

## Implementing at Speed: How Bednark Transformed Operations with INNERGY in Record Time

### Executive Summary

Bednark Studio, a premier design and build company based in Brooklyn, has built a reputation for rapid execution and high-quality craftsmanship. Originally focused on set design and experiential marketing, the company successfully expanded into retail and commercial millwork during the pandemic.

As Bednark grew, it became clear that managing projects through shared Google Docs and task-based tools like Asana was unsustainable. With fast-moving projects requiring precision and efficiency, Bednark needed a single source of truth to transform operations from reactive to proactive.

After evaluating more than 30 ERP systems, CEO Raphael Sorcio chose INNERGY. Through a strategic, employee-driven implementation, Bednark has already seen immediate results—including a 20-hour weekly reduction in purchasing and inventory management workload and record-breaking revenue in the first months of implementation.

### Background: A Legacy of Creativity and Rapid Growth

Founded in 2007 by Michael Bednark, the company started by building photo shoot sets and quickly expanded into large-scale experiential marketing. By 2017, Bednark was generating over \$20 million in revenue, but relied entirely on a single shared Google Doc to manage operations.

Raphael Sorcio, who joined the company in 2017 and became CEO in 2023, was made responsible for implementing structure to enable scale without stifling creativity.

The company moved from Google Docs to Asana in 2019 as a temporary step toward process management, through which they doubled in scale and revenue.

In tandem there was an overhauling of the company's organizational structure to improve efficiency coinciding a search for a true ERP solution to unify operations and prepare for future growth.

### The Challenge: Managing Complexity in a Fast-Paced Industry

As Bednark expanded, inefficiencies became more apparent:

- **No centralized data** – Project details, costs, and timelines were scattered across multiple tools.
- **Inconsistent processes** – Each project manager handled work differently, leading to inefficiencies.
- **Manual purchasing and inventory management** – Multiple spreadsheets and ad hoc communication slowed down decision-making.
- **Lack of real-time financial visibility** – Job costing and profitability tracking were disconnected from project execution.
- **A reactive, not proactive, approach** – The company was constantly chasing information instead of planning ahead.

As Raphael put it: *"When you're running a company on a task-based platform without a single source of truth, you are a reactive company. You can't scale if you're constantly chasing down information."*



To build a scalable, high-margin business, Bednark needed an ERP system that integrated project management, financials, and production workflows into a single ecosystem.

### **The Solution: Finding the Right ERP for Growth**

Raphael and his team spent over a year evaluating ERP options, demoing 20 platforms and researching more than 50.

INNERGY stood out for two key reasons:

1. **Built for Millwork** – Unlike generic project management tools, INNERGY addressed real-world manufacturing and fabrication challenges.
2. **More Than Software** – A Business Education Platform – INNERGY's educational framework aligned with Raphael's vision for structured, scalable growth.

After attending an INNERGY education session led by CEO Marc Sanderson, Raphael realized: *"INNERGY isn't just software—it's a crash course MBA for millwork companies. It teaches business owners how to run a profitable operation, not just manage tasks."*

### **The Implementation: A High-Speed Transition**

Unlike most companies that take 12+ months to implement an ERP, Bednark executed a complete transition in record time.

Key Strategies for Success:

- **Employee-Driven Buy-In:** Employees participated in system evaluations and focus groups before the decision was made.
- **Parallel Testing:** Asana remained active for one month post-launch to ease the transition.
- **Clear Communication & Accountability:** Weekly reports outlined expectations, and managers were required to attend training.
- **Full Commitment to Change:** On January 1, 2025, Bednark simultaneously switched to:
  - INNERGY for ERP
  - QuickBooks Online (from QuickBooks Enterprise)
  - Paylocity (from ADP)
  - Ramp (from Concur)
  - A fully integrated new tech stack

By February 2025, Bednark had fully transitioned to INNERGY—and in the first six weeks alone, delivered \$5 million in projects with no disruption.

*"We burned the ships. There was no going back, and we made it work because we trust our people."*

### **The Impact: Immediate and Measurable Gains**

Efficiency Gains

- 20-hour weekly reduction in purchasing and inventory workload – Eliminating manual stock tracking freed up time for higher-value work.

- Faster decision-making – Real-time financials allowed for proactive job costing and profitability tracking.
- A structured, scalable operational model – Bednark saw record-breaking revenue in January and February 2025 despite the transition.

#### Cultural & Strategic Shifts

- From Chaos to Process: Bednark moved from an ad hoc, high-risk operating model to a streamlined, structured workflow.
- From Firefighting to Forecasting: Teams now plan ahead rather than react to problems.
- From Siloed Data to Full Visibility: Executives and managers have real-time insights into profitability, capacity, and job performance.

*"INNERGY changed how our people think—this isn't just about efficiency, it's about transforming mindsets from reactive to proactive."*

#### Looking Ahead: Scaling with INNERGY

With INNERGY as its foundation, Bednark is focused on strategic expansion and innovation:

- **Building an in-house design agency** – To control their sales pipeline and offer end-to-end solutions.
- **Leveraging AI & automation** – Raphael predicts a blue-collar boom as AI automates paperwork, allowing skilled labor to focus on creating physical spaces.
- **Expanding INNERGY's role** – As the company grows, Raphael expects INNERGY to continue evolving to meet industry demands.

*"The future of construction and fabrication is about delivering high-quality work faster. INNERGY is going to be part of that evolution."*

#### Lessons Learned

1. **Buy-in is everything** – ERP adoption fails when employees resist change. Involve them before implementation to ensure success.
2. **Speed is an advantage** – Bednark compressed what most companies take a year to implement into a few months—and saw immediate ROI.
3. **Education drives change** – INNERGY's training resources helped Bednark move quickly without disruption.
4. **ERP is a business strategy, not just software** – The right system changes how employees think, plan, and execute.
5. **The best systems adapt** – INNERGY's continuous evolution means Bednark will never outgrow the platform.

#### Conclusion

By adopting INNERGY, Bednark transformed from a fast-moving but chaotic company into a scalable, proactive enterprise.

With real-time data, structured processes, and a high-performance team, the company has achieved record growth while improving efficiency.



For millwork companies looking to scale, Bednark's journey proves that the right ERP isn't just a tool—it's the foundation for a smarter, faster, and more profitable business.