How Fairway Corp Ditched Unreliable Reporting and Unlocked New Insights with Wavelytics

The Company

Fairway Corp is a private equity-backed company buying up exterior home maintenance businesses across four service lines: landscaping and lawn care, irrigation, arbor care, and pest control. Most of its footprint sits in the South, anchored in Texas and Florida, with growth into the Midwest and East Coast. Fairway has transitioned and grown aggressively through mergers and acquisitions, scaling from a singular lawn care brand into a portfolio of over 40 specialized brands. Acquired companies keep their own branding, with Fairway operating as the umbrella behind them.

The Problem

Before Wavelytics, Fairway's data team fought its analytics platform constantly.

"About two days a week minimum, we had timing issues where there was a failure in getting the data updated, which would cause delays in our scorecards getting delivered on time," says Brian Bergquist, Fairway's Director of Data Analytics. Sales and marketing lost visibility into dashboards they counted on, like production numbers and prior-day sales. Leadership heard about it every time reporting didn't refresh on schedule.

That made it hard for the data org to build trust with the business. And Fairway's acquisition pace meant new data sources kept landing on an already strained system.

The Solution

Bergquist joined Fairway five months ago as its first Director of Data Analytics. He inherited a legacy data platform and started rebuilding it, with a goal of getting to more advanced use cases like conversational analytics and predictive modeling. Part of that meant working with the WorkWave team to move off the legacy environment and onto Wavelytics. Reporting across Fairway's entire portfolio now runs on a stable foundation.

"That connection has been pretty seamless. All our issues have gone away. We haven't had any delays in reporting since we've shifted over," Bergquist says.

With data flowing consistently, his team has built reporting the business never had, including branch-level operational insight like technician efficiency en route to the first stop of the day. "They've been asking for something similar to that for years and haven't been able to get to it. Within a couple months of me being here, I was able to get all the data to line it up and tell the story. They were like, 'Holy crap, this is great."

Next up, Bergquist is using Wavelytics as the base for a customer master project, merging records from RealGreen and Fairway's other CRM into a single customer profile so the team can cross-sell across service lines. He's also talking with WorkWave about moving to near real-time data refreshes to support it.

The Results

For Fairway, the payoff has been consistency and speed. "I would say it's been huge in the fact that the data reliability, the refreshes are consistent and up to date. We haven't had any issues with getting the data across," Bergquist says. His team has shifted from putting out fires to building insights the business didn't have before, including reporting Fairway had tried and failed to build.

As the acquisitions continue, the team is building a validation process to confirm data from newly acquired companies is flowing correctly through Wavelytics.

That's possible because the platform gives them visibility into new companies as soon as a deal closes.

His advice to peers looking at the platform: "Do it. From a Snowflake perspective, it's the easiest way to get data in. I don't have to have a separate tool to pull data in. I don't have to worry about the connections... The data is simply there, it's consistent and it's reliable. And the relationship with WorkWave has been fantastic."

He's watching the Wavelytics roadmap too. "They've been very transparent about the stuff they're continuing to deliver. It's exciting to be able to tell the business what's coming so we can be prepared for that."