

# Case Study: Implementation of Management Software in Small Scale Residential Construction Firm

## ABSTRACT

Eric Pham Cal Poly CAED Spring 2016

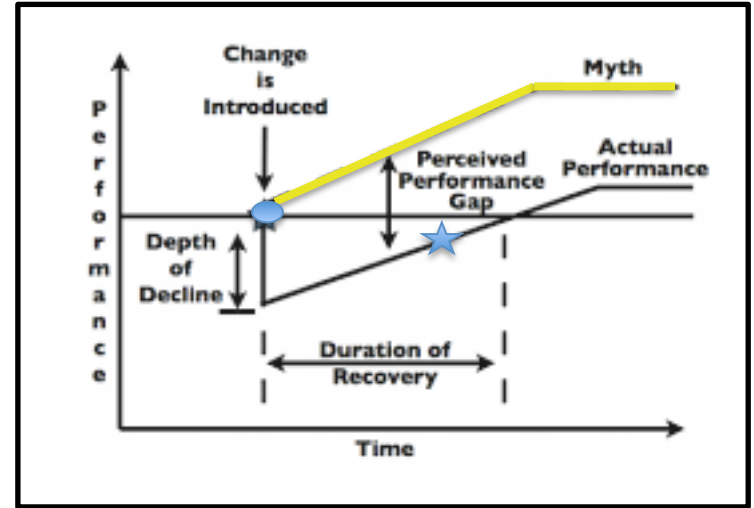
For a smaller construction firm to maintain viability within the market place, it must adopt effective and more efficient means of promoting sales, managing subcontractors, and meeting increasingly short schedules in order to keep pace with competitors (Shaughnessy, 2008). The intent of this research is to compose a case study on a small-scale general contracting firm that is currently in the process of implementing the management software, BuilderTrend. It aims to conduct a preliminary evaluation of the firm's standard practices prior to implementation, followed by an analysis of the software's impact on key performance indicators including sales and project documentation. It will also address challenges faced during the product implementation process as well as potential barriers to the projected growth in the product's utility. The study will then proceed to predict key factors that may reduce or increase benefits over a projection of two years, establishing a qualitative range of plausible outcomes in relation to utility over time.

## KEY WORDS

Project Management Software, Electronic Document Management, Mobile Technology, Productivity, Implementation Curve

## PERFORMANCE INDICATORS

- Sales
- Marketing
- Project documentation
- Finances
- Internal & External Communication
- Client Experience
- Technical Support



★ = Current    — = Expectation    — = Reality



## IMPACT

- ↑ Hours spent on project documentation
- ↑ Bids won and leads pursued
- ↑ Financial Transparency
- ↑ Client Satisfaction
- ↓ RFIs and Change Orders
- ↓ Printing Costs
- ↓ Miscommunications (Int. & Ext.)

## CHALLENGES

- ✗ Subcontractor & Vendor Participation
- ✗ Implementation Learning Curve
- ✗ Resistance to New Tools & Methods
- ✗ Cost of Management Software
- ✗ Connectivity Issues
- ✗ Neglected features

## PROJECTIONS

- +
- Value of the system will increase as more users are added to the network. Ability to execute a greater number of projects simultaneously will boost sales
- 
- If firm does not generate enough work, benefit of running multiple projects deteriorates. Fewer internal and external users leads to ineffective network. Software no longer worth cost.
-