


Striven

Success Story

See how our customers work smarter with
everything in one place.



Striven Success Story

Our interview with Jason Randall, CEO
and Owner of City Beautiful Signs



Company Overview

City Beautiful Signs & Graphics is a full-service sign company serving Central Florida and beyond. We work with new businesses, rebrands, property managers, and national brands to handle everything from design and permitting to fabrication and installation.

Our projects range from ADA signage and interior graphics to dimensional lobby signs, wall murals, vehicle graphics, and exterior signage. Our role is to simplify what can be a very complex process for our clients while delivering high-quality, compliant, and professional signage.



Before Striven, you ran 5–6 systems spending \$800+/month. What was the breaking point?



Constantly jumping between Dropbox, QuickBooks, HubSpot, Trello, and CoreBridge—none of it talked to each other. Duplicate data entry, missed details, and a lot of manual checking. The breaking point was realizing we were spending more time managing software than managing projects and clients.

1

Disconnected Systems: The business was forced to juggle multiple platforms simultaneously, including Dropbox, QuickBooks, HubSpot, Trello, and CoreBridge.

2

\$800+ Monthly Software Spend: The company was paying significant monthly subscription fees for a "tech stack" that lacked integration.

3

No Data Integration: Because none of the original systems "talked to each other," the team faced constant duplicate data entry and manual cross-checking across every project.

Discovery & Decision

What led you to Striven specifically?

Most platforms excel at one or two areas and fall short everywhere else. Striven offered CRM, project management, accounting, proposals, and reporting in one ecosystem, which aligned with how the business actually operates.

Your reaction was "what's the catch?" What answered that skepticism?

There wasn't a catch. I reached out to the vendor for feedback and saw that proposals, job costing, payments, and accounting all connected seamlessly. The quality on the front end was backed by a solid, fully integrated backend—built for real businesses.

What appealed about the all-in-one approach?

It eliminated the handoffs. No exporting, importing, or re-entering data. From first customer interaction to final invoice, everything lives in one place.

Implementation & Training

You got fully operational in 60 days. How?

Training was efficient, practical, and focused on real workflows—not theory. The video library let us move at our own pace. I also spent several weekends getting familiar with the software.

How did your team respond?

Any system change comes with hesitation, but once the team saw Striven simplified their work, buy-in came quickly. We showed how it reduced steps and made their jobs easier, not harder.

How was Striven's onboarding support?

Responsive, knowledgeable, and genuinely invested in our success. It felt like a partnership, not a transaction.

Operational Impact

What workflow did Striven completely transform?

Initial client contact to final invoicing. Previously that touched five systems. Now, opportunities convert directly into jobs and invoices with no duplication—saving hours every week and eliminating errors.

The Results 

You called Striven's service "the best." What's different?

Chat, phone, or scheduled sessions—always a real person, not a dial-by-number tree. When I tried canceling CoreBridge, you couldn't reach anyone except by email. That alone says why I love Striven's customer service.



Walk us through the 28-month ROI.

Hard savings from eliminating multiple subscriptions. The intangible ROI—less stress, fewer mistakes, better visibility, and more confidence in our numbers—has been just as valuable.

Results



60-Day Implementation:

The company achieved full operational status within just two months, aided by a comprehensive video library and practical training.



28-Month ROI:

Jason Randall reported a full Return on Investment (ROI) within 28 months, driven primarily by "hard savings" from eliminated subscriptions.



80% Reduction in System Touchpoints:

A workflow that previously touched 5 different systems (from initial contact to final invoice) was consolidated into a single ecosystem.



100% Visibility:

By moving everything "under one roof," the company eliminated data silos, ensuring every team member knows the exact status and responsibility for every job in real-time.

Results & Advice

What would you tell another business owner juggling disconnected software?

If you're serious about scaling and efficiency, it's absolutely worth it. Striven doesn't just replace software—it changes how your business operates.

What do you wish you'd known before switching?

How much time and energy we were wasting. Once everything is under one roof, you realize how unnecessary that complexity was.