6 REASONS CONTRACTORS
USE SPECTRUM BI //

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Construction is a difficult industry, with contractors facing high pressure to perform and operating with razor-thin profit margins. Each project carries a significant amount of risk, including countless safety issues, stringent regulations or contractual obligations, weather delays, lack of qualified labor, subcontractor performance and often inconsistent cash flows, to name just a few.

The key to any successful construction project is data. From collecting information about work in progress (WIP) to material costs and equipment usage to labor hours and productivity to billings and earned revenue, collecting data about projects lets contractors see just how successful their projects are, and what can be done better. However, many contractors feel overwhelmed by the amount of data that exists and while they know it is important to collect, they aren't sure how to make sense of it all in order to inform decision-making for their construction operation.

Any contractor who has experienced data frustrations from waiting on an IT department to build them a custom report, or needing to make a critical and time-sensitive decision without being able to find the data to back that up, knows that there has to be a better way.

Fortunately, the problem is not the data. But rather, how to turn the data one has into actionable intelligence for improving business performance. *Spectrum Business Intelligence* takes the data collected by the Spectrum ERP and provides an easy-to-use tool to segment and analyze that data virtually any way users want to. From in-depth reports, to dashboards, to creative charts, graphs and even geographical mapping of data, Spectrum BI puts the end user in the driver's seat, and takes away the headaches of trying to manually make sense of the mountains of construction data, or wait for specialized reports from IT staff or external consultants.

Spectrum Business Intelligence is comprised of a data warehouse and a data analysis platform. An automated process refreshes the data warehouse with users' Spectrum construction data, organizing the information into logically organized data cubes. Once the data is aggregated, Spectrum BI's data analysis platform lets users view or manipulate the data to glean the information they seek. It's as easy as dragging and dropping data fields into the analytic and report builder canvas.

This intuitive solution gives contractors a much deeper dive into how their projects are doing in real time, as well as help them build models to better forecast and plan future projects. Spectrum BI has garnered rave reviews.

Here are six reasons why contractors love using Spectrum BI:

Ease of Use

Spectrum BI provides contractors with a real, actionable business intelligence solution that doesn't require the end user to have vast programming skills or be a data analysis expert from the start. It is so easy to learn that users have no problem adapting it into their processes. From the simple drag-and-drop features to sort data to the intuitive reports, charts, graphs and maps, users can make sense of their data in minutes rather than hours or even days.

> **Spectrum Business Intelligence** is very intuitive and very easy to set up. I was surprised how easy it was to use.
>
> — Howard Dembs, CFO, W. Soule and Co.

Informed Decision Making

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Spectrum BI offers a deep look into the financial and operational health of a construction company. It allows decision makers to self-serve in order to visualize the data they need without having to go digging for it. Sometimes decisions are extremely time-sensitive, which is why Spectrum BI was designed to provide answers quickly. The data warehouse is updated nightly, so contractors can be sure they are always seeing the most up-to-date information. With Spectrum BI in place, leadership is no longer simply left to "trusting their gut", but they have the right data to back up that intuition, without having to wait on anyone.

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It's a lot faster. The ability to get the data you need to make decisions and to get things done is so much faster now.

—J Brennan, Controller, O.C. McDonald

I feel like it [Spectrum Business Intelligence] has opened up a whole new world for reporting.

— Howard Dembs, CFO, W. Soule and Co.

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Convenient Dashboards with Accurate, Relevant Data

It is one thing to have clean data and reports filed away somewhere, it is another thing entirely to give project managers, owners, executive teams and other critical decision makers the information they need right at their fingertips — in real time. That is why Spectrum BI's dashboards display the data relevant to end users in formats they can understand. Whether they prefer reports, charts, graphs or geo-mapping – Spectrum BI can accommodate.

We are really excited about being able to use the BI tools and have instant dashboards for management all the way down to the project manager and engineer on the job so that they can see exactly where their job is and be prepared if things start going off the rails but then if things are going really well, understanding why it's going well and doing it again on the next job.

—Patti Smith, Business Process Manager, Ideal Contracting

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Reporting that Matters

The easy-to-use report and data visualization builder allows any approved user to pull the right reports with ease. By putting the tools in the hands of the business user, Spectrum BI eliminates the cost of expensive third-party tools and data consultants and allows teams to self-serve when it comes to reporting. This way, they can get the right information to the right people at the right time.

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I'm really excited to be able to get some new reports for my owner and the president and vice president, because right now they get month-end reports [that are] a month old. So, they're a month behind with all their decisions. And now I can give them a lot more meaningful, current reports — even weekly reports on where we are at with [any given] job.

— Chandra Troxell, Controller, Mills Electric

Great Spectrum Support and Continual Development

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Viewpoint is dedicated to understanding the specific business needs of clients and works with companies to make sure Spectrum is meeting all of their organization's needs. And, with continual reinvestment into both Spectrum and the Spectrum BI solution, clients know they will always have access to the very latest new features and functionality. Viewpoint listens to its clients and includes their ideas into future developments — a key reason for Viewpoint's 97% annual customer retention rate and long-term clients (more than half are 10-year-plus customers).

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(Spectrum's developers) have been very responsive and very knowledgeable. They care about talking to clients and working with them to solve problems. We love the hosted solution and other new features we did not have before. It seems like Spectrum is on the forefront of construction accounting software.

—Howard Dembs, CFO, W. Soule and Co.

Gaining a Competitive Edge

It's no secret that more and more contractors are realizing that there has to be a better way to get the analytics they need for informed decision making and improving their companies' performance. We are in a time where construction organizations must choose to adapt in order to win and those who choose to stay behind will fall behind. Spectrum BI enables contractors to stay ahead of their competition by allowing them to keep a close eye on margins, costs and the relevant data for an accurate read of how the company is performing, and where changes need to take place. It can be thought of as a company's secret weapon — to gain a competitive edge in the market. After all, the more efficient, timely and sound the projects a contractor delivers are, the higher the chances of winning more work and keeping the organization in good health in the future.

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I definitely think contractors who are not thinking about moving to the cloud are at a disadvantage. You're already going to be behind if you can't add Business Intelligence which is amazing.

—Colleen Ward, Business Analyst, Hazel and Buehler

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Learn the benefits of Spectrum BI and how it can solve some of your unique construction data needs.

Give us a call at 1.800.333.3197 or visit VIEWPOINT.com/products/spectrum