

WSP Cantor Seinuk Improves their Bottom Line with Onvia Business Builder

Client: WSP Cantor Seinuk

Location: New York, NY **Onvia Client Since:** 2006

Subscriber To: Onvia Business Builder

Challenge

Award-winning engineering companies need to be aware of projects as soon as possible in order to spend less time searching for government opportunities and more time networking and building relationships to win contracts. This is the case with WSP Cantor Seinuk, an internationally recognized structural engineering firm. The firm was in need of a comprehensive way to identify new government engineering and construction projects and identify new architects and developers to build relationships with.

Solution

"I have used Onvia's services in the past and found that it was very helpful," says Jonathan Forman, Marketing Manager for WSP Cantor Seinuk. "Many of the leads I received turned into awarded projects. When I started with WSP Cantor Seinuk, I thought Onvia's service was something that should be explored. If we win one job, then the service would pay for itself and we would have a great return on our investment." WSP Cantor Seinuk signed up for Onvia Business Builder, which delivers daily email notifications of actionable opportunities, plus online access to a government business intelligence database. "In essence, Onvia is like having a whole team of researchers working to help improve my company's bottom line," says Forman.

Value

"There are too many organizations to keep track of that post requests for proposals, qualifications, and information. But by using Onvia, we have an easy, consolidated list sent to us every morning." Once WSP Cantor Seinuk identifies a lead or important information they wish to track, the company can easily integrate the data into their bidding process. "Depending on the outcome of an Onvia lead, a person or company will be entered into our contact database," says Forman. "Onvia is a great tool that allows us to spend more time going after work than looking for it." Included in WSP Cantor Seinuk's daily email notifications is pre-planning information, which details any upcoming development plans. Forman says, "Through the pre-planning leads we have been able to develop new relationships with architects and developers we have not worked with before."



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About WSP Cantor Seinuk

WSP Cantor Seinuk is an internationally recognized structural engineering firm based in New York, with offices in London and Los Angeles. The company's experience spans the full range of building types with a specialty in high-rise buildings in severe wind and seismic environments. Their services extend from conceptual studies through the completion of contract documents, shop drawing review, and on-site inspection of circumstances. Acknowledged as the leader in its field, WSP Cantor Seinuk has received over 85 awards in the past 30 years for engineering excellence from various organizations and has built a reputation amongst their clients and building professionals for highly innovative and cost-effective design solutions.

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