



AUTODESK CONSTRUCTION CLOUD™

| **sorellagroup**

## How Sorella Increased Bid Submittals by 15% with Cloud-based Bid Management

Construction bid management can be a sticky problem for many general contractors and subcontractors alike. With bids coming in from multiple sources in inconsistent formats, it can be tough to compile information in a way that enables collaborative bidding. These difficulties can lead to lost information and missed deadlines and opportunities.

Cloud-based bid management tools can streamline the process and lead to increases in bid submittals and win rates. **Sorella Group** learned this when they implemented their new construction bid management program.

# sorellagroup

## Customer Snapshot

FIRM SIZE: <500  
FIRM TYPE: SPECIALTY CONTRACTOR  
REVENUE: 6 MILLION  
FOCUS AREA: COMMERCIAL  
HQ: LENEXA, KS, US

## PHASE:



## PRODUCTS:

 **BUILDINGCONNECTED**

## VALUE DRIVERS:



Winning  
Business



Quality

## Why Cloud-based Bid Management Tools Matter

Founded in 2006, Sorella Group is a Division 10 Specialty Subcontractor headquartered in Kansas City that provides product installation and full-service carpentry packages nationwide. Antiquated and disjointed methods for managing bid invitations lead to data loss and missed deadlines.

Contracting services across diverse markets, like transportation, the federal government, and healthcare, Sorella Group prides itself on being accomplished, reliable, and proactive. But their fragmented bid management processes presented a challenge to managing and pursuing top customers, and measuring win rates over time.

“Our process for construction bid management was cumbersome,” says Chris Anderson, Sales Estimator at Sorella Group. “With bids coming from multiple sources and inconsistent formats, we had difficulties sorting and compiling information in an easily digestible format. This led to information loss and missed deadlines.”

For subcontractors, organizing and keeping track of many simultaneous opportunities is often a struggle. With project managers juggling between 50-60 bids at any given time and 300-500 different projects assigned to estimators daily, Sorella Group was in the market for an easy-to-use solution that could help them create a streamlined bid solicitation and management system that would enable collaborative bidding—and win more jobs.



## How to Choose the Right Construction Bid Management Platform

Sorella Group reviewed Bid Board Pro, a cloud-based bid management tool by BuildingConnected within Autodesk Construction Cloud™, and immediately decided to implement. Bid Board Pro makes it easier to follow up on leads and prioritize bids.

With Bid Board Pro, Sorella Group has increased visibility into bidding and can consolidate multiple bid packages for the same project into one entry. The result is efficient collaborative bidding and communication around numerous projects, all of which drive quality.

“With a single platform for bid management, we have more control over bidding cycles and can minimize information loss,” says Anderson. “The flexibility of Bid Board Pro lets us drill down into different areas of a project to track when bids are due, organize milestone events, like job walks, and access all bid details to deliver what the customer needs.”

By using a centralized platform, teams can quickly access information to closely monitor and measure estimates, sales, and close ratios while tracking top customers. With greater insight into their win rate, Sorella Group can identify and select bids based on their potential success rate. As a result, they have been able to improve and grow their business.

## Why You Can't Afford NOT to Invest in Cloud-based Bid Management Tools

Choosing the right projects to bid on can be a challenge, and submitting winning bids requires significant time and resources. By bidding smarter with Bid Board Pro, Sorella Group can track general contractors to see who they've had success with in the past and who they're building relationships with to prioritize bids, so they can increase win rates.

With Bid Board Pro, Sorella Group has grown by 57%, from \$3 Million to \$13 Million. This growth would not have been possible without using a construction bid management platform. The company has also been able to take on 15% more bids by having a streamlined bid solicitation and management process during preconstruction.

“If you're not willing to adopt technology, you'll have a hard time staying up-to-date with bids,” says Anderson. “Bid Board Pro enables us to easily track, coordinate, and manage numerous projects at the touch of a button. With increased visibility into our pipeline, we're able to bid more, bid smarter, and drive quality.”

With the implementation of Bid Board Pro, Sorella Group improved processes for tracking and managing bid invitations, resulting in an increase of bid submittals by 15%.

### Key benefits

15%

Increase of bid submittals

57%

growth from \$3 million to \$13 million

15%

Efficiency gain in taking on more bids

“

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-Chris Anderson  
Sales Estimator,  
Sorella Group