



Case Study: Roadways

Quick Overview

Market Sector: Construction/Infrastructure

Organisation: Roadways Pty Ltd

Roadways is Tasmania's only licensed operator of the Sharpe's Multipaver® system. In addition to the manufacture and placement of asphalt, the company is also engaged in hot bitumen spray sealing works and other associated activities for State, Federal and Local Authorities as well as the private sector.

Challenge

Roadways needed to eliminate reliance on spreadsheets to run the business and move to an integrated and consistent job cost process. Management needed to be confident that the decisions they were making were based on a complete view of all job related costs.

Solution

Roadways engaged Synateq to implement Greentree's Financials, Job Costing, Inventory, Payroll and Transaction Analysis modules. Roadways now have a repeatable and accurate job costing process which captures all job related costs in an integrated environment. Management can now view reports which inform the decision making process and are looking forward to continuing to discover the functionality of Greentree well into the future.



Road surfacing company covers more ground using Greentree job costing

Roadways has been manufacturing asphalt and applying bituminous road surfacing to Tasmanian roads since 1969. The business significantly grew with the acquisition of Tasmania's largest road marking company, Zaganite Specialised Coatings Pty Ltd in 2003. Phil Sidney, CEO at Roadways says that they really needed an integrated system with a substantial job costing capability that would effectively replace the numerous Excel spreadsheets the business had been running on for many years.

Synateq recommended Greentree's Financials, Job Cost, Payroll, Inventory and Transaction Analysis modules. These modules provide a seamlessly integrated solution, supplying Roadways with all the right answers to questions, enabling them to focus their expertise on the business of road surfacing.

Since a core business activity was job costing, Phil says they were very impressed with the fact that a customer quote can be easily converted into a job from within Greentree's CRM module. CRM enables quotes to easily convert into a job – no re-keying of data. This means you can create a complete audit trail of a quote from initiation to completion with flags to follow-up at various times during the process. Previously, quotes were created in a spreadsheet

so there was no system prompt at various milestones and if a quote was accepted, the data needed to be re-keyed into the old system. If a quote wasn't accepted no one really knew why. Phil says that being able to track customer transactions from CRM is "immensely helpful."

"The seamless integration between Greentree's modules means that re-keying quote data is a task of the past since there is only one single entry of data required which can be 'viewed' from anywhere within the system". Phil Sidney, CEO - Roadways.

Flexible reporting efficiently tracks and reports machine usage. Roadways are Tasmania's only licensed operator of the Sharpe's Multipaver® asphalt paving system and have many other specialised machines used for various roading projects. The tracking of hours of usage and scheduling of maintenance of each machine is crucial since machine failure can cost thousands, if not ten's of thousand's of dollars in down-time and Phil says Greentree's reporting has been super-important...

"Greentree's reporting capability now fully informs management and this translates into better decision making when it comes to quoting and estimating future jobs – previously, we weren't getting the full picture about costs or machine hours."

Previously, machine usage was tracked manually in a spreadsheet but this is now automatically tracked via several of Greentree's integrated modules. Most importantly is the tracking and reporting of labour and materials against a customer's job which was a process predisposed to error and omission of hidden and forgotten costs. Now, every cost associated with a job is entered into the system once and updated in all relevant reporting systems, which means all costs are accurately reflected in the actual job cost. Roadways are thus able to fully optimise the use and application of materials used to surface roads and apply line markings.

The local Greentree business partner, Synateq, implemented and customised Greentree to meet Roadway's specific needs and Phil confirms that "they were very supportive."

SYNATEQ

About Synateq

The ability to effectively manage your business performance relies on implementing business processes and systems that give you clarity and insight into key efficiency, quality and profit drivers. Synateq can provide an integrated suite of business systems that allow you to move seamlessly between comprehensive business planning, execution, monitoring and feedback.

Since 1999, Synateq has been working with organisations to simplify processes, discover opportunities and bridge the gap between strategic direction and business systems capability. The combination of experience across a broad range of market sectors and in-house software development capability allows us to deliver solutions that explore, build and expand organisational capabilities for our clients. With seasoned Certified Practising Accountants (CPAs) in our team, we can help you achieve better business performance management.

Further Information

Contact Chris Rasmussen or William Lo at Synateq on **(03) 6230 4833** for further information on how Synateq can help you to lead your organisation confidently into the future.

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