



Case Study

AVENUE ROAD ROOFING

For more than 35 years, Avenue Road Roofing (ARR) has provided re-roofing services to the residential, commercial and industrial sectors throughout the greater Toronto area. Specializing in roofing, building envelope, maintenance and repairs, Avenue Road Roofing has more than 40,000 residential and commercial clients and over 200 employees.

After experiencing considerable growth in the past few years, ARR decided to enhance its internal processes and business management tools to improve profitability and customer service. The company's existing solution had required the development of many customized applications to support their highly specialized processes, but these applications were no longer efficiently handling the company's increasing volume of business. The applications involved a great deal of duplication and made tracking details difficult across multiple systems. In addition, ARR was also experiencing significant inventory shrinkage. Determining the cause of this shrinkage was difficult because there were no automated inventory flow records at the time.

Maestro's combination of project-based job costing, general accounting, payroll and integrated contact management provided an excellent base for a single solution that would fully integrate ARR's business processes.

Implementing maestro*'s inventory and purchase management features gave ARR a clear picture of all inventory movement throughout the company allowing ARR to proactively monitor and correct inventory shrinkage issues and provide plenty of information when negotiating purchases with suppliers.

To manage the impact of the software implementation, the deployment was broken down into smaller, more manageable parts. "When you are running a multi-million dollar business involving over 200 employees, you can't have the world come to a stop to accommodate a software installation," explained Bennett.

Market segments can now be easily targeted and past customers can be proactively serviced for long-term maintenance. ARR also benefits from improved financials, smarter, faster decisions and greater efficiency—on top of better customer service, higher customer confidence and more control over its business processes.

"As a company with 40,000+ customers, we needed to bring a higher level of control to our processes, accelerate our access to customer information, and streamline the relay of information to our sales and production teams," said Craig Bennett, Vice President of Operations, ARR.

"Maestro was willing to work through our day-to-day processes and implement its solution in ways that allowed us to minimize interruptions to our operations and clients. I think that was the key reason behind our decision. It was done in a collaborative way, which was great for us."

Quick access to historical customer data has sharpened Avenue Road's competitive edge.

"The people at Maestro demonstrated their willingness to understand our business and, more importantly, listen to what it was we required. Maestro's unique selling point was that it would adapt to us."

