



Celebrating 30 Years of BSS: A Legacy of Service, Innovation, & Growth

Caretakers of Your Productivity

May he grant you your heart's desires
and make all your plans succeed.

Psalms 20:4

In 1995, the world was just beginning to grow the internet and build websites. Bill Ooms was laying the foundation for what would become a trusted name in IT managed services in three states. Bill started a one-man operation called PC Solutions out of a spare room in his home, which provided IT support and computer repair for residents and businesses in the Greater Lafayette, Indiana area.

Eventually, PC Solutions outgrew his home and became Business System Solutions (BSS), a company built on relationships, reliability, and caretaking of their clients.

From Software to Hardware

After receiving a business management degree from Purdue, Bill's journey started with the development of custom software for major companies like Black & Decker and Merrill Lynch. It was a lunchtime favor fixing a medical transcription program that sparked his entrepreneurial leap.

"An acquaintance was having trouble with software on her computer. I stopped by on a lunch hour and fixed it, and she handed me \$50. Even though the fix got them up and going, she requested me to completely rewrite the program," he said. "Somewhere in that process, I realized I could do this and make money on my own."

In the early days, Bill was repairing computers, connecting computers, and teaching software basics for both residential and business clients in a break-fix model. "Back then, it was just a peer-to-peer network, not servers like today," Bill explained. "I provided training classes in Microsoft Office because it was a new program to many offices."

The Shift to Business-Only IT Solutions

By 1998, the company had officially incorporated as Business System Solutions and took on more employees. As his business expanded, he realized that his mission to help others was best realized by changing his business model.

"I didn't want to just be a computer repair guy. I wanted to work for small businesses who needed IT help the most. I wanted to provide the whole system, all the solutions from computers to software and the network," Bill said.

That mission led to an eventual transition away from residential clients. "Somewhere around 2008, I transitioned to working only with businesses," he noted.

Changing Models, Changing Revenues

BSS used the break-fix model for more than a decade but despite best efforts, the company was going into debt. Bill knew he needed to make some major changes. IT Managed Service Providers (MSPs) across the country were shifting to a Monthly Recurring Revenue (MRR) model (basically a flat fee that covered all IT services) and Bill decided to move his clients to MRR.

He lost 80% of his 100 long-term clients. "That was tough," Bill said. "We had close relationships with all our clients. We believed we were providing value, yet those clients didn't see the need for it."

However, many new clients came on board, appreciative of the MRR model as it allowed them to keep their IT costs under control while getting the best technology and customer service experience. BSS averaged a 19% annual average growth rate after the shift.

"In the break-fix model, we must be good firefighters. With managed services, we work to avoid the fires from starting," he observed.

Peer Groups and Acquisitions

BSS built strong ties across the country through peer groups and professional networks. "Joining peer groups has really helped the business grow," Bill shared. "Initially it was a sales and marketing peer group but then we moved a peer group advisory board that's centered on the business and finances, with a focus on accountability and servant leadership."

The investment in growing the company and culture paid off. In 2015, Bill was able to acquire a small IT company in Kokomo, Indiana, adding 3 employees. Then in 2021, one of his peer group members asked Bill to take over his Murfreesboro, Tennessee MSP. Bill agreed and brought on another 15 staff members. In 2022, BSS merged with a MSP in Grand Rapids, Michigan, bringing the employee headcount up to 30.

"We are lucky to have a great staff whose focus is on providing great customer service to our clients in all locations," he said. "It's because of our commitment to taking care of our clients that we've been able to continue to grow, even when technology shifts to something new."

Looking Ahead: AI, Cybersecurity & Human Service

As BSS looks to the future, Bill is excited about the potential of AI, with a healthy dose of caution. "Every software you have is beginning to have AI built into it. But even the bad guys are using it too," he warned. "Users have to be aware that the phone call or the email you get may be spoofed and not what it seems."

Across the industry, there has been a huge shift toward cybersecurity protections and educating clients about security awareness. BSS has developed a robust, leading-edge security suite that is applied to all clients, regardless of their service package. "The goal is to prevent our clients from getting hit with a cyberattack," he said, "but if something does happen, we can get them back to working as soon as possible with excellent backup solutions."

He's also clear about AI's role at BSS: "We won't be using AI to answer the phone; we don't use an auto-attendant now. We will always have a qualified human being answering the phone when clients call. Humans talking to humans."

Join the Celebration!

To celebrate the 30th Anniversary, BSS is hosting an Open House on August 27 from 4:00 to 6:00 PM at their West Lafayette, Indiana office.

"We're going to have the Chamber and many local officials there. There will be food, fun, and a chance to meet both present and past clients and, of course, our great employees," Bill shared. "It's been a long ride of 30 years, and we're excited to share that with our clients and show our appreciation."

There will be smaller celebrations in Michigan and Tennessee in September as well. Visit the events page on the BSS website to RSVP: <https://www.bssconsulting.com/news-events/> (see page 4).



Computers in 1995

Did you have a computer in 1995? They were becoming more common in both office and home. Here are the specifications of a 1995 cutting-edge computer:

Operating System: Windows 95 (it was new!)
CPU: Pentium 100 MHz, 32-bit motherboard
Memory: 4 MB RAM
Hard Drive: 420 MB HDD (spinny!)
Monitor: 14" SVGA color (0.28 dot pitch) Cathode Ray Tube
Extras: CD-Rom Drive, Sound Blaster Pro sound card, PCI VRAM GPU w/4MB Video RAM, PCI Keyboard, Internal Fax Modem
Ports: 2 PCI, 1 parallel, 2 fast serial





Return Address:
601 3-Mile Road NW, Suite C
Grand Rapids, MI 49544

The BSS ADVISOR

info@bssconsulting.com

North-Central Indiana Office
1211 Cumberland Avenue
West Lafayette, IN 47906
(765) 742-3440

Middle Tennessee Office
1026 West College Street
Murfreesboro, TN 37129
(615) 819-0600

West Michigan Office
601 3-Mile Road NW, Suite C
Grand Rapids, MI 49544
(616) 776-0400

Channel Partners
MSP501
2025 WINNER

Join us for our 30th Anniversary Celebration Events!

INDIANA

Open House

August 27, 2025
4:00 - 6:00 pm

BSS Indiana Office
1211 Cumberland Ave.
West Lafayette, IN

You and a guest are invited for an open house celebration as we toast to three decades of success!

Join us for light food, refreshments, networking, and 1995's trivia.



RSVP by August 13

<https://BSS-30th-Indiana.eventbrite.com>

MICHIGAN

Appreciation Lunch

September 10, 2025
11:30 am - 1:30 pm

Gravity Taphouse & Grille
3410 Deposit Drive NE
Grand Rapids, MI

You and a guest are invited for an appreciation lunch as we toast to three decades of success!

Join us for good food, networking with business leaders, and 1995's trivia.



RSVP by September 3

<https://BSS-MI-ClientLunch-2025.eventbrite.com>

TENNESSEE

Appreciation Lunch

September 25, 2025
11:30 am - 1:30 pm

The Boulevard Bar & Grille
2154 Middle Tennessee Blvd
Murfreesboro, TN

You and a guest are invited for an appreciation lunch as we toast to three decades of success!

Join us for good food, networking with business leaders, and 1995's trivia.



RSVP by September 12

<https://BSS-TN-ClientLunch-2025.eventbrite.com>

