



A Milestone Worth Celebrating



This year marks a remarkable milestone for Optisave LLC—our 25th anniversary! Since our founding in 2000, Optisave has been dedicated to delivering value-driven solutions, forging trusted partnerships, and advancing the industries we serve. As we celebrate our silver anniversary, we look back with pride on our journey and look ahead with excitement for the future.

Our Journey: From Humble Beginnings to Industry Leader

Optisave LLC started as a small operation with a big dream: to help businesses optimize their resources, reduce costs, and enhance operational efficiency. Founders Evan Katzman and John Vermeulen and their dedicated team started out optimizing telecommunications services and now guide clients in all IT areas – applications, infrastructure, support and connectivity, including emerging technologies like AI. Through hard work, innovation, and an unwavering commitment to our clients, we have grown into a respected leader in our field. Along the way, we’ve embraced new technologies, expanded our service offerings, and built a talented, collaborative team that shares our original vision. In addition, Optisave specifically developed deep expertise optimizing healthcare systems.

Milestones and Achievements

- 2000: Optisave LLC is founded, focused on resource optimization and cost reduction for small businesses.
- 2005: Launched our proprietary analytics platform, revolutionizing how clients manage data and identify savings.
- 2012: Expansion into multiple markets, i.e., healthcare, manufacturing, logistics.
- 2017: Awarded “Best in Class” in client satisfaction & operational excellence (BDO)
- 2020: Celebrated two decades in business with record growth and new service innovations, well poised to help clients address COVID-era supply chain challenges.
- 2025: Honoring 25 years of success, collaboration, and positive impact!

- Over \$1B combined savings for 500+ customers, over thousands of initiatives.
- Clients include 9 of the Top 25 *US World & News Report* Hospitals.
- Successful partnerships with 25+ partner companies, identifying significant savings and efficiencies for joint clients.
- Winner of 5 BDO Alliance Firm Awards recognizing Teaming, Customer Service, Innovation, Cross-Selling, and Technological Innovation.

People First: The Heart of Our Success

Our employees, partners, and clients have been the cornerstone of Optisave's achievements. We are grateful to our dedicated team who have shown passion, creativity, and commitment every step of the way. To our clients, thank you for trusting us as your partner—your challenges have inspired our solutions, and your success has fueled our determination to do better every year.

Looking Ahead

As we celebrate this important anniversary, we remain committed to our founding values of integrity, innovation, and customer service. The next 25 years promise even greater opportunities as we embrace new technologies, develop sustainable solutions, and deepen our community engagement. Together, we look forward to shaping a brighter, more efficient future.

Thank You for 25 Remarkable Years

To everyone who has been part of the Optisave LLC story—thank you. Our anniversary is not just a celebration of our past, but a promise for the future. Here's to the next chapter of growth, partnership, and shared success!

The company's journey was also marked by a commitment to excellence, adaptability, and strong team culture. From early days in a small office to embracing remote work well before 2019, Optisave has continually fostered a collaborative environment supporting innovation and professional growth. Team-building experience across the nation has strengthened bonds and reinforced the company's values.

As Optisave looks to the future it remains dedicated to delivering cutting-edge solutions that improve healthcare outcomes and support its clients' evolving needs. The 25-year milestone is not only a celebration of past achievements but also a testament to the company's resilience and vision for continued success.

Here's to many more years of growth, innovation, and impact together!

Click [here](#) to learn more about our areas of expertise!



Optisave Team 25 Year Reflections



John Vermeulen (Co-Founder):

What made Optisave “Great” was our Modest Beginning “The Early Years” that created a “Winning Business Strategy and Team”!

- Evan Katzman & Dirk Vermeulen developed the business model when they worked together at Arbros, a start-up telecommunications company, and they put their ideas into action.
- Our first office was in the basement on Lake Drive in Grand Rapids, MI, outfitted with modular furniture from Kentwood Office Supply. Evan worked from home in Chantilly, VA.
- Kim Kordecki was our first employee who worked in the basement with Dirk and John. Jay was one of our next additions.
- Later came Jerry Sanscrainte, a Microsoft expert who was a referral from BSI which broadened our service offering.
- Our second office was on Monroe Street in downtown Grand Rapids, which was sublet from BDO, one of our first referral partners. Our neighbor was Founders Brewery, another startup.
- Our first client, Universal Forest Products, helped prove our business model. We saved them over \$1M and were introduced to both BDO & BSI as a result.
- One of our other early clients, Perrigo, a referral from BDO, is still an active client today.

Evan Katzman (Co-Founder):

While working at Arbros Communications, we realized that many Health System IT and financial decision makers were not equipped with the mindset and benchmarking knowledge to effectively purchase IT services. They often focused solely on price, versus utilization and value, substantially influenced by vendor salespeople. Seldom did they come to the negotiation table prepared with pertinent marketing intelligence. Optisave filled that niche – IT supply chain experts, including former CIOs, who could share best practices and benchmarks with hospital decision makers. So grateful for the significant impact we’ve had on major health systems, and nationwide banks and manufacturing companies... and especially – proud of the strong and dedicated team we’ve built.

For additional reflections from our employees click here: [Optisave – 25 Years](#)

Start Saving Now

Optisave will conduct a complimentary review of IT purchased service spend to identify areas of opportunity for improved value pricing.

To arrange a Free Initial Assessment or to Learn More, please contact us using the form below.

Contact Us

Optisave LLC | [Website](#)



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