

# Customer Spotlight: BIG Construction

## About BIG Construction

BIG Construction is a fast-growing general contracting firm based in Chicago. What started in 2016 in a basement office with just Tony Iannessa has grown into a thriving company with 50+ employees and a strong reputation in the industry. From corporate offices to healthcare and production facilities, BIG Construction has built a diverse portfolio of projects. Despite their rapid growth, they've remained true to their entrepreneurial spirit and continue to focus on quality, client satisfaction, and innovation.

## Finding the Right Solution

As BIG Construction expanded, Tony and his team knew they needed better tools to track and predict revenue. After years of using Salesforce with limited success, they found TrebleHook and saw an immediate opportunity to get more out of their data. "We had a ton of data in Salesforce but no way to really use it effectively," says Tony. "That's when we realized it was time to find a system that could help us make smarter, data-driven decisions."

## The TrebleHook Difference

With TrebleHook, Tony's main goal was simple: to get a clear view of future revenue. "We wanted a predictive dashboard that would give us insight into where we were headed," he explains. And that's exactly what TrebleHook delivered. The ability to forecast revenue more accurately has been a game-changer. "Now, we can make decisions on staffing, hiring, and project bids based on real, tangible data," says Tony.

One of the biggest benefits? Making smarter, more informed decisions. "Every Monday, we review upcoming bids and use the dashboard to check projected revenue for the months ahead. Then we compare that to our staffing reports to ensure we're not overcommitting," Tony shares. This insight allows BIG Construction to evaluate whether pursuing a project is the right decision, preventing them from chasing bad opportunities. "The data helps us prioritize the best projects, the ones that really align with our goals," he adds.



### Website

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

### Industry Vertical Construction



TrebleHook™

## A More Disciplined Approach to Bidding

Since implementing TrebleHook, BIG Construction has taken a more strategic approach to bidding. “We used to rely on gut feel for most decisions,” says Tony. “Now, with TrebleHook, everything is data-driven.”

The team reviews upcoming bids and compares projected revenue from the dashboard with their current staffing reports. If a project aligns with their capacity and goals, they pursue it; if not, they pass. This shift has helped them focus on higher-quality projects that make sense financially and strategically. “We’re no longer wasting time on projects that aren’t the right fit,” Tony says. “The tool has helped us target higher-quality, more profitable projects, which is exactly what we wanted.”

“Before, we might have chased projects that weren’t the best fit. Now, we’re confident in saying no to projects that don’t align with our long-term goals.” This data-backed approach has led to smarter decisions, saving time and resources while winning more profitable projects.

## Looking Ahead: BIG Construction’s Growth with TrebleHook

As BIG Construction continues to grow, Tony is excited about the possibilities. “TrebleHook gives us the closest thing to a crystal ball for future revenue,” he says. It’s a powerful tool that not only helps manage current projects but also provides valuable insight into where the business is headed. With more data-driven decisions on staffing, resource allocation, and project selection, BIG Construction is better positioned to manage its growing pipeline and prepare for new opportunities.

Looking forward, Tony sees TrebleHook as an integral part of their strategy for long-term growth. “We’re in a period of diversification, and having a tool that can provide a clear picture of where we’re heading financially is crucial. TrebleHook has helped us get closer to understanding future revenue, which is something we never had before.” The company is now able to adjust its approach to both existing projects and new opportunities, ensuring it’s not just reactive but proactive in its growth.



**TrebleHook™**

## Why Tony Recommends TrebleHook

Tony wholeheartedly recommends TrebleHook to other construction companies looking to streamline their operations and make smarter decisions. "If you're tired of guessing and want to make more informed decisions, TrebleHook is the tool you need," he says. "It gives us the clarity we need to make better decisions about bidding, staffing, and where to focus our energy."

For Tony, the biggest value TrebleHook offers is its ability to predict future revenue. "In our industry, where recurring revenue is rare, having the ability to project what's coming down the line is invaluable," he explains. "This tool has taken the guesswork out of forecasting, and that's why I believe it's a must-have for anyone in the construction industry."

*"If you want to have a clearer understanding of your future revenue and make better decisions based on data, TrebleHook is the tool you need."*

**Tony Iannessa**  
Founder & CEO, BIG Construction

