



“I was not familiar with the IBM platform, Now I tell everyone that we couldn’t have grown this large and fast without Computer Guidance. The whole business relies on the system now, and it never fails.”



Electrical Contractor
ENR Ranking #92 on ENR600
(#23 Electrical Contractor)

The Customer

Headquarters: Minneapolis, MN

- Offices: Phoenix, Milwaukee and St. Paul
- 80 years in business
- 700 employees, Union-IBEW, 1,500 W-2's
- Annual revenue - \$157.8M
- 6,000 invoices per year
- 300 projects annually
- 5000 service orders annually
- 65 ServiceTrucks, 14,000 tool items

Application: eCMS – 60 users

- Job Costs
- General Ledger
- Human Resources
- Payroll
- Accounts Payable/ Subcontracts
- Accounts Receivable/Billing
- Time and Material Billing
- Equipment Accounting
- Purchasing
- Order Processing/Inventory
- Business Objects

“e-CMS gives us a competitive advantage. It provides the appropriate level of detail across our operational functions. Project managers, estimators and the management team have an *absolutely accurate view of where we are, where we have been and where we are going* — which is what construction management is about. The system delivers the data that enables us to manage the business. I can’t imagine running Parsons without it”

– Jeff Moryn
Chief Information Officer, Partner

The Company

Parsons Electric, a Minneapolis-based electrical services firm, earned its leadership position in the industry the old-fashioned way: by hiring the best people and delivering high-quality and cost-effective solutions to customers.

With branches in Phoenix, Milwaukee and St. Paul, Parsons manages projects across the country through three operating divisions: Electrical, Technologies and Technical Services.

Focusing on projects like hospitals, data centers and casinos that require complex electrical work, Parsons managed over 300 projects last year, ranging in size from \$200,000 to \$45,000,000 — one of its many noteworthy projects being the Sprint Arena in Kansas City. With 2006 revenues reaching \$157.8 million, Parsons ranked 92nd on the ENR600.

The firm normally has about 200 active construction projects ongoing and averages some 5,000 service-related work orders annually.

CUSTOMER CASE STUDY



The Challenge

Parsons Electric's growth can safely be described as explosive — from \$50 million in 1996 to a 2008 projection of close to \$200 million.

The key to profitable growth is effective project management and cost control. However, one of Parsons' biggest difficulties is finding project managers with the skills and experience that meets its rigorous requirements. With these people so hard to find, Parsons' present focus is on increasing its team's effectiveness — especially at the project manager level, needing to manage more projects while maintaining a superior level of quality and cost control.



The Solution

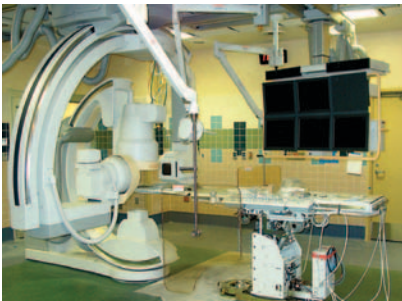
Parsons has used Computer Guidance solutions since 1996. Jeff Moryn, the CIO and partner, was on the initial system selection committee. The key criteria included a job cost system integrated seamlessly into the accounting system, no redundant data entry, and easy to operate.



Since his previous systems experience had been entirely on UNIX and Microsoft based platforms, Jeff initially voted against the purchase from Computer Guidance. "I really liked the CGC software functionally, but I wasn't on the IBM bandwagon. I had a set of preconceived ideas about IBM — I didn't want to go in that direction." Today he is convinced Parsons selected the best functional system available and his thoughts on the IBM platform have dramatically changed:



"The switch was easy and the Parsons team is very happy with the system. eCMS is open and easy to learn, yet it is flexible and can be customized to meet changing business requirements."



eCMS requires no expensive and redundant error-prone data entry. Since job cost and financial applications are part of the same system; no integration is needed. Jeff Moryn continues: "e-CMS gives us a competitive advantage. It provides the appropriate level of detail across our operational functions. Project managers, estimators and the management team have an *absolutely* accurate view of where we are, where we have been and where we are going — which is what construction management is about. The system delivers the data that enables us to manage the business. I can't imagine running Parsons without it"

Photos show only a handful of recent Parsons Electrical contracts.

Opposite page, top to bottom:

Lifetouch headquarters in Eden Prairie, MN.

Minnesota Human Services building in St. Paul, Minnesota.

Lobby of the Marriott Hotel and Conference Center in Coralville, IA.

The mammoth Sprint Center for sports and entertainment, in Kansas City, MO.

The X-Ray Center at St. Clare's Hospital in Wausau, Wisconsin; a 21st century hospital.

At right:
Exterior of St. Clare's Hospital in Wausau, Wisconsin.

“I love the solutions from Computer Guidance because I never have to think about my financial accuracy and stability...and I get to sleep at night”

— Jeff Moryn

As to the hardware platform, Jeff says, “I was wrong about it. The system is simple to use, open, extremely reliable, scalable and secure. The system has never crashed, been hacked or hit by a virus.” There have, however, been two unplanned outages since the system was installed. The first was due to a power blackout, and the second happened when someone accidentally kicked out the power cord. “That won’t happen again” Jeff says with a wry grin. “The system is bulletproof. I can sleep at night because I don’t have to worry about it.”

He estimates it takes only about an hour per week to support eCMS, and even that is only for backups. Changing backup tapes — the only maintenance item — Parsons simply delegates to the payroll manager. Nor does Parsons need a database administrator (employee or contractor) for eCMS. Equally, they never have to restructure or reorganize the database. The two IT people in the organization spend most of their time supporting the Windows, Outlook and Office environments as well a variety of other systems such as CAD and scheduling.

Planned downtime is minimal, and only for applying new releases, patches and upgrades. Since eCMS runs in a web browser there is no requirement to install software on user systems. After the server is updated in HQ, all users automatically run the latest software.

Another colossal advantage of the browser interface is that it enables the Parsons team to update and track the business remotely — whether at the site, at home or on vacation. Project Managers update progress on site constantly, keeping decisions, costs and employees on track every step of the way.

When asked if, given the opportunity, Parsons would choose Computer Guidance again, Jeff answers, “**absolutely**, only this time it would be a unanimous vote. We couldn’t manage our business without it”



CUSTOMER CASE STUDY

About eCMS

Representing the new standard in financial application suites for the construction industry, eCMS blends flexibility, dependability and superior performance. The eCMS browser-based interface allows for maximum accessibility of mission-critical information to those who need it, regardless of location. Combined with core financial applications and integrated productivity tools, real-time information means your business can reduce costs by streamlining complex operations. The functionality and evolution of the eCMS application suite has arisen through listening to our customers and continually striving to exceed their expectations.

About Computer Guidance Corporation

Computer Guidance, the leading provider of financial accounting, project management, and bidding software, delivers solutions to more than 600 enterprise customers from various construction disciplines.

Computer Guidance delivers the accounting and project management software of choice for 20% of the ENR Top 400 contractors – and it has been voted one of the leading job costing and accounting software applications by the highly-respected CFMA IT Survey. Computer Guidance also provides the ultimate solution for any company seeking flexibility, dependability, and superior performance in an accounting software suite.

For additional information about Computer Guidance, visit our web site at www.computerguidance.com or call 1-888-361-4551. Computer Guidance is headquartered in Scottsdale, Arizona.

Contact Computer Guidance

For more information contact:

Kevin Basso
Marketing Manager
480.444.7000
kbasso@computerguidance.com

Computer Guidance Corporation

15035 North 75th Street
Scottsdale, AZ 85260

1.888.361.4551

www.computerguidance.com

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