



## ***Case Study***

Custom Concrete, headquartered in Westfield, Indiana, provides concrete work for both residential and commercial customers. Founded in 1969, Custom Concrete originally started as a framing company. After, they constantly had to wait for the concrete guys to arrive, Custom Concrete's founders bought a concrete form and starting pouring their own basements.

# ***TRUCKAST and Custom Concrete***

Now, in 2014, Custom Concrete's commercial work includes a wide range of projects – fire stations, churches, multi-story office complexes, and a new distribution center for Subaru parts.

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*- Casey Harvey of Custom Concrete*



***“TRUCKAST  
continuously  
provides me a real  
time and trending  
view of both IMI’s  
performance and  
our performance.”***

*- Casey Harvey of Custom  
Concrete*



Custom Concrete’s concrete supplier is IMI Irving Materials. Headquartered in Greenfield, Indiana, IMI Irving Materials was founded in 1946 and now supplies concrete to 6 states via 4 regional operations centers.

Before Custom Concrete started using TRUCKAST to manage its IMI concrete orders, the company struggled with a very manual, time intensive process to manage concrete orders. The very large concrete pours for industrial warehouses were particularly complicated for Custom Concrete to manage with IMI.

Custom Concrete would place its concrete order with IMI, and then the difficult part was managing that pour with multiple concrete trucks hauling concrete mix from multiple plants.

“We never knew where those trucks were or when they’d get there,” said Casey Harvey of Custom Concrete. “If they got 5-10 minutes late, we’d have to call IMI dispatch, or we’d call our IMI sales person and they’d call the plant or dispatch to check on our concrete. The issue is knowing where you’re at on yardage. It’s critical that we don’t have four extra trucks sitting there and you can’t use their concrete. That’s thousands of dollars extra.”

## ***Streamlined Concrete Order Management Process***

With access to real-time, trustworthy data using the TRUCKAST mobile app in the field and browser based interface in the back office, Custom Concrete's concrete management process with IMI is now much different. Custom Concrete calls IMI's dispatch, as before, and places its orders for specific mixes and specifies delivery locations and times. Once the initial concrete order is placed, Custom Concrete manages the order much differently with TRUCKAST.

"With TRUCKAST, we can pinpoint – how many yards of concrete are on the road, how many yards we've already poured, the rate that the trucks are coming, etc.," Harvey said.

One of the biggest indicators of how much Custom Concrete values TRUCKAST and the app's ability to streamline the concrete delivery process is how much Harvey uses the app.

"When we have several different jobs going at one time or if I'm one of those big industrial warehouse pours, I've got TRUCKAST running all day," Harvey said.

Instead of calling his IMI salesperson or dispatch throughout the day to manually track his concrete order and when trucks will arrive at the site, Harvey now opens up TRUCKAST on his iPhone.

TRUCKAST delivers all the data Harvey needs to manage Custom Concrete's big jobs – what concrete mixes were ordered, which plants are working on the order, where trucks are on the road and when they'll arrive at the construction site, and the total amount of concrete delivered throughout the day. The end result is much less stress on the job thanks to instant access to reliable order information and decreased down-time and delays.

Harvey is looking forward to start using the TRUCKAST photo feature that allows him to take photos of a concrete pour throughout the day and upload the photos to TRUCKAST. With TRUCKAST, having both supplier and contractor simultaneously see the same data results in improved conversations and mutual, clear accountability for delivered orders.



***"I no longer spend time calling IMI dispatch or my IMI sales person, instead I look at TRUCKAST and have my questions answered immediately."***

*- Casey Harvey of Custom Concrete*

***TRUCKAST creates unprecedented transparency and trust between suppliers and contractors.***

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