

# Sage 300 is at the foundation of Pinnacle/CSG's success

## Powerful toolset helps company win one-third of its bids



### Customer

Pinnacle Construction Support Group, Inc.

### Industry

Commercial construction

### Location

Tallahassee, Florida

### System

Sage 300 Construction and Real Estate  
Sage Estimating  
Sage Construction Anywhere  
MyAssistant



Pinnacle Construction Support Group, Inc. (Pinnacle/CSG) is a full-service general contracting, design/build, and construction management firm headquartered in Tallahassee with projects throughout the southeast and in California. Pinnacle/CSG's clients range from Fortune 500 companies to local and regional governments, and its projects include schools, highway construction, and commercial facilities.

In a continual effort to deliver measurable value to its clients, the company has chosen to invest in technology tools that streamline operations, boost efficiencies, facilitate communication, and increase productivity. Sage 300 Construction and Real Estate (formerly Sage Timberline Office) is at the foundation of that technology tool set.

### Construction-specific solution

By selecting a solution that is specifically designed for the construction and real estate market, Pinnacle/CSG eliminated the tasks of renaming fields and

developing workarounds that are typically required when deploying a general accounting application for a specialized industry, like construction.

"Sage 300 is considered best-of-breed. It has won multiple awards, and true industry leaders use it," says Cory McFarlane, chief visionary at Pinnacle/CSG. "And Sage stands behind the product. The support we receive is excellent. Notice that I didn't say average. I said excellent."

### Integrating technology into the workflow

Pinnacle/CSG implemented Sage 300 nearly eight years ago, and continually updates and adds to the solution as new functionality and companion products become available. The result is a highly integrated solution that helps run all business units within the company.

"We use Sage 300 in accounting, job costing, human resources, business development, estimating, and risk management," explains McFarlane. "It covers the entire organization."

"Applications from Sage allow us to leverage a lean office staff, enabling us to effectively support and assist our field personnel."

### Challenge

As a busy general contracting firm with projects in multiple states, Pinnacle/CSG needs effective tools to help drive critical job data into the hands of staff that needs it, while maximizing productivity and reducing staff overhead.

### Solution

Sage 300 and integrated applications have contributed to Pinnacle/CSG's significant growth.

### Results

The company wins nearly one-third of the projects it bids on. Integrated functionality boosts efficiency and minimizes the paper trail. Field staff have instant, real-time access to the job-related data they need.

Cory McFarlane  
Chief Visionary, Pinnacle Construction Support Group, Inc.

“Sage 300 helps us win about one-third of the projects we bid on. We know, and the customer knows, that we are delivering a complete bid.”

Jude Rosilien  
Estimator, Pinnacle Construction Support  
Group, Inc.

### Building efficiency

The company is realizing the benefits of an integrated business management solution. “The way we integrate technology into our workflow is unlike any other construction company I know of,” says Andrea Mosher, risk manager for Pinnacle/CSG. “Everything runs in sync, everything is available online, and the data is available to everyone who needs it, when and where they need it.”

The efficiencies provided through Sage 300 minimize the need to print and distribute reports and updates. “Because all of our data is online, it really streamlines the process,” says Melissa Smallwood, assistant controller for the company. “We’re able to move paper in a virtual sense, much more quickly and efficiently.”

“You won’t see a lot of file cabinets in our offices,” adds Jude Rosilien, estimator for Pinnacle/CSG. “In fact, if you open my desk drawers, you’ll notice a few of them are empty. Sage 300 allows us to operate with a minimum amount of paper shuffling. It’s a different approach than many construction firms, and it’s working for us.”

### Empower field Personnel

“What we’ve done is harnessed technology in our business,” explains McFarlane. “Applications from Sage allow us to leverage a lean office staff, enabling us to effectively support and assist our field personnel.”

On the job site, Sage Construction Anywhere provides workers in the field with immediate access to budget, costs, and more. The company utilizes iPhones, iPads, and tablet PCs to put the power of Sage 300 into the hands of its superintendents and project managers in the field. “It really allows our back office systems to reach out into the cloud, providing everyone with the access they need, 24 hours a day,” says McFarlane.

### Winning one-third of bids

Sage Estimating with the Advanced Assembly Databases significantly reduces the time Pinnacle/CSG’s estimators spend creating accurate, complete bid packages. Sage Estimating paired with an Advanced Assembly Database guides estimators through the

assembly takeoff process allowing them to quickly populate bid worksheets, while costs are calculated instantly.

“It helps us to win about one-third of the projects we bid on,” says Rosilien. “We know, and the customer knows, that we are delivering a complete bid.”

“When a contractor can win one-third of their bids, it’s showtime,” adds McFarlane. “We attribute much of our bidding success to Sage Estimating.”

### A true competitive advantage

The company has seen tremendous growth over the past eight years, and McFarlane attributes that growth to a number of factors: “Our success is due to hard work and skill, the ability to think differently and challenge industry trends, and our ability to turn the technology provided by Sage into a true competitive advantage.”

“I am excited about the future of working with Sage 300,” McFarlane concludes. “Every new release includes something that allows this business to work better. We expect Sage to be here into our future, continuing this 360-degree relationship.”

### About Sage Construction and Real Estate Solutions

With more than 40 years of industry experience, Sage keeps projects moving with the most job-ready and people-connected solutions for construction and real estate. Its 40,000 customers use Sage to manage more than 400,000 jobs, 5.7 million subcontracts, and 622,000 rental units each year. To learn how Sage can help your organization, visit [www.sagecre.com](http://www.sagecre.com), call 1-800-628-6583 or contact a Sage Business Partner.

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