

Williams Scotsman

Building New Markets through Better Business Information



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—Charissa Costa,
Product Manager,
Williams Scotsman's
Storage Line

Largest Mobile Fleet in North America

When schools, businesses, government agencies, hospitals, developers, contractors, architects, and facility planners need fast and economical space, they turn to Williams Scotsman, the leading provider of mobile and modular building solutions.

Williams Scotsman serves over 25,000 customers, operating a fleet of over 98,000 mobile office and storage units leased through a network of 86 North American locations. Williams Scotsman provides delivery, installation and other services. In addition, the company manages and develops large permanent modular building projects from concept to completion.

“When most people think of modular buildings, they immediately envision temporary classrooms or construction sites,” says Charissa Costa, Product Manager of Williams Scotsman’s Storage Line. “In reality, our product portfolio is much more diverse— from simple construction trailers to complex, permanent, multi-story buildings such as schools and medical facilities.”

Aggressive Expansion Continues

Williams Scotsman’s track record of delivering innovative space solutions has helped it build a world-class reputation in over 450 diverse industries. The company was formed in the late 1940s, moving to industry leadership in 1990 through the merger of Williams Mobile Offices and Scotsman Manufacturing. Since then, the company has expanded significantly through the acquisition and integration of more than 30 North American mobile space providers. Similar expansion efforts have begun in the European market, which is earlier in its lifecycle.

In conjunction with product innovation and strategic alliances, this expansion strategy enables Williams Scotsman to offer more products to an ever-evolving customer base.

“While many of our customers are in the construction industry, we’re always looking for new market opportunities, as well as new ways to bring value to our existing industries and clients,” says Costa.

OneSource Replaces Hoover’s

To help identify which new market segments represent potential opportunities, Williams Scotsman relies on Business Browser US from OneSource business information to build its new markets. Previously, the company used Hoover’s business database as a source of industry and company data but recognized the need for deeper intelligence on a broader range of industries. As a result, Williams Scotsman turned to OneSource.

“With OneSource, we now have faster access to credible information that helps us make better decisions and gives us greater confidence when developing new market strategies,” says Costa.

Using industry data from OneSource, for example, Costa discovered that the Hotel and Lodging industry is once again booming. Travelers are hitting the road and hotels are planning increased construction to meet rebounding demand.

“Where we previously got by with silos of information, we now need a partner who can grow and move forward with us. OneSource is that partner.”

“Based in part on the data we uncovered in OneSource, we formed an alliance with the American Hotel and Lodging Association and developed a one-month-free program for their members. As a result, we can now reach out to 10,000 nationwide prospects with an attractive offer that’s helping to drive new business,” says Costa.

Modular Flexibility Supports Future Growth

Another factor in the decision to replace Hoover’s with OneSource was the desire for a business information solution capable of meeting today’s needs and keeping pace with future growth initiatives.

“OneSource’s modular approach makes it easy to customize their business information to our unique needs,” says Costa.

As an example, Williams Scotsman chose to supplement its core US Business Browser subscription with the Small Company Spectrum module for expanded private company data and the US Government Spectrum Module for access to nearly 40,000 agency and departmental profiles for all levels of US government.

“Finding government decision-makers, and their chain of command, is very complex,” says Costa. “OneSource makes it easier because all of that data is organized and easy to access.”

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Company Profile	<ul style="list-style-type: none"> ■ Leading provider of mobile and modular building solutions
Challenges	<ul style="list-style-type: none"> ■ Access credible industry data to improve market development strategies ■ Find government decision-makers ■ Identify a business information partner capable of keeping pace with the company’s distributed operations
OneSource Solution	<ul style="list-style-type: none"> ■ US Edition, OneSource Business Browser ■ US Government Spectrum Module ■ Small Company Spectrum
Results	<ul style="list-style-type: none"> ■ Highly accurate industry data drives more informed decision-making ■ OneSource modular approach supports current and future requirements ■ Faster insights into government hierarchy



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