



Client Success
BGR PACKAGING
DISTRIBUTION

THINKING OUTSIDE THE BOX BGR'S WINNING STRATEGY FOR SCALING UP



CHALLENGE

BGR Packaging needed a technology partner to help support and simplify their heavily customized Sage X3 system, which would help them optimize processes and prepare for national expansion.

SOLUTION

Net at Work partnered with BGR to streamline their Sage X3 setup, eliminating unnecessary customizations and leveraging new features to enhance efficiency and support BGR's growth ambitions.

RESULTS

- Reduced operational complexity and costs by redirecting resources from in-house development to system optimization.
- Enhanced system capabilities, increasing efficiency and sparking new innovations.
- Strengthened support structure, allowing BGR to focus on strategic growth initiatives.
- Positioned for national expansion with a simplified, scalable technology foundation.

A LEGACY OF INNOVATION AND COMMUNITY

For over fifty years, BGR has built a reputation as a trusted, family-operated company in the commercial packaging industry. Started by Al Backscheider and driven forward by his two sons selling packaging tape out of their garage, BGR has grown into a major regional player with locations in Indiana, Kentucky, and Ohio. Even as BGR has expanded, it has held onto its core values: a close-knit, inclusive culture where teamwork, support, and a commitment to the community remain central to its operations.

Under the guidance of their new CEO, Phil Schneider, BGR is pushing forward with a bold vision. With a focus on sustainability, they're expanding beyond packaging sales to become a comprehensive supply chain partner for their clients. They're evolving, innovating, and laying the groundwork for national growth with a clear target: to become a national packaging supplier by 2040. This transformation requires a new business approach and a streamlined, efficient back-office system, where collaboration with a technology partner like Net at Work becomes key.

ELEVATING OPERATIONS WITH A STRONG TECHNOLOGY PARTNER

BGR has been using Sage X3 for years, but as they started ramping up their ambitions, they recognized the need for a technology partner that could support their growth trajectory. BGR was looking for a fresh approach that could help them take full advantage of Sage X3's capabilities without losing the flexibility they'd carefully built into their systems.

After a comprehensive review of the top Sage X3 resellers, Chris Dreyer, BGR's Information Systems Manager, selected Net at Work, a partner known for deep Sage X3 expertise and innovative approach. The deciding factor for Dreyer was the deep bench strength across the Net at Work consulting and development teams. "They have the largest, most experienced teams out there," he says. "And we wanted to put that strength and experience to work for us."



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Dreyer appreciates that Net at Work brings both macro-level insights and micro-level detail to the partnership, helping BGR manage their Sage X3 setup to complement their drive for operational efficiency. The goal wasn’t to overhaul BGR’s operations but to ensure the company is getting the most out of their existing system so they can focus on what they do best — driving innovation in packaging and supply chain solutions.

A SHARED APPROACH TO STREAMLINING COMPLEXITY

One of the biggest hurdles for BGR was the level of customization that had been built into their Sage X3 system over the years. While these modifications were necessary for their business at the time, they added a layer of complexity that was now holding BGR back.

Net at Work worked alongside BGR to carefully review these customizations, aiming to reduce complexity and maximize efficiency. Together, they’re creating a plan to phase out unnecessary customizations so that BGR can take full advantage of the new features in Sage X3 and streamline their operations as they grow. “Our ultimate goal is to run Sage X3 as close to ‘vanilla’ as possible,” notes Dreyer. “We’re moving in the right direction.”

Now, rather than hiring on-staff developers, BGR has chosen to redirect those resources into their streamlining and simplification efforts. By optimizing their existing system and leveraging the new capabilities in the latest versions of Sage X3, they’re able to achieve the same level of innovation without the added overhead. The strategic approach reduces costs and allows BGR to remain nimble and focused on their growth goals.

BUILDING A VALUE-ADDED SUPPORT SYSTEM

Dreyer is impressed by Net at Work’s team manager approach, which gives him a dedicated point of contact for all BGR’s service and support needs. This structure has proven invaluable, allowing Dreyer to focus on strategic projects rather than getting bogged down in the day-to-day. With Net at Work handling everything from troubleshooting to system optimization, BGR’s internal resources are freed up to pursue higher-impact initiatives.

Dreyer shared that the difference between Net at Work and BGR’s previous reseller is like night and day. “Net at Work has my back,” he says. “They’re champions for what we’re trying to accomplish here, and it feels like they’re as invested in our success as we are.”

This partnership has given Dreyer the space to focus on the larger picture, from managing new technology transitions like moving to Azure, a cloud platform that supports scalable computing and



storage solutions, and Boomi, an integration platform that connects applications and automates workflows, to driving BGR's broader strategic initiatives.

A PARTNERSHIP GROUNDED IN FLEXIBILITY AND INNOVATION

The role of Net at Work goes beyond providing technical and logistical support. The firm is a strategic partner, empowering BGR to modernize their processes and focus on growth. For example, while BGR has its own in-house innovations, like an RFID tracking system that streamlines reordering for clients, Net at Work helps integrate these initiatives with Sage X3. This allows BGR to expand their services and offer clients additional value through tools like sustainability audits and supply chain analysis.

BGR's strategy is to help customers see the company as partners in achieving their operational goals. It's a similar approach that Net at Work takes with BGR. Net at Work is not simply managing BGR's Sage X3 application — they're providing insights, making recommendations, and ensuring that BGR's technology infrastructure supports the broader mission.

FOCUSING ON GROWTH

The partnership gives BGR breathing room to focus on what matters most — scaling the business and delivering additional value to customers. By handling the back-end complexities, Net at Work enables Dreyer and his team to think strategically about expansion and innovation.

Dreyer values Net at Work's approach for its balance of hands-on support and respect for BGR's unique strengths. With Net at Work handling system management, he can focus on critical projects that drive BGR's success, confident that the technology underpinning their operations is in expert hands.

PREPARING FOR NATIONAL EXPANSION

BGR has big goals for the future, and they're on a path to achieving them through a smart, agile approach that embraces both innovation and efficiency. By simplifying their technology and optimizing their processes, BGR is building a foundation for sustainable growth.

As the company continues to innovate and expand, BGR is confident that with a strong technology platform and partner in place, they're well-equipped to tackle the challenges and opportunities of tomorrow while remaining true to their roots as an innovative leader in the packaging industry.

ABOUT NET AT WORK

Founded in 1996, Net at Work is a leading technology advisor to thousands of small-to-medium sized businesses throughout North America. The consultancy offers a rich portfolio of technology, expertise, and services to help organizations derive value from the transformative effects of technology.

To start unleashing the power of your business, visit www.NetatWork.com.