



Capturing the Cloud

USGN is the leading provider of cloud-based collaborative project management solutions, transforming multi-project industries.

April 2017

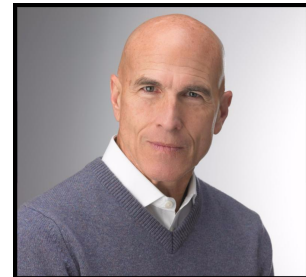


What We Believe

(Part 1 of 4)

"We believe that you want a cloud-based solution that can be re-branded to match your business image."

Each of us has our own set of beliefs that make us unique. Similarly, businesses are not identical. Each is built on core values that create strategies to succeed.



This month, I want to begin sharing what USGN believes!

We live in a world where everyone wants something they do to go viral. It used to be that accomplishing something was a pre-requisite. Not anymore. Facebook is proof of that. Waking up in the morning seems license for a "unique" post to be noticed.

USGN isn't looking for attention. We are perfectly happy being in the background. We believe that you want a cloud-based solution that can be re-branded to match your business image. In fact, many of our clients have created names, even logos, to fit their branding scheme. They take our modules and adapt them to their current systems. We become invisible.

But USGN is the engine behind the great things that our customers do. Each day, our clients appreciate the power and dependability of our solutions. Our team leads implementations and offers the support needed to keep our clients at the top of their game. And we are busy developing the next wave of

features before they are even requested.

Our clients love what we do. That recognition is more than enough!

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Where the Rubber Meets the Cloud

Client Interview



When Phoenix Telecom signed on as a new client in 2015, a new market emerged for USGN. The traditional modules for retail construction gave way to a new cloud-based solution which was created to handle the site development for cell towers all over the world. Phoenix Telecom now utilizes this solution to manage nearly 1,500 sites at any given time.



We thought you would like to learn more via our client interview with Doug Geier, Vice President of Professional Services for Phoenix Telecom.

Doug has over 20 years of experience in professional services and operations, including start up, acquisition, and growth. Previous to that, he had key management and executive roles with Cardinal Health and Lucor. Doug has been recognized twice as National Operator of the Year and Franchisee of the year.

"USGN customizes all the time. It's the reason why we chose them in the first place."

Q Why USGN?

A "USGN customizes all the time. It's the reason why we chose them in the first place. We shopped between USGN and 3-4 others and found USGN to be much less robotic."

Q What is the typical size of a project, and how many do you manage at any given time?

A "Projects are very small. But there are 1,400 current projects, located from Florida to Japan. That's why USGN's responsiveness is so critical to our success."

Q What features do you find most valuable?

A "Repository is crucial, especially for site pics. We also lean heavily on the timecard and mileage elements."

Q How has USGN enabled you and Phoenix Telecom to be more successful?

A "Information passed along to different groups is essential. We are able to look at all information at any given time. I'm a big fan of the USGN group."



USGN Modules

USGN provides software solutions for all stages of your store life-cycle management. Our software decreases the costs and time it takes to plan, acquire, design, build, remodel, and manage your portfolio of sites. Our modules enable you to effectively measure, manage, and monitor all aspects of your work flow including:

Base System and Document Repository

Real Estate

Construction Workflow

Legal

Lease Management and Abstract

Financial Workflow

Integration with Accounts Payable

Equipment

Site Audits

Facilities and Work Order Management

[Click Here to Read More>>](#)



Lightning Strikes

News Updates

- Our **2017 Annual Conference** will be held in Phoenix, AZ, in late October. See USGN up close and meet with key team members. Mingle with current clients to learn how USGN has changed the way they manage projects. It will be a warm and relaxed environment to learn about the latest at USGN. We are finalizing details and will announce soon! If you are interested in attending, please check us out!

[Click Here to Register.](#)

- Our **Webinars** take place at 10:00AM PST every 3rd Wednesday of the month. Mike Leathers will lead and facilitate these key events. Starting with April, the format will be an “Open Mike”, with participants able to ask questions about various topics. Please sign up on our website to join Mike each month for an informative session. [Click Here to Register.](#)
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