



Client Success
RUSSELL SIGLER INC.
DISTRIBUTION

RUSSELL SIGLER INC. HEATS UP OPERATIONAL SUCCESS WITH TECHNOLOGY PARTNERSHIP

Sigler

CHALLENGE

Rapid growth and increasing complexity highlighted the need for a partner to optimize Russell Sigler's heavily customized Sage X3 system. Their expanding operations required seamless integrations, enhanced efficiency, and a solution that could keep pace with their dynamic business.

SOLUTION

Net at Work provides expert guidance, optimizing Sage X3 to handle Sigler's unique workflows. They streamlined operations by integrating critical systems and delivering ongoing support and development services to ensure flexibility and scalability.

RESULTS

- Streamlined workflows and faster order processing support growth at scale.
- Flexible and customizable system evolves to meet changing business needs.
- Strong partnership provides strategic direction and responsive support.

DELIVERING COOL COMFORT WITH WARM CONNECTIONS

For over 65 years, Russell Sigler Inc. has been a trusted distributor of HVAC equipment, parts, and supplies across the western United States. As the exclusive distributor of Carrier air conditioning products in regions like Idaho, Nevada, Arizona, New Mexico, California, and West Texas, Sigler has built a reputation for reliability, quality, and exceptional service.

The dynamic company has experienced tremendous growth over the past decade, doubling its workforce to 800 and expanding to 35 locations. Distilled within its corporate culture is a deep sense of respect and loyalty extended to employees, customers, and suppliers alike. Today, with \$1.3 billion in annual sales, Russell Sigler stands as a powerhouse in the HVAC distribution industry. But behind this success is a commitment to continuous improvement and leveraging technology to stay ahead in a competitive market.

THE SEARCH FOR THE RIGHT PARTNER

You could say that partnerships are central to Russell Sigler's business model. Indeed, the company's namesake and founder attended college with Willis Carrier (considered the inventor of modern air conditioning), launching what has become a long and highly successful partnership. Russell Sigler's trust in Sage X3 dates back almost 15 years. Over the years, they have continually customized the system and have integrated companion products to meet their evolving business needs.

When Sage Professional Services Group—who originally implemented Sage X3—was disbanded, the company began looking for a new partner to support its crucial ERP system. They interviewed several Sage X3 resellers, but Net at Work stood out for its expertise, deep resources, and personalized approach.

"Net at Work isn't just a partner—they are *the* partner," says Matt Osborne, COO at Russell Sigler. "Their large, diverse team gives us confidence that no matter how we want to grow or adapt, they have the depth and experience to support us."



“Net at Work’s large, diverse team gave us confidence that no matter how we wanted to grow or adapt, they would bring the depth and experience to support us.”

ADAPTING FOR SUCCESS

At Russell Sigler, the ability to adapt quickly to change is a hallmark of their success. With Sage X3 as the foundation of their operations, the company has built a system capable of evolving alongside its dynamic business needs. From managing ongoing daily transactions to integrating essential tools like their eCommerce platform and external warehouse systems, Sage X3 empowers the company to streamline processes and improve efficiency, even during periods of rapid growth and expansion.

Indeed, the company’s growth trajectory, from \$250 million in sales to \$1.3 billion annually in just over a decade, highlights the scalability of Sage X3 and the strategic value of Russell Sigler’s partnership with Net at Work. As the company expanded its workforce and branch network, its ERP system and technology partner’s services seamlessly scaled to handle increased transaction volumes, support new integrations, and adapt to evolving workflows—building operational efficiency and stability at every stage.

The organization’s commitment to continuous improvement further underscores the role Sage X3 plays as a flexible, future-ready solution. With plans to implement barcoding next year and other initiatives in the planning stages, Russell Sigler continues to refine operations, ensuring their technology always aligns with their ambitious goals.

“Sage X3 gives us the ability to shape the software to our needs,” says Vladimir Shvidky, ERP Manager at Russell Sigler. “And with a partner like Net at Work, we can confidently execute the changes we need to stay competitive.”

ENHANCING CUSTOMER EXPERIENCE THROUGH TECHNOLOGY

Much of Russell Sigler’s success over the years can be attributed to its commitment to delivering exceptional customer experiences. Sage X3, tailored to the company’s unique needs, enables innovations that make life easier for their customers. For example, their eCommerce platform allow customers to place orders online, with transactions flowing seamlessly into Sage X3 for efficient processing. Another integration allows quotations prepared in Carrier’s proprietary application to transfer directly into Sage X3.

Additionally, the recent integration of a new payment processing solution gives customers the convenience of self-service options, including paying invoices online or using physical terminals at branch locations.



“These enhancements are all about making interactions with us as smooth as possible,” Osborne explains. “Whether it’s placing an order or processing a payment, our technology investments are designed to improve the experience for both our customers and our teams.”

A PARTNERSHIP BUILT ON PEOPLE

For Russell Sigler, the strength of the relationship with Net at Work goes beyond technology. The company values the continuity and deep expertise of Net at Work’s team, some of whom have supported the company for nearly 15 years.

“What makes this partnership work is the people,” Shvidky explains. “Net at Work knows us inside and out. They understand our business, our customizations, and how to put the puzzle pieces together. We trust them completely.”

This trust extends to risk management and staying on the latest supported version of Sage X3, ensuring Russell Sigler can mitigate risks, maintain operational stability, and tap into new innovations, even while highly customized.

A CULTURE OF CONTINUAL IMPROVEMENT

The team at Russell Sigler thrives on the challenge of improving operations. “We have a never-ending list of things we want to make better,” says Osborne. “Every enhancement we make to Sage X3 or our integrated systems is about driving efficiency and positioning ourselves for future growth.”

This mindset has fostered an environment where technology and innovation play a pivotal role. Whether it’s exploring new features like barcoding or refining existing workflows, the team’s forward-thinking approach ensures they remain a step ahead.

“Our goal is simple—make things better every day,” Osborne concludes. “With help from Sage X3 and Net at Work, we’re always moving forward.”

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.