



HindSite Software Eliminates the Paperwork Pains for Grapids Irrigation.

Better Productivity & Faster Service: Hallmarks of the Switch to HindSite Software

"We couldn't have imaged that HindSite Software would make that much of a change. HindSite Software has solved a lot of problems, a lot of nightmares, really."



Aaron Katerberg
Service Manager
Grapids Irrigation

Customer Profile

Three generations of the Katerberg family have headed up an irrigation company consistently ranked high in Western Michigan. Grapids Irrigation, based in Grand Rapids, MI, has been serving irrigation customers since 1957. They've made a name for themselves through pioneering technology, ecological consciousness, superior professionalism, and excellent customer satisfaction.

Grapids Irrigation has always run a well-managed business, showing yearly growth and strong numbers. Despite that, near the end of 2005 Grapids Irrigation became bogged down in paperwork.

Service Manager Aaron Katerberg began searching for a solution.

Business Challenge

The overall problem facing Grapids Irrigation could be summed up as "inefficiency". This was focused into two specific areas: double-entry and poor dispatching.

Job tickets were all printed on paper and filled out – often illegibly – by the field technicians.

Once returned to the office, personnel had to decipher the handwriting and enter information into both the existing management application and QuickBooks.

Significant time and cost was lost through the invoicing process, most directly in the form of an employee whose only job was performing this data entry. As Grapids Irrigation further grew, this cost increased.

In a similar vein, the dispatching side of the business was suffering, specifically their routing. Or rather, a general lack of routing. Without efficient routing Grapids Irrigation experienced a great deal of lost time spent driving job to job, as well as a higher cost of vehicle maintenance and reduced work volume. These factors hindered growth almost as much as the paperwork pains.

As if to add insult to injury, the company who provided their management software charged support fees per minute regardless if they could fix the problem or not, even if it was a program bug that was costing Grapids time and money.

All of this cost – including lower work volume and slower response times – inevitably led to increased cost to customers.

SUCCESS STORY

Grapids Irrigation

AT A GLANCE:

Customer:

Grapids Irrigation

Location:

Grand Rapids, MI

Industry:

Irrigation Installation & Service

Business Challenge:

The time and money spent on paperwork – especially double entry – was inhibiting Grapids Irrigation.

Solution:

Grapids Irrigation uses QuickBooks for all their accounting...and HindSite Software for everything else to create a paperless and field-enabled management system.

Results:

Increased growth, productivity, and dramatic strides in efficiency and cash flow came out of the HindSite Software - QuickBooks connection.



Solution Overview

The solution Grapids Irrigation came to was HindSite Software. A business management system designed specifically for the service industry, HindSite Software now enables Grapids Irrigation to have a completely paperless workflow and become dramatically more efficient.

HindSite Software gives Grapids Irrigation a fast and efficient dispatching/routing tool. "It almost makes the scheduling foolproof," Said Aaron Katerberg. The PDA functionality gives the technicians reliable information in the field – customer history, detailed office notes, materials and time tracking – and brings the digital data back to the office. Completed jobs are batched and sent into QuickBooks to create invoices, completing the paperless cycle and completely eliminating the pains Grapids Irrigation had been experiencing.

HindSite Software's business management system also allowed Grapids Irrigation more effective organization. Aside from the lack of paper, HindSite Software's contact management, history, and custom reporting allowed them to better manage their time and combine many independent aspects into a single and cohesive system.

The software is not "plug-n-play", but once setup the support and upgrades – included in the price – allowed Grapids Irrigation to save huge amounts of money on IT

support, and the system itself had Grapids Irrigation running better than ever before in a single month. "HindSite has more than paid for itself there alone," said Katerberg.

Business Benefits

"We didn't even realize how much we were hurting until after we were going on HindSite Software," said Katerberg. "The effective routing and being able to schedule so quickly has made a phenomenal difference."

HindSite Software has allowed Grapids Irrigation to eliminate their paperwork entirely, vastly improving their office efficiency to the point where they were able to eliminate a position and still make great strides affecting the work volume the company is able to handle. Phone time has been reduced by 75%, while company growth – sales and size – has increased by 25%.

The effectiveness of the software can also be seen in the change in cash flow. "Our cash flow increased dramatically," mentioned Katerberg, "It's never looked so level and even."

"The savings in terms of time alone has freed us to focus on other aspects of our business... The QuickBooks integration is direct and real," continued Katerberg on HindSite Software. "It's been critical to our success."

"With HindSite Software we saw great gains in simplicity and in the amount of work the company could handle. The PDA functionality wasn't that big a deal when we started, but it's become critical."

Aaron Katerberg
Service Manager – Grapids Irrigation



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www.hindsitesoftware.com

Quick Books
www.quickbooks.com

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