

CUSTOMER STORY

Basepoint Building Automation's Path to Real-Time Margin Management with Prophix One™


Key results snapshot

- ✓ **Efficient reporting:** Saved 40 hours per month with fully automated report creation, boosting team productivity and providing more time for higher-value work.
- ✓ **Improved margin fade analysis:** Identified margin fade early, within the first 25% of a job, rather than at the end—boosting overall business profitability.
- ✓ **Reduced underbilling:** Improved underbilling by \$300K-\$500K through earlier detection and faster billings, improving cash flow.
- ✓ **Scaled without adding headcount:** Supported 5–10% annual growth without adding finance staff, driving operational efficiency and scalability.

Who is Basepoint Building Automations?

Basepoint BA provides advanced building systems, technology integration, and services resulting in a safe, smart, and healthy building. Basepoint installs and services automated doors, security & access controls and HVAC systems.

Applications deployed

 Prophix One FP&A Plus

System integrations

 Spectrum

Business challenges

Before implementing Prophix One, the team at Basepoint BA faced significant challenges with data accessibility and reporting. They relied on spreadsheets sent via email and manual reconciliations. Extracting information from their ERP was time-consuming, reports had to be created daily, and even simple tasks like analyzing data by market or customer were tedious.

Project data was fragmented and key metrics like margin fade or billing accuracy were only visible after project close. Without a unified data source, it was difficult to spot performance issues or trends early, and tracking accountability for outcomes proved challenging.

“All roadblocks and hurdles to seeing project-level information are gone, with real-time visibility from the CEO level on down. We can now see how every job or work order is performing by project, project manager, and sales rep.”

Craig McKeen, CFO,
Basepoint Building Automations

Why Prophix®

During the evaluation process, Basepoint BA’s team knew they needed more than a reporting tool. They chose Prophix One for its centralized data and cross-functional visibility and ownership.

- **Centralized reporting:** Prophix One stood out for its ability to bring reporting into accessible dashboards, giving everyone consistent, real-time insights.
- **Visibility that drives accountability:** The team valued how Prophix One enables project managers to take ownership of their financials, so leadership can turn data visibility into a tool for trust, accountability, and proactive decision-making.
- **Real-time financial control:** With Prophix One, Basepoint BA could clearly see how finance and operations would be able to spot red flags early and perform margin analysis mid-project instead of after the fact.

The shift: Before and after Prophix One™

Before Prophix One	With Prophix One 
 Hours spent manually generating reports	 Automated reports save one week per month, reclaiming time for strategic tasks.
 Limited visibility on leading indicators	 Multiple leading indicators are accessible to everyone via dashboards.
 Scattered data hindered project outcome tracking	 Unified data enabled productive monthly PM accountability meetings.
 Delayed or post-mortem job analysis	 Red flags are identified early, within 25% project completion.
 Under-billing led to poor financial outcomes	 Early under-billing detection improved underbilling by \$300K–\$500K through faster, more accurate billings.
 No clarity on labor and cost detail	 Dashboards offer easy drill into direct and indirect labor cost breakdowns.
 Siloed data with conflicting versions	 All data is unified, accurate, and instantly accessible.