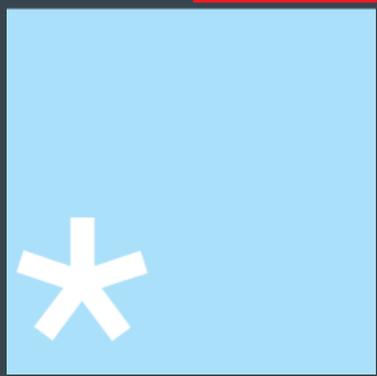


# Success Stories



## 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.

"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. "We needed a system that would help us maintain the quality and professionalism that people have come to expect from us."

ARR looked intensively at a number of the so-called "well-known" brand-name software suppliers and vendors, but quickly realized these providers forced ARR to adapt processes to the products. "I had trouble getting my head around how we were going to adapt things that we were doing here for literally 30 years," said Bennett. "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."

**maestro**\*TECHNOLOGIES

Construction Management Software | Bid Management | Customer Care



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. Upon further analysis, it was determined that additional functionality would be added to the maestro\* solution to enhance the CRM requirements of ARR's call center. With this enhancement, maestro\* offered the functionality required to manage ARR's business processes from the receipt of a lead/call right through to billing in a single solution that would not require duplication of data entries. Additionally, 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.

Maestro's solution had the potential to affect all aspects of ARR's business. 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. "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. 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. Future phases will include bringing production online to manage the scheduling and execution of work. This will allow ARR to see the status of all projects and automatically generate various controls, such as material purchase orders and installer schedules.



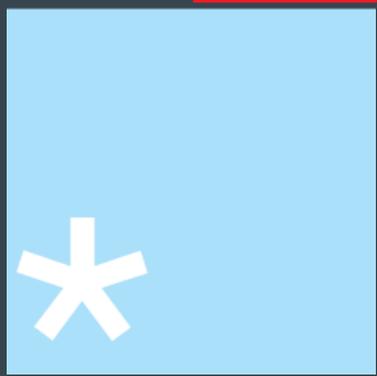
CORPORATE HEADQUARTERS  
1471 Lionel-Boulet Blvd, Suite 34  
Varenes, Québec  
Canada J3X 1P7  
1-888 833-7777 f. 514 990-0864  
info@maestro.ca

**maestro\***TECHNOLOGIES

Construction Management Software | Bid Management | Customer Care

[www.maestro.ca](http://www.maestro.ca)

# Success Stories



## Les Constructions Bricon

Since 1987, Les Constructions Bricon, an ISO 9001:2008 certified company, has specialized in civil engineering (excavation) through the production of asphalt, paving, decontamination, transportation, rock crushing, concrete and asphalt recycling, and has now become the leader in the excavation and infrastructure industry in Québec.. In October 2010, the company was ranked 10th in Construction magazine's top construction companies in Quebec.

It became very apparent to Construction Bricon that their existing accounting and management software was not keeping up with their growth. "Our current project management and accounting system was very limited in terms of reports and screen inquiries and there was no way to adapt it to our specific requirements," said Serge Lambert, VP Finance at Bricon Construction. "We had been thinking of changing for some time and wanted a software solution that was at the forefront of technology. We all agreed that we had seriously outgrown our current software capabilities and that the time was right for a change".

Construction Bricon proceeded to find a new vendor to replace their existing solution. Some of their key criteria's for selection was to choose a software solution that was flexible, rich in features, maintained pace with the company's growth, and was easy to use. "We ended up selecting Maestro Technologies because, as a company, it only focuses on providing software solutions specific to the construction industry and this is truly reflected in their product," continued Lambert. "Because of this, we are certain that they will always have a software solution that is on the cutting edge of technology and that they will keep pace with our expected growth."

**maestro**\*TECHNOLOGIES

Construction Management Software | Bid Management | Customer Care



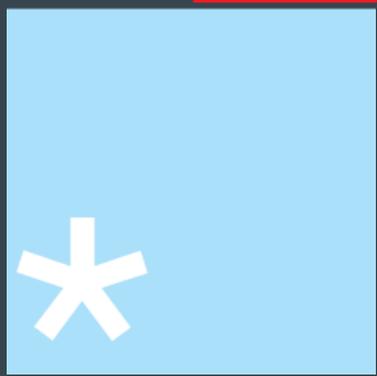
With 40 daily users and a total of 122 users created in maestro\*erp, the installation phase is complete and Les Constructions Bricon is now live on their new system with many new benefits being realized. Primarily, Les Constructions Bricon is extremely pleased with the customized reports and the various dashboards they can view to effectively evaluate the quality and performance of their employees. Additionally, in terms of finance, the maestro\*erp solution gives them a much better and clearer overview of their financial statements. With several divisions in their company including paving, civil engineering, quarry, etc, Les Constructions Bricon have always been limited to viewing a single financial statement for the entire company. Now, with the maestro\*erp solution in place, they have detailed financial statements for each division.

“The system is much more automated than our previous solution and this results in significantly fewer errors,” said Pierre Mercier, Controller at Les Constructions Bricon. “I can trust the figures and I can more closely monitor results on a daily basis. The tools available to me are indispensable for doing a good job. It is now very easy for me to quickly check the progress of a project, generate customized lists and add fields for a report that meets my specific requirements”.

With new construction management software in place, Les Constructions Bricon can now concentrate on their various businesses and continue to experience their rapid pace of growth.



# Success Stories



## Cotton Inc.

**Founded in 1987, Cotton Inc. is an Ontario-based construction company that has tripled its size, activities and staff over the past 10 years. This expansion has been well-managed by wisely integrating general construction, home building, trucking, forming, ready-mix concrete and property management into six distinct companies. Cotton employs more than 150 people and operates a substantial fleet of trucks and machinery.**

To respond to its rapid growth, Cotton was looking for a flexible, versatile and easy-to-use construction management solution that ran on Windows. They needed software that could address the unique needs of all six companies — a solution that was well-priced and that included excellent service and reliable follow-up.

Cotton has a very complicated trucking system. They purchase their stone from roughly 15 different suppliers, but they are unable to download data directly from the suppliers' individual databases. They had to find a system that was capable of tracking transactions with precision, from the supplier to the customer, and to invoice them accurately. This data - the number of tickets entered into the system and subsequently tracked from suppliers to hired truckers and finally to customers - is the highest volume of data produced by Cotton. Cotton also needed to track actual time, costs and working conditions against initial budgets to allow for more competitiveness on future contracts.

“Our first objective was related to accounting,” explained Gerald Penney, general manager at Cotton. “The trucking business involves thousands of daily transactions. We needed a system that could account for each transaction or each piece of data (like the type of stone sold, the customer, the accounts receivable and payable).”

As a second phase, Cotton also wanted to implement a garage management system to track the scheduling of vehicle maintenance. “We need to track every kilometre, every drop of fuel and all other maintenance costs,” explained Penney.

**maestro\***TECHNOLOGIES

Construction Management Software | Bid Management | Customer Care



After trying different technologies that didn't offer modules for billing concrete or managing garage activities, Cotton began using maestro\*. With more than 50 modules that work together flawlessly as a single system, maestro\* offers direct access from each separate division to all six companies.

"Maestro\* is very versatile; the system adapts easily to other software languages and handles import or export data smoothly," said Penney. "We work with two applications right now: Winfuel and MPAQ. These two software applications provide highly specialized features for our fuel management and concrete production. Maestro\* interfaces very well with these applications, providing us with a single, easy-to-use, economical solution that eliminates duplication."

Now as the accounting department performs its weekly invoicing, everything bought and sold is recorded in its proper place simply by entering a single ticket for each transaction. These tickets have individual numbers and they can be reconciled with invoices issued by the suppliers, hired truckers and those that are issued to the customers. Supplier tickets are entered only once, with the system designed to track them directly to customers. Every time a stone is loaded onto a truck, it is invoiced to the customer. With maestro\*, accounts receivable and payable are entered at the same time; there is no duplication, no loss of time, no loss of profit.

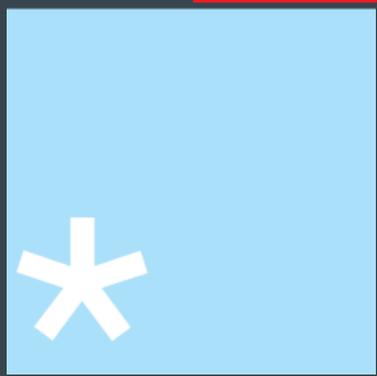
## Client Benefits

Tracking actual time, costs and working conditions against initial budgets allows Cotton to bid more competitively on future contracts. "We know that with maestro\* we are more accurate in our pricing than our competitors can be," said Penney. "We can bid on a job with more precision. As we proceed with larger projects, we can very easily process and retrieve data through maestro\*. Maestro\* can be as simple or as detailed as you want it to be. It's up to you. Either way, the result is the same: tracking your job costs and your project management. That's what it's all about."

- One solution for six different sub-companies
- Improved competitiveness
- Increased quality of services and more reliable follow-up
- No more data loss, better results!
- User-friendly, versatile, flexible
- Adaptable and expandable



# Success Stories



## Mattina Mechanical Ltd.

For more than 30 years, Mattina Mechanical Limited (MML), an Ontario based mechanical contracting company, has provided a wide range of plumbing, heating and environmental contracting services across Canada.

After acquiring Plumbway Inc., a residential and commercial plumbing service company (primarily servicing the Southern Ontario area), MML needed to integrate this second company into their existing ERP system and achieve greater control over the profitability of projects by tracking the many detailed transactions that occur over the course of a given project. It was essential for them to have a consolidated system that could grow with the business by offering specialized modules (such as inventory) and a breakdown of projects by industry sector. This would allow them to optimize their resources across both companies by sharing information.

“One of the main things that I liked about maestro\* was its power; but I quickly found its real superiority was in its flexibility and customization, as we didn’t know what our future requirements would be,” said Domenic Mattina. “Our main focus for the first year was the accounting process: payroll, accounts receivable and accounts payable. From there we developed all the other aspects that maestro\* had to offer. Due to the flexibility of the system, we were able to implement on two levels at the same time; a rapid and basic functional implementation and a more complex, long-term approach, which allowed us to develop the system exactly the way we wanted. And we are still evolving because we constantly need more details and information.”

**maestro\***TECHNOLOGIES

Construction Management Software | Bid Management | Customer Care



Maestro provided a comprehensive solution that allowed MML to create detailed project budgets, manage all project purchase commitments, track all vendor invoices against commitments and track all labour and equipment expense details. MML also needed a solution to manage customer service contracts and coordinate technician dispatch for tracking the source of their business and a way to enable dispatchers to request and collect important information during the initial customer contact. Maestro\*'s service contract and dispatch module was perfect for managing the contracts and technicians.

“With maestro\* we can determine at any time where we stand financially on any job,” continued Mattina. “This makes project management much easier. We can work with our project managers and focus on the facts related to where things are going well and where we need improvement on each project. This allows us to learn from our short comings and capitalize on our successes.”

Maestro worked with MML to determine their specific requirements and delivered a solution customized to their business objectives without cost-prohibitive integration charges. Maestro\*ERP's seamless scalability ensures rapid incorporation of future modules for effortless growth in accordance with business initiatives and objectives.



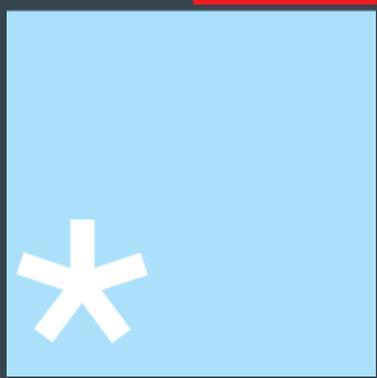
CORPORATE HEADQUARTERS  
1471 Lionel-Boulet Blvd, Suite 34  
Varenes, Québec  
Canada J3X 1P7  
1-888 833-7777 f. 514 990-0864  
info@maestro.ca

**maestro\***TECHNOLOGIES

Construction Management Software | Bid Management | Customer Care

[www.maestro.ca](http://www.maestro.ca)

# Success Stories



## Plombaction

**Founded in May 1987, Plombaction is a leading Canadian general contracting company with business units in air conditioning, refrigeration, ventilation, heating (solar and geothermal), plumbing, process mechanics and industrial piping services. Dynamic and innovative, Plombaction is an ISO 9001:2000 approved company that has worked on many large-scale projects such as power plants, hospitals and universities.**

To accommodate the unique processes and accounting methods required by its various services, Plombaction was forced to use an in-house computer system that did not allow for centralized, real-time intelligence/data gathering. In 2003, Roger Courtois, director of operations at Plombaction, set out to find a system that would accommodate the diverse accounting processes of its various services and link all the information into a central accounting center that allowed for real-time accounting processes and reporting – from invoicing and accounts payable to executive reports that highlight business progress. Plombaction was searching for a dynamic partner that was willing to listen to their specific needs and deliver a solution that would easily adapt to their constant rapid growth.

Plombaction has been using maestro\* since 2003. Maestro has worked closely with Plombaction to develop modules specifically adapted to their needs. Maestro\* allows Plombaction to link information from all divisions and network everything through one system. This includes customized modules that support a unique system of cataloguing tools and inventory that allows them to proactively plan material resources. The maestro\* Executive Dashboard also allows the Plombaction management team to view and interpret results in real-time, giving them valuable intelligence on budgets and job progress to make informed, proactive business decisions.

**maestro\***TECHNOLOGIES

Construction Management Software | Bid Management | Customer Care



“In the construction business, each lost day corresponds with enormous amounts of money,” said Roger Courtois. “If there is an unprofitable day on the job site, we must be able to know about it quickly and to react at once. Maestro\* gives us this information. Now we are much more proactive. We can see problems right away and correct them. We can track each truck on each trip and include this information in our billing. We are demanding, but it’s the only way to work with clients like Hydro Quebec, who are very demanding themselves and require rigorous follow-up. We also do periodic inventories. With a monthly follow-up, it’s much easier to track problems and correct them. Maestro\* allows us to save histories and track problems.”

### Client Benefits

“We are quite demanding and we count on constant technical support,” continued Coutois. “The people of Maestro are our external team. At this point, the system has become so precious that we don’t want to be without it even for an hour!”

- A single accounting department for all companies
- Potential for expansion and development
- Consolidation of all data in one place on a regular basis
- Simple effective reporting of financial results
- Real-time consolidated financials with drill-down
- Quick and proactive analysis of problems
- Minimize errors due to elimination of duplication
- Elimination of losses due to improved information management
- Continual support

