

Keeping a 170-Year-Old Rochester Company Online with Reliable IT Support

Wm. B. Morse Lumber Co.

Founded in 1853, Wm. B. Morse Lumber Co. is a fifth-generation, family-owned business providing building materials, engineered lumber, custom millwork, and hardware across the Rochester region.

With over 170 years of service, their success depends on consistent operations and responsive service to both contractors and homeowners.

The Challenge

In today's construction industry, technology is integral to daily operations. Morse Lumber relies on IT systems for accounting, order processing, and inventory management.

Any downtime can disrupt their ability to serve customers efficiently. They needed a reliable IT partner who understands their business and can respond swiftly to issues.

The Solution

- 1. Maintain network and server stability**
to keep core systems reliable and running smoothly.
- 2. Ensure critical business software functions**
to resolve issues quickly and minimize downtime.
- 3. Respond fast to service interruptions**
to ensure smooth day-to-day operations.
- 4. Support technology upgrades and planning**
to align tech upgrades with business goals.



At A Glance Before

- ☒ Fragmented IT response
- ☒ Risk of disruptive downtime
- ☒ Outdated systems and stress

After

- ☒ One-call resolution with expert team
- ☒ Proactive network support
- ☒ Reliable, strategic IT partnership



“The reality is that we couldn't survive in this competitive world without IT. It's really helpful to have one phone call to one place that's professional, knows our business, and gets us back up and running.”

WALLY MORSE
President at Wm B Morse Lumber Co.