



# Conrina x Trade-Up

Case Study

**Major subcontractor enjoys increased visibility over job sites, payroll efficiency & 2% increase in productivity over entire crew.**

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Based in Sydney, Conrina Masonry is one of the largest and longest running Masonry companies in NSW. With a specialised crew, they have won several MCA awards and have delivered some of Sydney's most iconic buildings.

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## **The Challenge**

Conrina needed a technology solution to help coordinate and document the work of their teams onsite, with a goal of increasing profitability and continuously improving the delivery of large projects to their clients.

In a labour-intensive trade, profits are largely driven by accurately predicting costs of and efficiently managing labour resources required to complete work.

When choosing a system, the company wanted an accurate

tool to measure and record productivity levels on site without disruption to existing processes for its staff. Conrina also wanted to improve efficiencies in the office with payroll and by reduction of paperwork coming in from site.

# The Solution

Conrina adopted Trade-Up, part of The Up-Family suite of apps designed specifically for subcontractors in Australia.

Setting the industry standard for measuring productivity performance of trade contractor teams, Trade-Up was able to be implemented with no change to existing workflows within the business.

Replacing onsite admin tasks with digitised options that can be actioned via their phone or iPad required minimal training for Site Management and office staff as the products are designed locally with current industry practice and lingo in mind.

With Trade-Ups expertise, the benefits the company could start to enjoy were immediately

apparent. Unmatched visibility over sites directly from the office provided reporting options not previously available to the industry with such accuracy.

## Core functions used by Conrina included the following:



Construction based timesheets online, collecting data for payroll and site reporting such as variation and delay times.



Daily Hire Docket and Toolbox talks



Progress reporting from site daily.



Break Even Employment Rate calculator



Job specific productivity targets displayed for the team, compared to score results for tracking profitability and future quotes.



Resource allocation and project burn down rate.



Site diary with Photo Attachments



Data to assist site management to deliver the project within budget.



# The Results

Using Trade-Up's solution, Conrina now collects data continuously, creating a personalised company data pool of information assisting to improve efficiency on current and future projects. The tool also helps Conrina leverage cost savings via enabling accurate resource cost and demand in the future.

Since 2016 the company has recorded a 2% increase in average productivity of its human resources which adds directly to the bottom line. Converting this into labour savings it equates to over \$120,000.00 per annum in

cost of goods sold. For example, on the Westmead Hospital redevelopment Conrina delivered the labour expense \$25,000.00 below budget directly attributed to working with Trade-Up.

The benefits are not only restricted to the site. Time required to complete the payroll process has been reduced by 5 hours a week adding a further saving of \$18200.00 per annum.

While these tangible results speak for themselves, the intangible measures such as staff retention and job satisfaction of the team is invaluable to Conrina.

Weekly management meetings are now more informative as data via Site Diary notes and photos submitted online through the system enable more accurate decisions to be made on project strategy.

Ultimately, Conrina achieved its goals and improved profitability, while delivering more consistent and efficient service to their clients.

The benefit of having data flow directly from site to the office is huge and a must for any innovative construction team in 2020.

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