

After More Than 20 Years, Valley Systems Remains Wired for Success

BY ROLAND MURPHY FOR ARIZONA BUILDERS EXCHANGE

Communications networking firm **Valley Systems** began operations in 1995. While technology has changed dramatically since the company opened its doors, one thing that has remained consistent is the company's commitment to service and satisfaction.

Owner **Charles M. Schultz**, RCDD, takes the family approach to caring for his clients and staff.

"I'm going to partner with you," Schultz says about taking on a job. "I'm going to take ownership. Once I say I'm going to do something, it's going to be done. I'm not going to come back and say, 'Oh, that wasn't in the bid. It's going to be extra.' I'm going to make sure every installation is the best it can be. We try to offer the most benefit for a dollar spent."

Success fueled by a love of technology and challenges

Those jobs run the gamut. With an estimated 7,000 jobs completed over the years, some have been tiny \$500 affairs. Others range all the way out to the ongoing \$10M comprehensive structured cabling and connectivity work for Grand Canyon University's campus on West Camelback Road.

The GCU project is a particular favorite for Schultz, for its sheer size and complexity.

"I'm kind of a geek at heart. The wonderful thing about technology is it's always evolving and never stagnant," Schultz says. "That large campus environment is really challenging, really rewarding. Doing that type of work and tying together multiple buildings, it's like creating a small city in a microcosm and using every available technology and resource to make all that happen."

Another favorite project was the communications infrastructure overhaul at Talking Stick Resort Arena, home of the Phoenix Suns. Schultz said the cabling hadn't been upgraded since the building's initial construction in 1992. What made the project a particularly interesting challenge was that facility management didn't want to remove the original cabling system.



Valley Systems

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COMPANY: VALLEY SYSTEMS

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ADDRESS: 16071 N. 76TH ST., #100; SCOTTSDALE

PHONE: (480) 348-7500

WEB: WWW.VALLEYSYSTEMS.COM

"We had to build the new system on top of the old one; so that was very challenging, but they are a really great organization to work with," Schultz said. "In the end, we took them from an antiquated wiring system to the very latest technology."

Keeping customers - and employees - for the long haul

Schultz said the key reasons for Valley Systems' success has been the company's focus on service, quality and building genuine relationships with customers.

"We're here for the long haul. We want to be known for our reputation. We don't just put something in and move onto the next project. We want a customer for life, and we'll do whatever it takes to make that happen. We've built a family type

atmosphere, and we want to include our customers as part of that family. Most of the customers we deal with we've dealt with for more than 10 years," he said.

Long-term relationships don't just apply to the company's efforts with its customers. Schultz said most of his 18 employees have been with the company for more than 10 years, including one administrative staffer who has worked there for the company's entire 21-year run.

Schultz says, "We have a team mentality. We're with each other through good times and bad, and we've always taken that approach. They've been very loyal to me, and I'm grateful. I wouldn't be here if it wasn't for them. I'd be a fool not to hang onto them."