

Case Study

URBANEDGE
architecture / masterplanning / design



Background

Urban Edge is an architecture, masterplanning and design practice based in Lincolnshire. The company implemented Union Square for AEC Professionals as a 7-user practice in 2010. It has since gone from strength to strength and now employs over 25 people, developing a diverse portfolio of projects including retail led urban regeneration, leisure, residential, office and care.

Problem

Senior management understood the benefits of integrated working and so as a small practice, the company worked well enough. A detailed filing structure was employed across the office and the public folders functionality of 'Outlook' was utilised, with each project having its own series of sub-folders. Timesheets and financial data was stored in Excel spreadsheets that then had to be manually logged in Sage. Data was therefore duplicated and the chance of user error was too high.

There was the feeling that information management could be improved and as an ambitious practice, growth was on the agenda. Director at Urban Edge, Tom McNamara understood this and was keen to improve internal processes to support the practice in years to come. The aim was to increase efficiency and drive productivity by saving fee earners' time and automating key processes. The decision was made to invest in an integrated knowledge management system.

Solution

Union Square for AEC Professionals has been designed specifically to cope with the challenges of the professional services industry, making practices more efficient and profitable. With a centralised location to store practice information and remote access available, coping with vast amounts of information becomes simple, without the need for multiple applications. Urban Edge can now track all issued documents, showing the 'who', 'what' and 'when' behind every version. Templates are standardised and can be created automatically, ensuring the entire practice is communicating in the same manner and conforming to the correct guidelines.

Company

Urban Edge

Business

Architect

Number of staff

25

Solution

Union Square for AEC Professionals

"The aim was to increase efficiency and drive productivity, by saving fee earners' time and automating key processes."

UNION SQUARE
FOR AEC PROFESSIONALS

Union Square's Project Accounting module has been a huge success at Urban Edge. Project managers now have full control over financial information, with instant access to live costs on their projects. Instead of basing project decisions on a hunch, or waiting to discover the profitability of a project, Union Square shows you a project's performance in real time, enabling staff to make proactive decisions. Resource Forecasting lets you predict future staffing availability, helping you match the demands of projects with the right staff, and with 'what if' style scenarios available to assess the impact of resourcing decisions, nothing is left to chance.



Implementation

Senior management at Urban Edge wanted to implement the majority of the Union Square modules in one go, with some of the more complex areas taking a little longer. The nature of Union Square's modular setup means as a practice grows and recognises new areas of benefit, additional modules can simply be 'bolted on'. This approach ensures companies are not pressured into adopting more than is comfortable, with the knowledge there are no restrictions on future expansion.

Benefits

- **Tight control of financial information** – Access to live financial data gives project managers a 'snapshot' view of a project's performance. Sophisticated reporting means data can be manipulated and analysed, ensuring informed decisions are made with statistics in hand.
- **Supporting future growth** – With a robust system in place, Urban Edge has been able to grow as a practice without an increasing administrative burden or incurring unnecessary costs. The modular approach Union Square adopts also means clients can 'bolt on' additional modules as and when they are needed.
- **Company-wide visibility** – Centrally stored information has brought the entire practice together. Staff don't become entrenched in their departments, instead they work from the same data with the same goals.
- **Significant time savings** – Intuitive searching functionality has reduced the time it takes to find documents, leaving fee earners to work on value adding tasks.

Contact us for more information on all our product offerings and how we can help transform your approach.

enquiries@unionsquaresoftware.com

unionsquaresoftware.com
unionsquaresoftware.com.au



Your knowledge. Together.

A Q&A with Tom McNamara Director

What aspect of Union Square initially interested you?

The Project Accounting module was something we were very interested in. The ability to have access to live data and costs on each project was really impressive.

Are there any areas of the system you feel you could use better?

We aren't manipulating the live data as much as Union Square lets you. This is an area of the system we will definitely be looking to make more use of over the next year.

Do you have any further plans for the next year?

Currently over 70% of our staff use Revit which involves a lot of manual input, so we will be looking into the Revit Connector which should save us a lot of time!



"Project managers now have full control over financial information, with instant access to live costs on their projects."

UNION SQUARE
FOR AEC PROFESSIONALS