



Case Study

Independent Builders Merchant Group (IBMG)

"What was once a £5m business through 3C is now delivering single deals worth £12m as BDR – proof of the strength of our integrated service model and growth strategy."

Client Overview

Independent Builders Merchant Group (IBMG) is one of the UK's largest builders' merchants, operating across multiple regions with 180+ sites and 2,000+ employees. Over time, the group grew through acquisitions, inheriting multiple brands with fragmented IT systems, diverse telephony platforms, and inconsistent network infrastructure. This complexity created challenges in efficiency, cost management, and scalability, especially as IBMG continued to expand.

Challenge

IBMG faced:

- Disparate systems across 12 independent brands, each operating on its own infrastructure.
- High costs from fragmented contracts and legacy technology.
- Limited scalability to bring new acquisitions quickly into the group.
- Pressure on IT teams bogged down with support and maintenance rather than strategic projects.

IBMG needed a single, integrated solution that could unify its operations, enhance security, reduce costs, and future-proof the business for growth.

Our Solution: A unified Digital Transformation

BDR Group designed and delivered a comprehensive managed services solution, consolidating IBMG's technology into one streamlined, secure, and scalable infrastructure.

Key components included:

- **8x8 Unified Communications:** Integrated telephony, webchat, and email for 2,000+ users, segmented by brand but managed holistically.
- **Fortinet SD-WAN:** Secure, resilient networking rolled out across 180+ sites.
- **Cloud Migration:** Transition from on-premises servers to Microsoft Azure for greater flexibility and scalability.
- **Connectivity Upgrades:** Replacing copper with fibre and consolidating ISPs for improved performance.
- **24/7 Managed Services:** Always-on IT helpdesk, security, and infrastructure monitoring.

Delivery Excellence

- **Speed & scale:** 88 branches deployed with SD-WAN in just two weeks, preventing costly contract renewals.
- **Collaboration:** Cross-functional BDR teams worked seamlessly across sales, technical, and engineering to deliver the £12m project.
- **Commitment:** Over 3,000 man-days invested across 18 months to ensure smooth delivery.

Results & Impact

- £1m+ annual savings compared to legacy systems.
- Significant IT efficiency gains: freeing IBMG's internal IT team to focus on strategic projects.
- Stronger security & resilience with Fortinet SD-WAN and Azure cloud migration.
- Future-ready scalability: new acquisitions can be integrated rapidly into the unified infrastructure.
- Long-term partnership: the initial £12m deal has already grown to £18m, demonstrating IBMG's trust in BDR as a strategic partner.

Why it matters

This project represents more than just technology change, it's a blueprint for how growing businesses can unify operations, cut costs, and build scalable infrastructure for future acquisitions.

By consolidating multiple systems into one integrated environment, BDR enabled IBMG to operate as a single, cohesive group, empowering growth while driving efficiency and resilience.