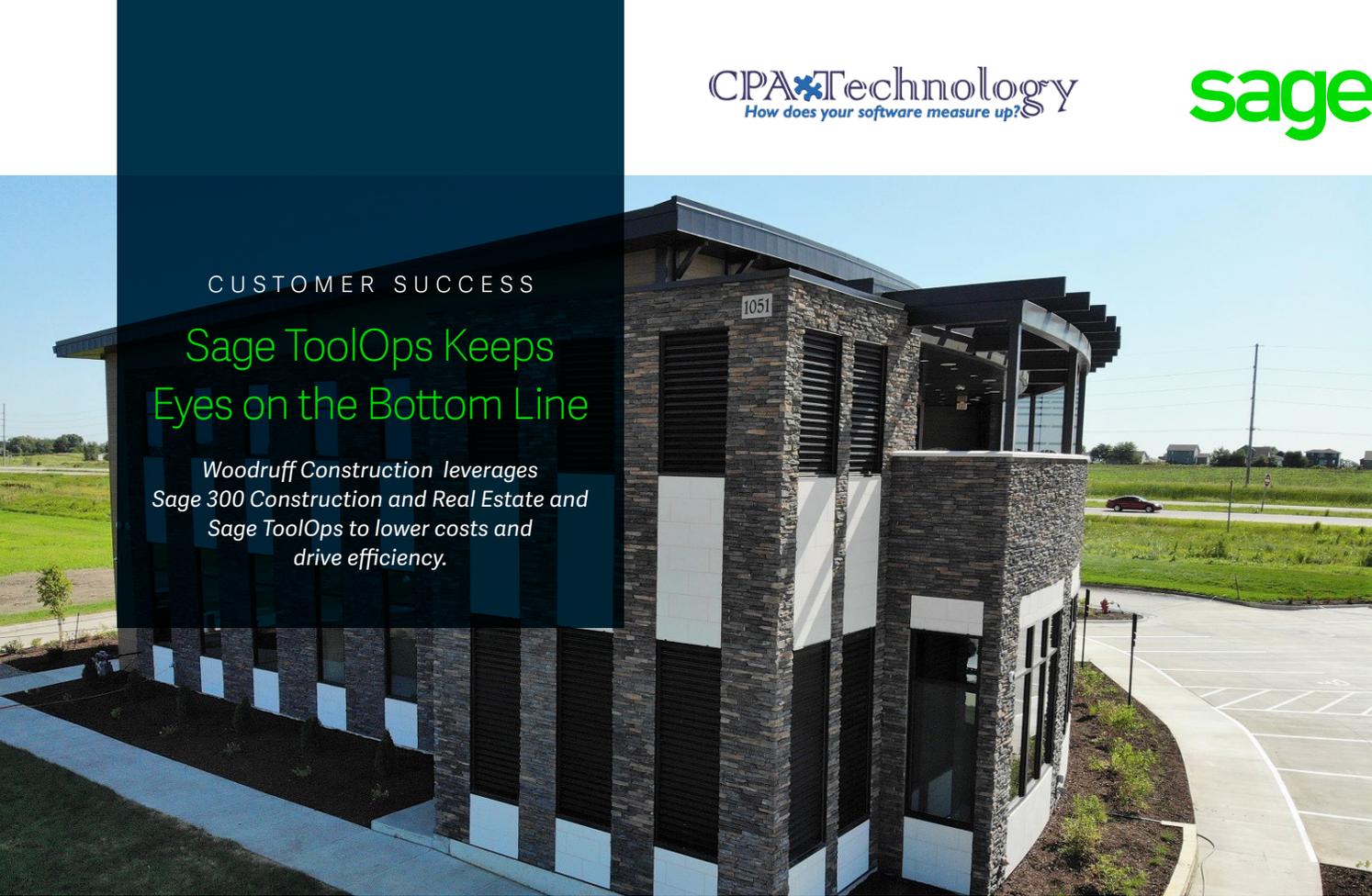CUSTOMER SUCCESS

Sage ToolOps Keeps Eyes on the Bottom Line

Woodruff Construction leverages Sage 300 Construction and Real Estate and Sage ToolOps to lower costs and drive efficiency.

For 60 years, Woodruff Construction, LLC has been providing award-winning design-build, construction management and project development services to clients across the state of Iowa. The company's long-standing commitment to excellence provides the groundwork for its progressive culture of continuous improvement and lean construction practices. To ensure it is optimizing the productivity of its teams and maximizing the value of its tools and equipment, Woodruff Construction added Sage ToolOps powered by ToolWatch to its Sage 300 Construction and Real Estate solution.

Lacking visibility into tools and equipment

"We've been relying on Sage 300 for years for our accounting, estimating and job costing processes," explains Tony Herring, field operations manager for Woodruff Construction. "But we had always used a custom Access database to track our tools and equipment. It required a lot of maintenance and never really provided the level of visibility and control we need."

The company briefly tried a tool tracking application offered by another supplier, but it did not offer integration with Sage 300, which proved to be a deal breaker. "Without integration to our job costing system, the product just didn't add much value. We would have had to enter the data into two systems," says Herring. "We started looking for a better option."

Integrated tool management solution

"When I learned about Sage ToolOps and its integration with Sage 300, I instantly saw the value," says Herring. "The Sage ToolOps team knows what they're doing—they know the construction industry and they know what we need out of a tool management solution. We also were drawn to the cloud deployment model of Sage ToolOps since it provides our employees with access from anywhere and also makes implementation and ongoing maintenance simpler for us."

Company
Woodruff Construction, LLC

Locations
Ames, Ft. Dodge, Iowa City and Waterloo, IA

Industry
General Contracting

System
Sage 300 Construction and Real Estate
Sage ToolOps powered by ToolWatch

sage 300
Construction and Real Estate

> "We can bring full usage detail of every tool into Sage 300 where it is available for both costing and billing."

Tony Herring, Field Operations Manager, Woodruff Construction

The interface between Sage ToolOps and Sage 300 is simple and intuitive. Sage ToolOps calculates the cost to be allocated to each job and exports a file to Sage 300. "We can bring full usage detail of every tool into Sage 300 where it is available for both costing and billing," says Herring.

Asset Optimization

Before, there was little incentive on the part of field staff to send tools and equipment back to the warehouses in a timely fashion. "Unused equipment might just sit on a job site, meaning it wasn't available to other jobs that needed it," notes Herring. "But now they've got some accountability and incentive to get the equipment back in circulation so their job isn't being charged for it."

Woodruff Construction's superintendents have full visibility into the equipment being charged to their job—right from their tablets or smartphones. They are able to easily search for available tools and equipment and then send off tool requests from within Sage ToolOps. "Previously, the superintendents would send an email every time they needed a tool, and we had to track that request manually," recalls Herring.

Promotes better planning

"Sage ToolOps is encouraging better planning by our field teams," says Herring. "They're able to make a tool list in the application during the early stages of the job and let us know when and how long they will need the equipment. And when they're done with a particular tool, they can let us know that through the Sage ToolOps app."

An unexpected benefit of Sage ToolOps has been the company's ability to monitor this level of proactivity. "The software shows us the number of days between when a tool request comes in and when the tool is actually needed," explains Herring. "We're definitely seeing that our field teams are starting to think ahead, to be proactive in their planning, and that benefits everyone involved."

Accurate job costing

With Sage ToolOps, the company is collecting accurate data used to fine tune the rates it charges its jobs for tools and equipment. "Our goal is to cover the actual cost of the equipment by charging the correct costs to each job," explains Herring. "We now have insight into usage and actual costs that we lacked before and we're using that data to adjust our rates for accuracy."

Smarter spending decisions

Sage ToolOps is helping Woodruff Construction make informed capital expense planning. "Previously we might purchase additional tools and equipment to ensure we had them on hand when needed," notes Herring. "But with Sage ToolOps, we have the visibility into what and when equipment is needed, so we can optimize what we have rather than purchasing additional equipment."

He concludes, "We're also saving money on equipment rental. We used to spend thousands of dollars a week to rent equipment that we own—but didn't know where it was or whether it was actually being used."

Woodruff Construction, LLC

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