



Case Study: Simonds Homes

We are software developers that have built a lot of brilliant stuff over the last 17 years.

EVOLVE

SIMONDS
BUILDING HOMES SINCE 1949

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The Construction Industry is very poorly serviced for software and there is not a great deal of choice available. Even for individuals with some technological experience, their options are limited to the following:

- 1) The tried and tested local solutions that construction companies are used to. They're not built with the industry problems in mind. They are less expensive than the top end of town, but very low on utility. They don't have the mobile responsiveness, smarts and ease-of-use necessary for managing jobs in the field. The support network personnel don't have software smarts or have any ability to talk to "Aussie blokes" to actually get to the core of the construction company's needs. The result is a limiting system, that under delivers.
- 2) Upscale to the bigger players like SAPS, Microsoft with Dynamics, and the big Oracle platforms and you wind up with a solution that is extremely costly and only delivers on solving some very small aspects of problem. This does not justify the \$1,600-\$1,800 day-rate and licence fees.
- 3) The final option is to try and build an internal IT team to create a solution. Managing IT developers is a problem if you're inexperienced, and to be frank, a construction company would be just that, purely because they're doing what they should be doing – building stuff, and should not have to worry about managing a bunch of developers into the bargain.



“If we create our own solution with the right partner, this has the potential to save us a truckload of money, reduce exposure, stop us having to pay liquidated damages, increase efficiencies and help make us the number one builder in the industry or put us in the top half a dozen at minimum.”

Peter Kelly, Chief Revenue Officer for Simonds Homes.

Pete had recognized that nothing in the market was the right fit for the business. Companies were either too small and impersonal or too big and wanted to charge a fortune. Building a software development team was not something they were willing to invest the time and money into either. Evolve was commissioned to build a software solution for Electronic Call Forward and SimBuild was the result.

Over the last decade SimBuild has saved Simonds Homes thousands of hours in administrative work and in lost time. This has translated into hundreds of thousands of dollars' worth of labour costs that have been repurposed back into the business day-to-day operations, or straight back to the bottom line. These are real monetary savings.

SimBuild has been a million-dollar asset for Simonds Homes and continues to save time and money for the organisation a decade-on.

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