

Case Study

Construction
Business



Introduction

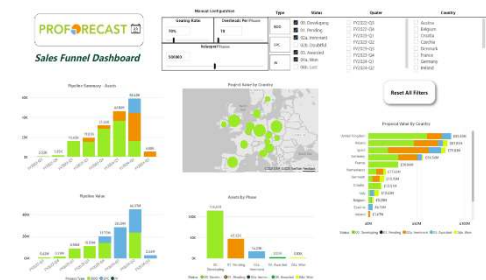
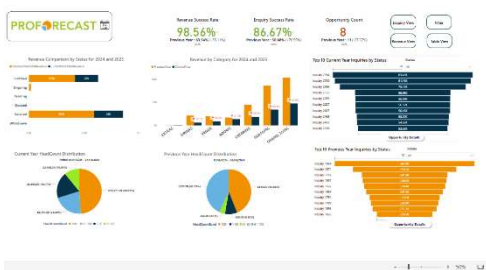
- The client is a leading specialist construction firm with over 25 years of experience in complex building projects across London and the Home Counties.
- Expertise spans construction, structural engineering, and heritage restoration.
- Annual turnover exceeds £38 million, with a workforce of 50+ employees.
- Core accounting is managed via Sage 200.
- The company sought a modern budgeting and forecasting solution to replace Excel, which was becoming a bottleneck for decision-making and reporting.

Clients Pain Points

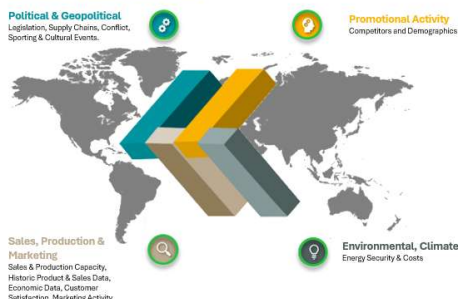
- Excel-based budgeting was inefficient, error-prone, and unsustainable for a growing business.
- Short reporting cycles made it difficult to produce timely stakeholder report packs.
- **Complex accounting due to:**
 - Multiple concurrent projects.
 - Cash flow volatility.
 - Numerous subcontractors and employees with varying rates.
- **Key requirements included:**
 - Customizable financial reports.
 - Seamless Sage integration.
 - Advanced “What If” scenario planning.
 - Team collaboration tools.
 - Business process templates for agency/principal roles and commission flows.

Benefits Realized

- ProForecast’s FP&A team delivered a smooth implementation and training program.
- The system handled complex requirements while remaining user-friendly.
- Key outcomes included:
 - Faster and more accurate period-end closures.
 - Improved financial forecasting and planning.
 - Enhanced visibility into performance and cash flow.
 - Time savings through automation of data entry and calculations.



Demand Forecasting & AI Inputs



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ProForecast offers Mid-market Businesses' flexible, cost effective and comprehensive forecasting and strategic planning capability incorporating AI and Machine Learning.

ProForecast fully integrates into the core accounting system, providing businesses with a powerful and transformational tool to enable management to make informed decisions quickly and accurately.

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- Business process templates simplified modelling across agency/principal roles and commission structures.
- Consolidation tools and data connectors reduced month-end closing time by two days and freed up staff for strategic tasks.
- Reporting quality and system scalability were significantly improved.

Quality Of Support

- Support rated 10/10 for responsiveness and expertise.
- FP&A consultants provided hands-on training and seamless Sage 200 integration.
- **Additional resources included:**
 - Online tutorials.
 - Knowledge base.
 - Expert-led webinars.

Application Strengths

- Easy to use and highly responsive.
- Detailed reports and informative dashboards with live data.
- Extensive business templates enabled rapid setup of new departments and projects.
- “What If” tools and BI package supported dynamic scenario modelling.

Application Dislikes

- Management requested drill-down functionality for actual values in reports (scheduled for release Q2 2026).

Desired Features

- Real-time data updates.
- Automated imports from external sources.
- Customizable dashboard widgets.
- Expanded customization options.

Conclusion

- The client rated ProForecast’s support as good to excellent.
- The platform’s ease of use, accuracy, and collaborative features have transformed their financial operations—delivering measurable improvements in efficiency and reporting.