



SUCCESS STORY CONSTRUCTION

TRANSFORMING THE HOME-BUILDING PROCESS FOR AMERICAN CLASSIC HOMES

Salesforce solution provides a unified application in the cloud to enable easy information access and optimize workflow

American Classic Homes (ACH) is a local family-owned Washington state-based homebuilding company that focuses on making the home-buying experience as simple as possible for their customers.

ACH was looking to optimize the home building business process and introduce cutting-edge features to improve the customer experience. Central to this was giving visibility into the entire build process for employees, vendors and contractors.



A local, family-owned builder



Owners with more than 50 years of collective home-building experience



Reputation as one of the best in the Pacific Northwest



Employees selling and scheduling new home-builds needed an automated way to configure, price and quote each build and an intelligent solution for scheduling the hundreds of tasks contractors had to complete to make a home move-in ready.

ACH engaged with Apexon to help it leverage the cloud to connect the different players in its homebuilding process — employees, vendors, and contractors. Apexon analyzed ACH's business operations and recommended a Salesforce-based solution that centralized information in the cloud for easy real-time access and collaboration.

THE RESULTS

KEY OUTCOMES



AUTOMATED & OPTIMIZED HOME BUILDING PROCESS

ACH is now able to make design decisions and finalize the build configuration and pricing with an automated configuration process using Salesforce CPQ. Vendors and contractors get real-time information about all the work they're doing for ACH through a portal built on experience cloud.



CLOUD ACCESS FROM ANYWHERE

The Salesforce solution enabled ACH to push their entire home building process into the cloud for access anywhere, on any device with an internet connection. This streamlined communication, sped decision making, and prevented project errors.



CENTRALIZED APPLICATION

The solution established a more centralized, robust and efficient business process for all.

OUR METHODOLOGY

THE DIGITAL LIFECYCLE

Apexon works with companies across the digital lifecycle.



GO DIGITAL

LAUNCH & EXPERIMENT



BE DIGITAL

AUTOMATE & ACCELERATE



EVOLVE DIGITAL

BE INTELLIGENT & AUTONOMOUS

Enable digital adoption in a quick, and agile manner



Build digital infrastructure and foundation for enterprises to scale



Leverage data engineering to make strategic decisions and get digital right every time

Apexon helped ACH migrate their entire home-building process onto the cloud using the Salesforce platform.

Optimized the home building process using Salesforce CPQ.

Automated configuration to make design decisions and finalize the build configuration and pricing.

Portal built on Salesforce Experience Cloud to provide vendors and contractors real-time information about all the work they're doing for ACH.

THE CHALLENGE

PROVIDING A CLEAR UNDERSTANDING OF RESPONSIBILITIES & TIMING

Prior to working with Apexon, American Classic Homes couldn't see the details of their build pipeline in one place and couldn't provide its vendors, contractors or customers with precise information.

This made it very difficult to access project data. Essential information was only available in hard copy format, making it difficult to track status of permit data, designs and other build-related paperwork. This slowed communications and project progress significantly.

THE SOLUTION

STREAMLINE THE ENTIRE BUSINESS PROCESS

Apexon enabled processes on Sales Cloud, CPQ, Arrow PSA and QuickBooks to give everyone – inside and outside of ACH – a clear understanding of the build, all scheduled work, and project interdependencies.

Apexon analyzed, documented and suggested changes to optimize the ACH build process from end to end and delivered the project using deep-dive process and requirements analysis workshops followed by a series of design-build-test agile sprints. Vendors now receive purchase orders for materials and labor, driven by optimized pricing and margin features to help ACH pick the best vendor for each line item on the build schedule.

Key results included:



Automated & Optimized Home Building Process

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Cloud Access From Anywhere

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Centralized Application

The solution established a more centralized, robust and efficient business process for all.

“Apexon is more than capable of helping any client meet the challenging demands of their industry. The team went above and beyond to ensure our complex needs were met, and in most instances exceeded our expectations.”

Richard Briggs, ACH President



Apexon is a pure-play digital engineering services firm focused on helping companies accelerate their digital initiatives from strategy and planning through execution. We leverage deep technical expertise, Agile methodologies and data-driven intelligence to modernize systems of engagement and simplify human/tech interaction.

We deliver custom solutions that meet customers' technology needs wherever they are in their digital lifecycle. Backed by Goldman Sachs and Everstone Capital, Apexon works with both large enterprises and emerging innovators — putting digital to work to enable new products and business models, engage with customers in new ways, and create sustainable competitive differentiation.

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FEELING SOCIAL?

