



Maxwell Systems

Maxwell Systems Uses SystemBuilder Extensible Architecture (SB/XA) to Customize Its Streetsmarts Software for Construction Industry Clients

Founded in 1975, Maxwell Systems serves the construction industry with a full suite of software solutions that helps clients manage virtually every aspect of their business. The company targets a wide range of industry segments and companies of varying sizes providing technology, training, consulting, and support services - including around-the-clock assistance. The company's solutions meet the business requirements of construction firm owners and managers, and empower the workforce with tools that streamline processes and maximize profitability.

Draw in Users with Attractive Solutions

As a major software provider to the construction industry, Maxwell Systems must be able to offer its clients products that are competitive with other solutions in the marketplace.

That was the case when the company originally launched its StreetSmarts program in the early 1990s. Running on U2 System Builder Plus (SB+) in a client server environment, StreetSmarts was state-of-the-art at the time. The program attracted thousands of customers because it presented one of the best solutions available for comprehensive job cost accounting and project management for heavy and highway construction.

In 2004, Maxwell Systems upgraded StreetSmarts by adding the Universe database to its already successful application. Over time, however, trends in the software industry progressed, and more customers began to demand applications with a newer look and newer tools that ran in a .NET environment.

Quickly Adapt to Meet Customer's Needs

Competition got more intense, according to StreetSmarts Product Manager Heather Lark. "The last few years, we had a harder time competing head-to-head against products in our same space with products that were on .NET," she said. The company began to lose sales and, as a result, management made the decision to upgrade its product.

Lark said their objective was to achieve "a whole new look and feel on the existing product that would migrate this solid application into a .NET environment and give us the opportunity to make use of newer tools." While she doesn't minimize the process, Lark says U2's System Builder Extensible Architecture (SB/XA), enabled the redevelopment and helped the company take a significant leap forward.

Maxwell Systems King of Prussia, Pennsylvania

A major software provider to the construction industry used Rocket U2 software to complete a major overhaul on one of its own key products in just 4-6 months with only three developers, making it more user-friendly and significantly increasing the company's competitive advantage. Maxwell Systems services over 10,000 customers throughout North America through five major U.S. locations.



Normally, overhauling a robust product like StreetSmarts would have taken several years and substantial programming resources to completely rewrite the software into a .NET framework. But thanks to SB/XA, Maxwell Systems was able to do this in a much smaller time frame. When Maxwell Systems released the new version of StreetSmarts early in 2012, the upgrade met with the enthusiastic approval of existing customers, Lark reported. Just as importantly, she said, "Our salespeople are very excited to sell this product, and our leads have picked up."

Outperform the Competitors with Features that Really Stand Out

But the new StreetSmarts didn't just help her company achieve parity in the market. "It would be fair to say that it has given us a competitive advantage because there are things we can do with the click-once technology [built into SB/XA] that our competitors can't do," Lark explained. "Being able to run this program through an Internet browser is huge. Competitors don't have this capability." Customers now install the application, and their users can access it from anywhere over the internet. Their user experience is the same as if they were in the office—but without a VPN.

The new product features a user-definable menu structure that allows companies and individual users to build menus that keep them just a click away from their most-used functions in the application. "Customers can customize their own menu and build their own navigation," Lark explained, "to a much greater extent than competitors' solutions. With our customized menu structure, you can make a list of items you want to see and access them anytime you log in right from there."

The revamped StreetSmarts also features user-controlled dashboard reports on the user's main page in the application to provide a quick look at how their construction projects and material plants are performing on a cost-to-revenue basis.

Lark said that the U2 product suite is essential to Maxwell Systems' product line. "Since Rocket took over U2, the improvements have been phenomenal." She also credited Rocket as being "responsive and easy to work with, and they get fixes done quickly when we need them."

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StreetSmarts Product
Manager
Maxwell Systems

-  www.rocketsoftware.com
-  info@rocketsoftware.com
-  twitter.com/rocket
-  www.youtube.com/rocketsource
-  www.linkedin.com/company/rocket-software
-  plus.google.com/u/0/104109093105646534918