



case study

Roofing specialist feels right at home with Dynamics NAV solution

"I joined the company in 2005 and more and more today I can see the value offered by MetaBuild."

When compared to the old Wessex solution, the system has greatly improved."

Louise Spink
Financial Controller
Apex Roofing

Apex Roofing, founded in 1972, has grown and developed into one of the best known names in its industry. Looking to further expand their operations, they realised that their current system might not support their ambitions.

They looked for a replacement that offered them industry specific function and would take them forwards as a business. They selected Microsoft's Dynamics NAV from Metaphorix.

The Company

Apex Roofing is based in the centre of Birmingham, at the heart of the country and with superb transport network connections.

The company offers a multi-discipline approach to the design, installation, management and maintenance of all kinds of roofing assets.

Their clients include a number of household names including Carillion plc, Crest Nicholson plc, Redrow Homes and Jaguar Cars.

They have also helped complete a number of major projects such as the massive Midlands motorway bypass, the M6 Toll Road.

Handling in excess of 100,000 square metres of roofing and cladding each year, they have a well-established reputation as a market leader in the industry.

With over 30 years' experience in construction, Apex offers customers a level of service, expertise and after sales support unmatched in the industry.

The Challenge

The ERP system installed in Apex prior to implementing Dynamics NAV was Wessex.

Wessex offered the function they needed for the estimating process, and is still used at Apex for estimating today, but it lacked function in a number of other areas.

Wessex is quite old now and is not Windows-based.

The team at Apex felt that it did not offer them the ability to grow the system in line with the growth plans for their business.

In addition, it was slow, offered poor reporting facilities and was not very user-friendly.

They wanted an integrated system that everyone could use.

They also wanted scalability, to allow them to grow.

Finally, the company needed a system that was flexible to allow them to react to changes in their market and in their business processes.

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When considering what they wanted from a new solution there were areas of the business where they felt they could get better support and improved information.

Particular things that were important to them included the accurate recording of costs and the ability to look at the entire costs involved in a project.

The information on jobs had to be available more quickly and it had to be accurate.

The company realised that these were exactly the types of benefit that an integrated system would offer them.

On the finance side, they wanted greater control over their accounts, especially in the area of payments.

The process of applying for and getting paid for work done on some projects was a long and complex process, especially on longer projects with applications and retentions involved.

Managing this side of the business would deliver real benefit in terms of cash flow and reducing outstanding debts.

In Wessex there was no real way of logging retentions and the retention ledger was a bit of a mess.

If they were to move the business forward, Apex realised that this was an area that needed urgent attention.

The search for a new system started in 2003.

The Solution

Apex started out by taking a look at some of the main offerings for their marketplace.

They looked at Sage Line 100 and at Cybercube.

Wessex also offered an upgrade from the current package to a more modern version known as Evolution Integrity. Apex also evaluated this offering as part of their process.

To make sure that they got the right functional content in the new system, they decided to draw up an ITT and this was done by the Accounts department.

CLIENT PROFILE

Roofing specialist, Apex Roofing and Cladding, needed their system to offer more support for their business processes.



In particular, they wanted help with their difficult payment process – something that the MetaBuild industry-specific variant of Microsoft Dynamics NAV offered them.

Solution: Microsoft Dynamics NAV

Benefits

- Single, integrated system for entire company.
- Reduction in manual processes.
- Saving on staffing costs.
- Support for their complex payment process – applications and retentions.

The first introduction to Metaphorix came at a software roadshow – The IT Showcase.

Metaphorix showed them their construction industry solution, MetaBuild, designed specifically for builders and contractors just like Apex.

Apex felt that it would be helpful to adopt a Windows-based product, offering a much more modern look and feel than their existing system.

In addition, a system authored and supported by Microsoft themselves would be a very secure solution in terms of future developments in line with industry and business process changes.

MetaBuild is based on Microsoft's Dynamics NAV solution with industry function added by Metaphorix.

During their evaluation, the construction industry-specific function in MetaBuild impressed users in Apex.

Based on the relevance of the functionality offered by MetaBuild, and the fact that it was fundamentally a Microsoft supported product, they decide to place an order with Metaphorix.

The implementation of the base Dynamics NAV with the MetaBuild variant took six months during 2003/4, with the company going live on Version 3, upgrading later to Version 3.6.

The Benefits

The benefits that MetaBuild has offered the company are significant. These include the following.

- Apex now gets much more timely information from their system.
- Because the system is fully integrated, the processes involved in managing projects are simpler, less time-consuming and there are fewer of them.
- As a result, it takes everyone less time to perform their work when compared to the use of Wessex.
- The support offered by Metaphorix is very good. The team on the Help Desk are always very patient and knowledgeable.

Implementing a major system takes commitment and hard work from both sides. This was certainly true of the Apex installation as making a move from a simpler system that had been in place for many years proved to be a challenge.

Though the implementation was a struggle at first, Apex and Metaphorix turned it around and the system now supports their business and adds real value to their processes.

Today, the system supports their complex business model running a number of different types of project from small repairs to major installations.

For more information about Metaphorix products and service, please contact:
01675 432 400 or visit our website at: www.metaphorix.co.uk

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