

CLIENTProfile

“B2W elements allow for more informed and scientific decision making due to a more holistic approach to information.”



SOFTWARE

Growing Pains

Growing by leaps and bounds is good but it also brought frustration for 4X Industrial, a diverse contractor based in Colorado.

“When we relied on traditional ways of estimating and managing operations, we struggled with technical and financial challenges that threatened the profitability of some projects,” explains Shawn Smith, an estimator and one of the leaders in the

adoption of the B2W platform at 4X. “We didn’t have a job costing system in place to analyze costs and performance in real time.”

Lack of technology was also a roadblock to teams working together across estimating, dispatching and field operations. “Not only did we not have structured technology, but **employees didn’t even really know they needed these capabilities or how they could benefit from them,**” says Smith.





Choosing B2W

Frustrated by not knowing where they stood cost-wise on active projects, owners of 4X Industrial pushed managers to explore a holistic solution. Software from two leading providers emerged as top options. **The way B2W applications work together swung the decision.**

“We knew that implementing a platform would not be simple,” Smith explains. “But we were convinced that continuity across estimating, job tracking, planning, and then accounting was essential to

operating efficiently and understanding when and why we were failing or exceeding expectations on projects.”

Meetings with B2W brought to light how tracking and scheduling tools could complement B2W Estimate, which had been in place for two years at 4X. Within two months of the discussions, B2W Schedule and Track were installed, and training was underway.



Real-time Job Costing

“The ability to assess labor hours, productivity, equipment utilization and materials once projects are underway is critical to profitability,” says Smith.

Prior to B2W applications, reports from accounting were the major source for this information. The problem was, they were not timely and often lacked the specific detail needed to manage individual projects.

“Using B2W elements as a platform to track and analyze costs and variations on a daily basis and to adjust project activities and resources accordingly is definitely increasing efficacy within the organization,” says Smith. “Overall, **we have a well-prepared system to deal with all the daily challenges in the field**, so we can plan better, work more efficiently and improve project outcomes.”





Connected Estimates

Adding B2W applications for scheduling and field tracking prompted 4X to fine tune how bids are prepared. Process improvements and connectivity with the field have Smith's team estimating with higher accuracy at all stages of projects. That includes change orders and T&M work.

Operations personnel have assisted in defining what they need from the estimate in order to track actual costs more effectively. Estimators have responded by revising how cost

components like crews, tasks and labor and equipment classes are handled. Reporting from operations on the exact amount of materials, labor, equipment, and cost now flows back more efficiently and accurately.

“Getting production data on a daily basis feeds estimators with real costs,” Smith says. “This creates an interactive data set for a project at every phase.”



Working Together

Smith says decision making at 4X is now more informed and scientific due to the holistic and real-time approach to information.

Data from B2W guides weekly meetings where employees across the company review and plan projects. With input from colleagues, managers revamp how they use B2W applications continuously to both provide and receive better information.

The 4X accounting team has also supported payroll entry from B2W Track and continuity in how jobs are set up in the estimating, operations and accounting systems.

“The B2W platform gets front-line employees, middle and upper management, and accounting engaged and collaborating,” according to Smith “This has led to more diverse perspectives on issues and challenges, with input from all the stakeholders.”



B2W USER CONFERENCE



Phil Osler, Manish Parajuli and Shawn Smith (left to right) accepted the 2022 B2W Innovation Award for success with the ONE Platform.

About 4X Industrial

Josh Wells, a fourth-generation rancher and farmer, founded Wells Trucking to restore land in Colorado following oil and gas extraction operations. The company now known as 4X Industrial has grown far beyond that original goal and provides a wide variety of services throughout Colorado, Wyoming, Texas, Louisiana, New Mexico, and West Virginia.

- Oil and gas field reclamation
- Road building and maintenance
- Heavy civil construction
- Landfill cleaning and closures
- Pond construction
- Grading and excavation
- Hauling
- Farmland restoration
- Underground utilities



B2W
Estimate



B2W
Schedule



B2W
Track

