

Disney, Universal Studios, Sea World, LegoLand, the “Space Coast”—Orlando’s explosive growth brought Williams Company along for the ride. By 2009, Williams Company’s territory encompassed 13 states from Maryland to Texas—stretching resources, communications, and data across the U.S. southeast. Adding to the difficulty, each Williams Company division had its own independent operating system. SVP Chris Rollins saw the threat to continued growth early on. “I was making a push that we needed to be standardized,” he says.

“We stayed with Prolog until we needed a more accessible solution, so we looked at several solutions. We went through a demo of Procore and we were sold. Greatest thing since sliced bread.”

CHRIS ROLLINS
SENIOR VICE PRESIDENT & CHIEF OPERATING OFFICER
WILLIAMS COMPANY

The Solution



Mobility is Visibility

Field workers and remote project stakeholders could access real-time, actionable project data 24/7—mitigating both productivity gaps and miscommunications.



Field and Office Powerfully Reunite

A single platform shared by field and office put all project players on the same page, dynamically joining once-siloed teams and data.



Standardized Processes Remove Speed Bumps

Standardizing practices across the portfolio, William’s Company no longer wondered if rogue protocols might be slowing the workflow.

Williams Company Grows with Orlando

As Greater Orlando grew into a built megalopolis of family attractions, Williams Company’s fortunes rose in kind, until the company’s vast territory swept across the whole of the U.S. southeast. Williams Company realized that continued growth would require a construction management system that could scale with the company while enabling transparency, communication, and collaboration.



Prolog to Procore

Chris Rollins, Williams Company's SVP & COO, was searching for a cloud-based construction management system that would help his company scale. His efforts took him from Excel to Filemaker to CMiC. Williams Company even tried out an early, un-ironed version of Procore. "Our venture into an actual system was spurred on by shiny object syndrome," Chris admits. He thought he'd finally found the answer in Prolog. "Prolog was the gold standard at that time of project management software, and they knew it. In my opinion they fell asleep at the wheel," Rollins says today. "Mobility was definitely a sticking point, as was getting everybody operating in the same system, from the office to the field".

The Procore Flow

When Williams Company made the pivot back to Procore, it was because the California technology company had smoothed out the kinks, offering transparency, mobility, and cross-project uniformity of processes. "Collectively as a company, we're more efficient thanks to Procore," Rollins says. "And when we have people that work across multiple operating groups, the fact that they're all doing it the same way prevents us from having to learn how this or that group is doing." Within this environment of standardized protocols, Procore still allows for individual tailoring to optimize workflow. "Adoption of the tools in Procore takes personal initiative, allowing these guys to figure out how to make their job easier."

