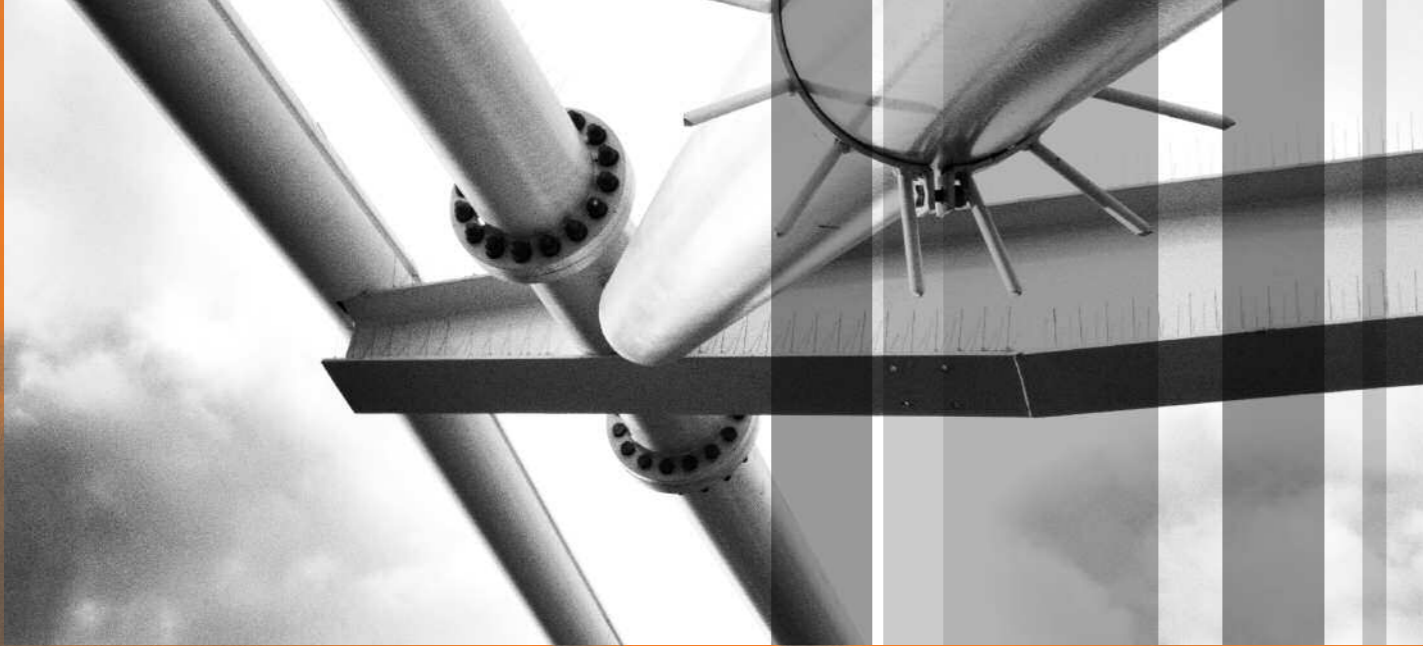


**BEHIND THE SEEN**

Clients:  
**Alfred McAlpine**  
**Amec**  
**Arup**  
**Balfour Beatty**  
**Carillion**  
**Franklin Andrews**  
**HBG**  
**Kier Group**

**McNicholas**  
**Mowlem**  
**Norwest Holst**  
**Skanska**  
**Tarmac**  
**Taylor Woodrow**  
**Wates**  
**WS Atkins**  
**URS**



[www.birdblog.co.uk](http://www.birdblog.co.uk)

**BEHIND THE SEEN**



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## CAUSEWAY - BEHIND THE PROFITABILITY OF THE CONSTRUCTION INDUSTRY

Do you ever have that feeling when you see a building and think "I made that"? At Causeway, we get that feeling quite a lot. Heathrow Terminal 5, the Channel Tunnel Rail Link, the M6 Toll Road... Our solutions are behind some of the most significant capital and term maintenance projects in construction. All right, so maybe we weren't on site at five in the morning mixing cement – but our software was working away in the background from concept to completion, 24/7, making finance, supply-chain, and content management systems operate flawlessly.

But it's not easy. There's no questioning the challenges faced by companies in our industry. National Audit Office figures show that in 2004, 37% of all construction projects were delivered late and 45% went over budget. And when you think that the industry as a whole output more than £100 billion in 2004, you can't help but sit up and think. More than that though, you've got to get up and do something about it.

At Causeway, we *are* doing something about it. Our software solutions are enabling companies to manage costs, reduce risk and increase their capacity to win more profitable work. We are radically improving the operational efficiency of construction businesses of all shapes and sizes. And in doing so, we are quietly having an affect on the industry itself – *we are making it more profitable...*



behind the seen

Causeway's software solutions are enabling companies to manage costs, reduce risk and increase their capacity to win more profitable work.

In 2004, 37% of all construction projects were delivered late and 45% went over budget. Causeway aims to improve these figures by delivering solutions to make the industry more profitable.

# TAKE CONTROL

## Enterprise Content Management Solutions

It's a well-known fact to Causeway customers that the ability to effectively manage information helps keep them competitive and reduces the risk of profit-sapping inefficiency. Our Enterprise Content Management (ECM) solutions provide many of the biggest names in the construction industry with the means to exercise control over their data, whether it relates to a single project, a whole department or their entire organisation.

The dangers of poor information management are many and varied. And in a highly competitive industry that operates to such tight margins, the risk of error, duplication of effort or lost information is a serious threat to profitability. At Causeway, we understand the pressures on the construction industry; we speak your language and understand your processes. Whether you need simple document or email management, collaboration software or tools to ensure the sharing of best practice across your business, we can work together with you to provide integrated Enterprise Content Management solutions that seriously reduce risk, enable efficient knowledge management and improve both quality and efficiency.

The management of information, in whatever form it may take, is central to your business. We know that. And you know that. So let us help you take control of it and make it work for you.

For further information on Causeway's ECM Solutions, call Marketing on 01628 552000 or email [takecontrol@causeway.com](mailto:takecontrol@causeway.com).

Integrated Enterprise Content Management solutions that seriously reduce risk, enable efficient knowledge management and improve both quality and efficiency.

# IMPROVE MARGINS

## Supply Chain Management Solutions

There are many aspects to supply chain management but when it comes right down to it, what matters most? Margins, right? You want to be able to make sure that you're tendering and buying at your best and squeezing every available penny of profit from each new project.

Causeway's Supply Chain Management (SCM) solutions provide companies with the software and services to maximise their profit margins throughout the entire tendering process and beyond. We know that bidding, procurement and sourcing within the construction industry are laden with pressures: to increase margin, to ensure compliance, to minimise risk. And we appreciate these pressures because we know



Supply Chain Management solutions to maximise profit margins throughout the entire tendering process and beyond.

the industry; we understand how your business works. So we can help you keep risks to a minimum and make the very most of those precious opportunities.

We provide a broad range of innovative products including: Causeway Estimating, the industry-leading solution for fast, accurate and efficient project pricing; Supply Chain Online, which offers reliable tracking and maintenance of your vendor data; The Building Register – quick, easy directory-sourcing from the industry's biggest database of sub-contractors and suppliers; and Tradex, our e-trading solution that offers huge savings on invoice processing time and costs.

And that's not all. For further information on all of Causeway's SCM Solutions, call Marketing on 01628 552000 or email

[improvemargins@causeway.com](mailto:improvemargins@causeway.com)

Visit The Building Register at [www.buildingregister.com](http://www.buildingregister.com)

# INCREASE PROFITABILITY

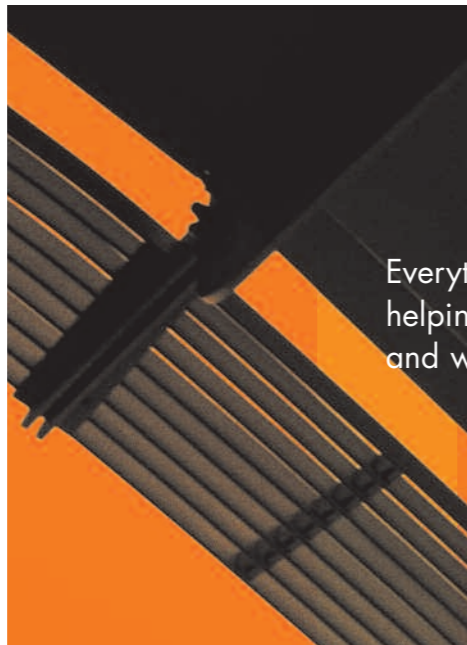
## Financial Management Solutions

According to the National Audit Office, in 2004, 45% of all construction projects went over budget. And we don't have to tell you that the profitability of the industry as a whole suffered as a result.

In a sector where the pressure on financial performance is unrelenting, Causeway offers a reliable alternative to traditional accounting-oriented and in-house financial management systems. Built on knowledge gained specialising in the construction industry, our software solutions are designed specifically with your needs in mind. Because we know your business and how it works, we can help improve your existing customer relationships and help you win new ones. Everything we do is focused on helping you manage cost, reduce risk and win more profitable work – with the ultimate goal of increasing your shareholder value.

Our financial management solutions feature some of the industry's leading products, including: Causeway Financials, the best alternative to inflexible accounting packages and costly ERP solutions; Causeway Project Accounting, for reliable cost, value and performance management; and Causeway Maintenance Management, for the efficient handling of Highways and Utilities contracts.

We know what's important to you and we'd like to help you get it. To find out how, call Marketing on 01628 552000 or email [profitability@causeway.com](mailto:profitability@causeway.com)



Everything we do is focused on helping you manage cost, reduce risk and win more profitable work.

## IT IS NOT A DIRTY WORD!

It's no secret that the construction industry has been slower than most to embrace change and invest in IT. Before seeing the light, plenty of our clients saw integrating technology in much the same way as clearing out the garage. They knew they should do it, they knew they'd been putting it off, but somehow it was easy to ignore. Having made the change though, they'd never go back – the benefits are just too great. The promise of improved cost management, reduced risk and the opportunity to win more profitable work... Who could refuse?

Not many, it seems – there's a growing trend towards the adoption of technology in our industry. Four out of five companies are increasing their IT investment, and IT strategy figures strongly on agendas in boardrooms throughout the sector. Sure, that makes us quite happy – but it goes a lot deeper than that. We know that by investing wisely in systems that improve efficiency and bottom-line performance, the industry as a whole can benefit. We firmly believe that integrated supply chain platforms such as ours could save the construction industry 5% of its current costs. That equates to about £5 billion!

No small vision – but we still believe it. And we'd like to make believers out of you.

So give us a call or visit our website at [www.causeway.com](http://www.causeway.com)