

CASE STUDY

Director of Strategic Alliances Uses BuildingsXchange to Expand Wyndham's Preferred Vendor List

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Tony Zarcone
Director of Strategic Alliances,
Resort Development
Wyndham Vacation Ownership



One of Tony Zarcone's key responsibilities as Director of Strategic Alliances, Resort Development, for Wyndham Vacation Ownership is to find the best value as measured by quality of product, service, and vendor reputation. These strong supplier relationships have ensured success for the 2,000-plus units the organization builds each year (comprising an annual \$785 million construction budget).

When Zarcone first learned about **BuildingsXchange**, one of his goals was to find vertical transportation opportunities and solutions. Ideally, Zarcone hoped he could expand his preferred vendor list beyond the solitary supplier that Wyndham had been using for the past several years so he could focus on specific building challenges rather than design around a set product.

“Each of our buildings has its own identity and needs; **by expanding my preferred vendor list to two companies in vertical transportation, I now have the flexibility to select different types of elevators, machinery, and machine rooms as determined by each project's architect and engineer, yet still retain some sort of competitive pricing and structure,**” says Zarcone.

Only suppliers that have highly regarded solutions are invited to **BuildingsXchange**. The same standard applies to the buy-side as well; only senior-level executives who own and manage the nation's top commercial and institutional buildings—and who are at the highest end of the decision-making unit in leading development, building ownership, and facilities management organization—attend **BuildingsXchange**.

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The Challenge: To meet building product suppliers who could partner with Zarcone on Wyndham’s new construction projects domestically as well as in the Caribbean, Mexico, and Canada. Specifically, to aggregate his vertical transportation solution to two companies, thereby opening competition and creating a scenario where the project dictates the solution and not vice-versa.

Opening New Doors: During **BuildingsXchange**, Zarcone found a good match in supplier KONE, one of the world’s leading elevator and escalator companies. **BuildingsXchange** wasn’t Zarcone’s first interaction with KONE. Two years previously, he had met with the company reps from KONE, but no business deal panned out. At the time, Zarcone had been dealing with a regional sales manager and was frustrated by the lack of communication and understanding of his needs. **“At BuildingsXchange, however, I met with the key executives of the organization who could make decisions right off the bat,”** explains Zarcone. “One of our projects required us to bring a three-phased feed to the site. When I met with KONE executives during **BuildingsXchange**, we had some very interesting talks about this situation. In our meeting, I learned that one of their elevators had a less-stringent power requirement when compared to our other vendor’s system,” says Zarcone.

The Result: “As a result of that initial **BuildingsXchange** meeting and the subsequent follow-up, we’re now going into a contract with KONE for that specific project using this system and **we’ll end up saving about \$300,000**. We’re looking forward to working with KONE on future projects also.”

Zarcone had one-on-one meetings with a variety of other suppliers at **BuildingsXchange**, and found the high level of discussions tremendously beneficial. He notes:

“BuildingsXchange is probably one of the premier events in the industry, and I count myself lucky to have been invited.”