



GRANITEROCK

CONSTRUCTION FIRM IMPROVES SUPPLY CHAIN AND CUSTOMER RELATIONS WITH CRYSTAL REPORTS® SOFTWARE

“Someone once said, ‘IT is not a strategic differentiator.’ At Graniterock, we believe otherwise. And we believe that SAP BusinessObjects software is offering us strategic differentiation in our industry.”

Steve Snodgrass, CIO, Graniterock

QUICK FACTS

Company

- Name: Graniterock
- Location: Watsonville, California
- Industry: Engineering, construction, and operations
- Products and services: Construction
- Employees: 700
- Web site: www.graniterock.com

Challenges and Opportunities

- Manage and deliver growing volumes of data
- Integrate reporting with safety, vehicle compliance, and preventive maintenance programs
- Report against financial data
- Improve customer satisfaction levels

Objectives

- Extend reporting system to include radio-frequency identification (RFID) tagging and balanced scorecarding
- Manage data collected from RFID tags

SAP Solutions and Services

Crystal Reports® software

Implementation Highlights

- Gave users the ability to be self-sufficient and perform self-service processes
- Removed reliance on IT and finance as gatekeepers of data

Why SAP

- Ease of integration with the company's RFID tagging and balanced scorecard system
- Existing use of Crystal Reports

Benefits

- Consolidated, streamlined reporting
- Improved efficiency and decision making as a result of automated data collection
- Better management of data on inventory, deliveries, and personnel performance

There's more to construction than pouring concrete. Running a successful construction enterprise requires the ability to track, understand, manage, and report on an enormously complex mix of operational data. In fact, accurate and timely reporting is one of the biggest demands from the industry's customers – and a key differentiator in terms of securing client jobs.

Founded in 1900, Graniterock has more than a century's worth of experience and success in the construction business. With more than 700 employees and 16 locations throughout Northern California, the company knows the importance of reporting and meeting its ever-increasing data needs. These needs include the management and delivery of growing volumes of data to internal and external customers. That's why Graniterock expanded its use of Crystal Reports® software from the SAP® BusinessObjects™ portfolio. Graniterock uses Crystal Reports to provide operational, financial, and self-service reporting as the construction firm's data content increases due to its use of radio-frequency identification (RFID) tagging and balanced scorecards.

"Our SAP BusinessObjects solution covers the gamut in information delivery – from integrating with safety, vehicle compliance, and preventive maintenance programs to reporting against financial data and helping to improve customer satisfaction levels.

We rely on our SAP BusinessObjects products and are committed to using them to their full potential," says Steve Snodgrass, CIO of Graniterock.

Improving Efficiency

Graniterock's user base consists of finance, accounting, and sales departments, as well as senior and middle management, job project managers, and preventive maintenance planners throughout the enterprise. "What's great about Crystal Reports is that we don't need our IT or finance and accounting departments to be the gatekeepers of data," says Snodgrass. "Our group of users is very self-service and self-sufficient."

In addition to ease of use, the technology provides value in its ability to integrate multiple applications, leading to consolidated, streamlined reporting.

Historically, the heavy construction company stored information in separate operational data silos. Says Snodgrass,

"I can think of three separate applications that we've integrated with Crystal Reports software. We're reporting heavily against financial data, as well as a ticketing application and a sales and quoting application."

Maximizing Use of RFID Data

Another example is the monitoring of the company's growing user and report base. Graniterock uses RFID tags to collect data on inventory and supply movement. The RFID system processes the arrival and departure of trucks through its asphalt and quarry loading locations. With minimal human intervention, this system identifies the truck, project assignment, and weight for each load.

Graniterock uses Crystal Reports to manage the collected data, which is expected to grow exponentially with RFID tagging, and to produce cycle-time reports. The system provides information on truck pickups and deliveries. It creates the data points that

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allow customers to ask, for example, why one truck driver can finish a cycle in a half hour and why another driver takes an hour to do the same job.

Creating Added Value

The ability to report on the RFID system is extremely important to Graniterock and its customers. The company uses this information to determine transportation charges,

says Snodgrass. “It’s not only a great added value, but it’s also a capability that none of our competitors has.”

Snodgrass expands, “Crystal Reports has allowed us to do something very unique in our industry – and that’s to cross over data from different product lines and operational systems. We use the flagship Crystal Reports as a reporting engine to tell us how many quotes and pricing documents are

Graniterock develop its annual baseline goals. Snodgrass observes, “Someone once said, ‘IT is not a strategic differentiator.’ At Graniterock, we believe otherwise. And we believe that SAP BusinessObjects software is offering us strategic differentiation in our industry.”

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which, based by the hour or the load, are a huge component of Graniterock’s expense structure. The company can use RFID tracking to normalize cycle times and ensure timely delivery of materials. Graniterock also uses the information gathered to develop quotes and identify job sites. Additional report functionality, enabled by Crystal Reports and built against a Microsoft Visual Basic .NET application, allows Graniterock to automatically e-mail or fax sales quotes and job updates to customers. “Customers like the fact they get their reports automatically. It’s a brand of loyalty that we couldn’t otherwise provide to our customers,”

being generated by each location across lines of products. These reports provide us a wealth of information, including the ability to evaluate our employees via a balanced scorecard system.”

Graniterock maintains a comprehensive, homegrown balanced scorecard system, with Crystal Reports embedded at the heart of the system, as the reporting engine for its metrics. The system includes 35 scorecards, which are specific to departments or operations. Each scorecard then has nine subscorecards. Called Nine Corporate Objectives, these scorecards help

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