

# Prime Build Relies on Jobpac by Viewpoint to Improve Efficiency and Data Integrity

## CUSTOMER OVERVIEW

**Contractor:**

Prime Build Construction

**HEADQUARTERS:**

Berkshire Park, New South Wales

**Viewpoint Customer:**

Since 2013

**Viewpoint Solution:**

Jobpac by Viewpoint

**PrimeBuild** ■

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There is no doubt that being a small and emerging construction business in Sydney is difficult — but with a positive, resilient attitude and the right processes in place, it is possible to compete with the biggest firms in the industry. One of these growing and developing businesses is Prime Build. Founded by Dean Willemsen and Tim Thompson in 2008, the business specialises in retail, commercial and residential construction.

## Prime Build - A Name To Remember

Prime Build has carved a reputation as one of the most exciting prospects in the NSW construction industry after just seven years in business. Taking on a number of projects from anywhere between \$100,000 to \$10 million dollars in value, the company is already beginning to build a formidable track record.

Prime Build's recent achievements are evidence of this success and how passionate its team is to completing projects to a higher standard.

In 2014, Prime Build was announced as the fourth fastest growing company in Australia by BRW. In addition to this, the company won the Supplier of the Year Awards for its work with both Kmart Australia & Myer stores in across Australia.

## Challenges Of A Developing Construction Firm

As the firm began to grow and projects became more complex, Prime Build co-founder Dean Willemsen thought it was time to bring in some assistance. He wanted to work with a dedicated construction software

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Given what they had to offer at the time and its scalability... meant we could adopt it when we are a \$10-15 million business, and a year and a half later when we are a business of \$30 million turnover — and no doubt in a couple of years’ time [when] we will have doubled that [figure] again.”

—Dean Willemsen  
Prime Build co-founder

business that could scale with Prime Build as the business grew and would assure that the firm wouldn't suffer under its own success.

In April 2013, thanks to industry advice and connections, Prime Build selected Jobpac by Viewpoint and in December 2014 upgraded to Jobpac Connect in the cloud.

“We did research of our own around different systems in the industry and worked out what would be the most rigid software and adaptable to our situation available,” he said.

### Issues And Challenges Solved By Jobpac

Jobpac Connect and Prime Build's flourishing relationship has had a number of benefits on the small business. Although the operation was working well without the software, Mr Willemsen has seen first-hand many of the challenges his business experienced disappear thanks to Jobpac Connect.

The most tangible benefits include:

#### Multiple Solutions

When Prime Build first started, there were few software options to choose from. The company settled on a basic accounting system and Excel spreadsheets for budgeting and other projections. This system allowed the business to operate efficiently for some time, but there were still constant headaches over double data entry and errors filtering through the system.

This issue had the potential to slow the young business down as the system was mostly paper-based. As a result, information was hard to track down quickly and invoice delays could take days to sort out.

The powerful integration of Jobpac Connect's one stop shop solution eliminated the need for these multiple systems and spreadsheets and allowed Prime Build to better manage data and information flow across the business.

#### Costs

Small businesses often face challenges associated with ongoing costs. Although Prime Build was not in financial difficulty, Mr Willemsen concedes that the business would be in a worse position if it wasn't for Jobpac Connect's comprehensive solutions.

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*Jobpac Connect extrapolates figures from all walks of the business cycle and reports it in ways that are meaningful to us. This means, for example, we can identify problems within projects sooner and address them before they head south.*

– Dean Willemsen  
Prime Build co-founder



Thanks to the software, revenue used for cost centres, double entry errors and missing copy and invoices was eliminated as it is now easy to find mistakes and amend before payments are processed.

In the following year after implementation, Prime Build tripled its turnover and is now setting lofty goals for the coming years.

### Revenue Forecasting

Like any business, regardless of size, revenue forecasting and cost control are vital to ongoing success. Without understanding where costs are going and how much is leaving the business, it is nearly impossible to grow and develop sustainably.

Mr Willemsen explained that Prime Build’s legacy accounting software didn’t understand how projects work in relation to a number of factors — including retention, work-in-progress and even how progress plans work. He noted in the building industry that cost reporting and control are important to be able to win tenders, manage projects and hire employees.

Thanks to Jobpac Connect’s integrated construction software solution, Prime Build’s costs are entered stringently and in a controlled fashion. It also allows authorisation from relevant levels of the business, meaning there is less pressure on certain parts of the firm.

All project administration and control managed in Jobpac Connect gives a complete and accurate view of all aspects of projects across the organisation.

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*As a small business, cash flow is king so we use Jobpac Connect literally on a weekly basis to make sure we understand where our cash flow is so we can flag any issues.*

– Dean Willemsen  
Prime Build co-founder

“This gives us, as owners, the ability to almost step away from the day-to-day operations, knowing that Jobpac Connect is on the controls across the business and that only so much can happen to a certain level without us knowing about it. We [also] set those levels of authority,” Mr Willemsen explained.

He noted that this solution has made Prime Build more scalable and provides the ability to understand where the business is at any one time. “This is something that we identified a couple of years ago as we grew quickly — that it definitely would become our Achilles heel if we didn’t get it right.” As a result, Prime Build rarely has to pay creditors late, and the business attributes this to Jobpac Connect and its solution.

### Business benefits for Prime Build

#### Supporting financial growth

Working with Jobpac Connect has allowed Prime Build to facilitate its financial growth in a way that Mr Willemsen didn’t think was possible. With the ability to measure what is coming in and out, Prime Build can manage costs across the business better.

Prime Build’s new finance manager in Victoria recently commented that the business’s accounts are one of the leanest she has since in some years. Given her extensive experience in the government sector, this suggests that with the assistance of Jobpac Connect, Prime Build is in a particularly strong position moving forward.

#### Paperless System

Prime Build’s transition to a paperless system has also seen widespread benefits internally. Having this available to the team, Prime Build can send soft copies of budgets, invoices and other documents to debtors, suppliers and business associates.

Alerts can be created to ensure documents are sent on time and to the right people to safeguard that vital information isn’t lost. The business can also tick off different milestones during a project so everything remains on track.

#### Increase in Projects

Having Jobpac Connect’s integrated solution on board has also helped Prime Build extend its reach and take on more projects. Mr Willemsen indicated that the business is now fully confident in its growth and can

reach for large projects with the knowledge that they have systems in place to manage budgets and reports.

Mr Willemsen also believes these solutions offer business associates more reason to work with Prime Build as they can highlight success stories and the effectiveness of the software.

### Project Reporting

Mr Willemsen is confident that the single most important benefit from using Jobpac Connect's solution is project reporting. Not only does it allow Prime Build to identify how much revenue a project has made at the end, it lets them view this data over time throughout the project.

"If we have projects that go for a couple of years, we might be tendering the next project midway and we need to know at that point in time how we are looking and why," he said.

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*There is no point having a net 10 percent gain on a project, if you've lost 20 percent somewhere else — you want to know where that is so you can get it right for next time.*

— Dean Willemsen  
Prime Build co-founder

## ABOUT VIEWPOINT

Viewpoint, a Trimble Company, is a leading global provider of integrated software solutions for the construction industry. Viewpoint software enables customers to integrate operations across the office, team and field to improve project profitability, enhance productivity, manage risk and effectively collaborate across the broad construction ecosystem. With nearly 8,000 clients, including more than 40 percent of the ENR 400, Viewpoint's innovations are transforming the construction industry by fully integrating operations across financial and HR systems, project management tools and mobile field solutions.

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