

## Project-base Case Study

# Haden Young

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Haden Young is one of the leading building services organisations in the UK. The company's expertise lies in designing, installing and commissioning mechanical, electrical and data systems in new and refurbished buildings. Amongst the solutions offered are air-conditioning, heating, plumbing and fire protection installations as well as power, lighting, data, security and building management systems.



Haden Young's recent project experiences include facilities in commercial, education, healthcare, industrial, infrastructure, leisure, scientific research, sports and retail sectors. Haden Young work in partnership with many of the country's major construction companies as well many of the top commercial, industrial and public sector clients. Care of these customers is paramount to Haden Young who employ project surveys and national research to ensure they provide the highest levels of service possible.

Project-base has been in use at Haden Young for around 10 years. Users are located across the country, accessing a centrally held database via Citrix.

Users cited knowledge-sharing a valued benefit of Project-base. The central database ensures that all their Project and Company information is kept up-to-date, and detailed histories are accessible by anyone throughout the business. This in turn enables them to keep track of the complex relationships that exist on the projects they are chasing. The ability to share knowledge across their organisation has meant that staff can now easily establish the "state-of-play" on any of the projects or companies they are dealing with.

***"Across the country we deal with construction professionals on many concurrent projects. Project-base helps us communicate effectively, ensuring our teams are always on the ball."***

Key to the success of Project-base is its ability to report and analyse the data. With 10 years of historical data, Haden Young finds Project-base invaluable in terms of reporting, analysis and trend identification. Monthly management reports have been set up to analyse Haden Young's work intake, as well as report on the pipeline of possible future work. Prior to using Project-base, completing these reports was immensely time-consuming and frustrating. The reporting feature has streamlined the process, generating significant time savings in report production.



Over recent years, Haden Young has developed a strategy to bring the company's partnering skills to demanding complex projects and long term frameworks. Effective Customer Relationship Management has been essential, and facilitated by the use of Project-base. Projects are often more complicated, lasting longer and involving more parties. Project-base, and its use, has adapted over this time allowing for more detailed project histories to be maintained. Further, the use of Project-base has assisted strategic development as decision-makers have been able to track trends and analyse project data more effectively. Similarly, the system has supported the development of their marketing strategy.

***"The substantial body of information we have built up over the years is the perfect resource for our marketing analysis and planning"*** – Tim Waldram, Head of Marketing Haden Young