



storm
technology

CASE STUDY

ROADBRIDGE

*Laying the Foundations for Future Growth with
Construction Focused ERP Solution*

Roadbridge lays the foundations for growth with Construction focused ERP Software

Boasting a global footprint that spans Europe, South Pacific and the Middle East, Roadbridge has, since its inception in 1967 continued to grow from strength to strength, thanks largely to the firms' ability to remain agile in the face of challenging economic conditions. While many construction firms struggled to ride out the recession, Roadbridge diversified to become one of Ireland's leading Civil Engineering Companies.

Following the crash of 2008, the unshakeable stakeholder confidence of the boom era had been eroded, leaving in its place scepticism and a demand for improved transparency and reporting accuracy. This new industrial landscape combined with a change from a more traditional family run business structure to a corporate structure saw the role of Finance within Roadbridge evolve from reporting the numbers to strategic business advisor.

Keeping pace with these changes and the rate of business growth created a new set of challenges. Ambiguity in the numbers reported combined with increased pressure from the board and the business as a whole for even greater data insights, and forward-looking predictions added to the pressures of an already overburdened finance department. The data critical to driving the business forward was not available in one easily accessible location, and the time required for consolidation from multiple systems, people and functions impacted the organisation's ability to leverage forward-looking insights to remain agile and proactively manage project risk and profitability.

A Need for Change

A legacy system struggling to keep pace

Speaking on the need for change, CFO, Trevor Byrne stated, "We needed a system that would provide scalability for growth, enabling our team to work smarter not harder as our

business grows. A solution that would work for our people, reflect the processes they need to follow and allow them to collect and input key information accurately, easily and in a timely manner.

Having previously implemented an ERP solution, we knew we needed to find a solution that would accommodate for the project-based nature of the construction industry. We needed a solution that could provide a more granular level of information, enabling the user to filter data by project, project stage and location etc. One that would deliver a single version of the truth across the organisation, ensuring reliability and accuracy of the data. A solution that would deliver real-time actionable insights to drive the business forward".

Foundations for Growth

Building a future-proof ERP platform.

With a strong reputation for delivering ERP solutions to the construction industry, Storm Technology was selected as the preferred solutions partner. Taking a collaborative approach to solution design, Storm first

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Trevor Byrne,
CFO,
Roadbridge

engaged in a number of scoping exercises to understand Roadbridge's unique challenges and existing internal processes.

"By engaging the people at the front line, doing the work in the various business units from the start, we were able to identify bottlenecks and employee frustrations early on and develop solutions that not only improved the accuracy and reliability of business metrics but helped employees in their day-to-day work lives. This encouraged users to fully embrace the solution, ensuring reliability of reports generated and a holistic view of project and company performance and profitability

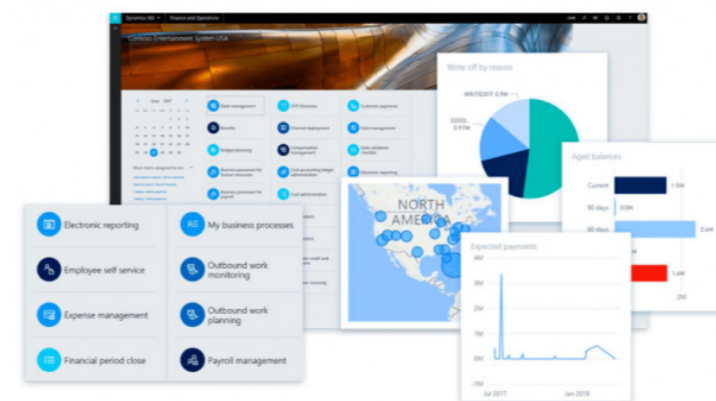
A Single Source of Truth

Real-time data consolidations for Agile Business Growth

"A central repository for company and project information the ERP solution provides Roadbridge with greater transparency than ever before. Where ambiguity previously existed due to conflicting data across systems, the ERP offers one version of the truth regardless of the business lens applied. There is no longer debate around the data, reporting the facts alone, the ERP solution reduces uncertainty and ensures confidence in the metrics reported.

The consolidation of data in near real time means the organisation is no longer constrained by the historic nature of financial reporting. As CFO, I have the information needed to provide strategic counsel to the board of directors. We are armed with the information required to take advantage of market opportunity and the confidence in our metrics to pre-empt potential risk. Platform flexibility and the granularity of detail allows us to gain insights not only at a corporate level but by project group, or even right down to an individual project and project stage.

In addition to improving transparency across the organisation each individual department has the information they need to make decisions and the visibility required to effectively manage their individual projects" explained Byrne.



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Navigating Change

Engaging Employees for Impactful Change

Touching key business functions across the organisation, the new ERP solution challenged the status quo requiring departments and the organisation as a whole to re-think existing processes and workflows. Aware of the challenges and potential pitfalls, the project management team took a collaborative approach to solution design, gaining company-wide buy-in and ensuring realistic expectations were set early on.

Speaking on the cultural change, Byrne stated "The new software demanded different ways of working, and people aren't always open to change, particularly change they feel is forced upon them. To counter this the project team and Storm worked closely with our various business functions to understand their existing processes - putting people in the centre of the design - allowing them to say how it should work for them and showing how the system could further improve their working lives.

By understanding potential user frustrations and challenges, the team at Storm tailored the solution to address users particular concerns, enabling us to demonstrate tangible improvements to each user. This collaborative approach combined with a phased roll-out allowed us to leverage solution ambassadors, users who could be called upon to help promote the solution during the global roll-out.

Building on the success of the project within the UK, Roadbridge has begun the next phase of global roll-out including integration to third-party software and full roll-out within the Irish market.

Looking to transform business practices within your organisation? [Click here](#) to request a meeting with one of our Business Consultants.

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