

Case Study

Mainmark



Overview

Industry

Construction

Reduction in paper-based work

90%

With data stored in disparate, outdated systems, Mainmark struggled to support its workers out in the field. Skedulo's people-first solution gives Mainmark the flexibility and visibility they need to grow their business.

About Mainmark

Mainmark is an Australian business. It provides ground engineering and asset preservation solutions in residential, industrial, commercial, civil engineering and mining industries. Mainmark has seven offices throughout Australia and New Zealand and wholly-owned subsidiaries in Thailand, Japan and the United Kingdom.

Challenge

Mainmark needed a user-friendly, mobile workforce management solution that would reduce its reliance on paper-based processes and support multi-day, multi-resource scheduling.

"The business needed to move from paper-based processes to digital processes. We had a huge amount of paper-based work, combined with Excel spreadsheets and information on whiteboards. We decided to go digital to both become more efficient, and do more with less."

—Kimberley Bradbury, Salesforce Platform Manager, Mainmark

Solution

With Skedulo integrating with Salesforce, Mainmark has realised benefits including integrated sales and operations processes and better visibility across the business.

"For managers, daily dashboards give a helicopter view of what we have scheduled and how we're performing against targets. All that information is at our fingertips and allows us to modify our trajectory, which is very powerful... We've gone from 100% paper-based to 90% digital."

—Kimberley Bradbury, Salesforce Platform Manager, Mainmark

Summary

When it comes to technology user adoption, engineering can be one of the toughest industries to crack. So how do you implement a mobile workforce management solution that both meets the needs of the business and gets the tick of approval from workers? Here's how ground engineering company Mainmark has recently successfully implemented Skedulo.



About Mainmark

Mainmark is a privately-owned Australian business. It provides ground engineering and asset preservation solutions in residential, industrial, commercial, civil engineering and mining industries. Mainmark has seven offices in Australia and New Zealand and wholly-owned subsidiaries in Thailand, Japan and the United Kingdom.

The challenge of going digital

From streamlined business operations to doing more with less, Mainmark recognised the benefits of transitioning from paper-based to digital processes. To this end, a key area of opportunity was identified: managing crew allocations and scheduling for engineering project work.

Mainmark is unique in that its mobile workforce of highly-trained technicians travel widely, planning and executing ground engineering projects. Teams can travel for weeks at a time, and often work on sites with limited internet connectivity.

Before engaging Skedulo, Mainmark's schedulers used whiteboards and Excel spreadsheets to manage multi-resource and multi-day scheduling. On-site procedures such as safety checks were mostly paper-based. With resourcing information locked up in spreadsheets and unable to integrate with Salesforce, communication between sales and operations was not as efficient as it could be. Similarly, a reliance on paper and Excel meant managers lacked 360-degree visibility across the business.

Mainmark had trialled some extensions to Salesforce to enable online scheduling, but soon realised that standard project management tools were often not user-friendly enough for workers, nor

did they provide all required functionality. A new workforce management solution was needed to improve efficiency and operational visibility.

Mainmark identified the following requirements as critical for success:

- Compatible with Salesforce
- Easy to use—especially for workers out in the field
- Able to support multi-day and multi-resource scheduling
- Provide a helicopter view of crew allocations across all regions

With resourcing information locked up in spreadsheets and unable to integrate with Salesforce, communication between sales and operations was not as efficient as it could be.

A paperless workforce management solution

Mainmark was familiar with Skedulo's intelligent mobile workforce management solution, which helps organisations to intelligently manage, schedule, dispatch and support workers on-the-go.

As Mainmark's Salesforce Platform Manager, Kimberley Bradbury, explained, Mainmark chose Skedulo based on its ease of use, Salesforce integration and sophisticated mobile form capabilities.

"In the construction and engineering industries, there are a lot of forms that need to be filled out on site. We needed a tool with mobile forms that could make that information accessible in Salesforce... So, forms were the deciding factor for us. They were a big part of the implementation and one of the reasons we chose Skedulo over the other products," she said.

Skedulo developed a custom solution to help improve the end-to-end efficiency of job management—from scheduling a job from a Salesforce opportunity and assigning resources, to completing relevant forms and signing off on work. The solution was designed to be user-friendly for both staff responsible for crew management and scheduling and technicians out in the field.

Key features of the Skedulo solution included:

- **Resource workflows.** Skedulo puts everything a scheduling team needs to know—who, what, where and when—in one system. This feature enables Mainmark to create jobs, forecast resource availability and create multi-day and multi-resource jobs.
- **Mobile forms.** Skedulo integrated a range of mobile forms that operations teams must complete, such as safety checks, incident reports and the site diary. It also integrated client

forms such as product sign-off and client sign-off. This means crew supervisors only need to use one application to capture and record all relevant information about a job.

- **Customs logs and reporting.** Mainmark uses a proprietary engineered resin injection solution called Teretek® to fix ground engineering problems. To improve project planning, Skedulo built a custom capability that recorded the actual Teretek consumption compared to estimated consumption.
- **Salesforce integration.** All data tracked in Skedulo is connected to Salesforce to centralise project information. The application continues to work offline (without internet connectivity), with Skedulo data syncing once a connection is established.

Kimberley praised Skedulo's technical and professional expertise throughout the project.

"I really like the team we've been working with," she said. "They're very helpful, switched on and have a great understanding of our business."

Results

The deployment of Skedulo at Mainmark has been a success. The design and implementation process went reasonably smoothly and Mainmark was able to realise the business benefits of mobile workforce management, including scheduling:

- **Integration of sales and operations.** For the first time, Mainmark has fully integrated its sales process with its operations. The rapid flow of information from the sales team to the operations team means business opportunities are qualified and acted on quickly and seamlessly. "Before, there was a lot of back and forth between our teams to confirm the details. Now, the process is seamless," Kimberley said.
- **Improved cash flow.** The connection between Skedulo and Salesforce means that invoices can be generated immediately upon completion of a job. This is an improvement from previous



ways of working, in which invoicing was not started until crews returned to the office—which could sometimes be as long as two to three weeks. “We anticipate it will improve our cash flow. As soon as a job is finished that day our schedulers can start processing invoices, regardless of whether the crew is coming back to the office, so we gain a couple of days in getting invoices out sooner,” Kimberley said.

- **Better visibility across the business.** The Skedulo daily dashboards provide a helicopter view of the Teretek projects that are scheduled across the business in all regions. It shows the allocation of resources, performance against business targets and forecasts for future availability. Kimberley said that Mainmark can stay on top of its performance and opportunities for improvement. “All that information is at our fingertips and allows us to modify our trajectory, which is very powerful.”
- **More efficient operations.** Mainmark office staff are no longer wasting time cross-checking Excel spreadsheets and whiteboards. Crew management teams have shifted from being 100 percent reliant on paper-based processes to 90 percent digital. The easy-to-use app has been generally well-received by technicians and enables them to manage on-site reporting with minimal clicks.

For the first time, Mainmark has fully integrated its sales process with its operations.

What next?

Skedulo continues to work with Mainmark to ensure the platform meets its changing business needs.

About Skedulo

Skedulo’s mobile workforce management solution intelligently schedules, dispatches and tracks jobs in the field. Skedulo connects the office and field through real-time visibility and communication. For schedulers, we simplify matching the needs of complex jobs, worker skills, and customer preferences. Your teams in the field get a mobile app that helps deliver a first-class on-site experience. Reduce costs, improve productivity and make your employees and customers happier with Skedulo.

For more information, please visit www.skedulo.com.