

## SUPERIOR CONSTRUCTION FOCUS ON THE JOB AT HAND: WINNING THE BID

Superior Construction Co. is a third generation, family-owned company founded in 1938 in Gary, Indiana and currently operating in the Midwest and Southeast regions. Collectively, the Superior companies are active in the highway, bridge, heavy civil, petro-chemical, industrial, and building markets. Pete Kelly, project manager at Superior's Jacksonville, Florida office, could see shortly after popping the BID2WIN demonstration CD into his computer that life at the estimating desk was about to become significantly easier.

Kelley, who was assigned the task of finding the best system for Superior's team of six estimators, had first sat through several online presentations with HCSS and Hard Dollar.

Prior to implementing BID2WIN, Superior had been estimating with Lotus 1-2-3 and Microsoft Excel. A team, usually comprised of two or three estimators, worked on each bid. Once they had completed detailed cost estimates for each aspect of the project, the estimators hand-delivered printouts to a lead estimator for input into a master spreadsheet.

"It was each estimator's responsibility to make sure his numbers were accurate," explains Kelley. "Once the numbers were put into the master spreadsheet, we would review them again to make sure they were in line with the detailed cost sheets. But due to multiple layers of data input, the potential for error was very significant. We were constantly checking and re-checking formulas in each cell."

When Kelley got the go-ahead to look into available cost estimating programs, he focused his search on an easy-to-use yet powerful tool that would meet the needs of the company on several levels. Overall, it was important that Superior's estimating group spend less time setting up the bid, and more time strategizing how to make each bid more competitive and more profitable. Specific criteria included easy import and export to Florida DOT's (FDOT) Contract Electronic Bidding system; and the ability to create custom reports in the company's required format.

**"JUST FOR FUN, I PUT IN 20 OR 25 SAMPLE PAY ITEMS FROM A BID I HAD RECENTLY DONE, THEN I BUILT VERY SIMPLE CREWS, ACTIVITIES AND TASK TEMPLATES AROUND THOSE ITEMS. WITHIN AN HOUR, I BUILT AN ENTIRE ESTIMATE USING THOSE ITEMS."**

Kelley saw immediately that BID2WIN would do everything Superior needed it to do. For starters, he appreciated having the ability to intuitively build an estimate without being required to "study an owner's manual and memorize a complex set of rules and codes." He says, "I felt that the other programs required me to go through a lot more steps before I could even begin work."

Superior used BID2WIN's Electronic Bidding System (EBS) import/export feature to submit a winning bid to the State of Florida for an \$8 million rest area reconstruction project. "The import and export process was smooth and easy," Kelley notes. "Once we finished the bid, we were able to export our prices to the FDOT's program and print out the final proposal in minutes."

*Continued...*



## **SUPERIOR CONSTRUCTION FOCUS ON THE JOB AT HAND: WINNING THE BID *Continued...***

"The support staff has been instrumental in assisting us in any way possible," comments Kelley. "They feel that they are a part of our team."

BID2WIN Software and Superior have also worked closely together to create custom reports that would meet the company's unique needs.

"THIS WAS CRITICAL FOR OUR COMPANY PRESIDENT, WHO GETS A QUICK SNAPSHOT OF EACH JOB WITH ALL OF THE INFORMATION HE WANTS, IN AN EASY-TO-READ AND FAMILIAR FORMAT," SAYS KELLEY. "WITH TECHNICAL SUPPORT'S GREAT HELP, WE WERE UP AND RUNNING RIGHT AWAY."

Overall, Kelley maintains that BID2WIN Software's approach to the development of BID2WIN is, "Simply better. The fact that it is easy to use and it's a true Windows product were big factors in our decision-making. When I put that first estimate together, it was enough for me to see that the solution was definitely there with BID2WIN."

### **SUPERIOR CONSTRUCTION**

Superior Construction Corporation, Inc. (SCCI), a heavy highway construction company of Jacksonville, Florida has spent the last 70 years providing Northeast Florida, Illinois, and Kentucky with highway, heavy civil, and bridge services. The company has a second office in Gary, Indiana.

**To learn more go to [www.superiorfla.com](http://www.superiorfla.com).**