

**AroFlo**  
Your online power tool



CASE STUDY

# Velocity Electrical



## CASE STUDY: VELOCITY ELECTRICAL



40%

INCREASE IN  
BILLABLE HOURS

100%

IMPROVEMENT  
ON INVOICING  
TURNAROUND

80%

REDUCTION IN  
PAPER USAGE

### SUMMARY

A surge in the economy saw Michael Brewitt's electrical contracting company grow in size and revenue. Velocity Electrical was booming, but Michael had zero work-life balance. He could no longer keep track of his staff and the mundane task of paperwork was wearing him down.

AroFlo to the rescue. Our hosted solution helped Michael organise his business so he could pursue other passions, like travel and new business ventures. He now runs not one, but two businesses from abroad – all thanks to the flexibility of AroFlo.

### BUSINESS PROFILE

**What they do:** Velocity Electrical specialises in electrical design, installation and maintenance, as well as data communications and building automation systems. With a focus on energy efficient outcomes, Velocity is one of the first accredited EcoXpert and Eco-Smart Electricians.

**Who they help:** Commercial, industrial and residential customers.

**With AroFlo since:** 2006

**Located in:** Chippendale, NSW

**Industry:** Electrical

**Number of employees:** 8

### CHALLENGE

Michael Brewitt began his business journey as a one-man operator, but his team quickly grew to eight. You'd think hiring more staff would make life easier, but not in Michael's case. More staff meant more headaches, more paperwork and less time. Michael found he was working a 60-hour week plus the odd Sunday to keep his head above water.

The growing mountain of paperwork wasn't his biggest issue though. Forgetful staff and incomplete and poorly recorded timesheets were impacting his bottom line.

Michael desperately needed a solution to better manage his staff in the field and improve work flows. More importantly, he needed to carve out free time to explore new business opportunities.



*“AroFlo freed me up to chase new business – including starting a new company. It changed my life!”*

**Michael Brewitt, Director — Velocity Electrical**

#### SOLUTION

Always one to embrace new technologies, Michael implemented AroFlo job management software in 2006 – just weeks before he decided to travel overseas.

What made AroFlo so attractive? Our unrivalled portfolio of advanced features and a cloud-based solution that eliminates expensive IT resources and infrastructure.

AroFlo gave Michael full visibility across his entire business. From job-logging to time-tracking, materials ordered and invoicing, staff found it so much easier to properly enter information. AroFlo even logged potential OH&S issues.

Michael’s staff saw the benefits too. Supervisors were able to effectively manage and schedule staff whether they were in the office or out in the field.

Supervising electrician Corey Dix says:

*“AroFlo allows me to pick up and allocate jobs from absolutely anywhere, making my job of supervising field staff a total breeze.”*

Back in the office, processes are streamlined and Velocity Electrical’s administration nightmare is a thing of the past.

Office Manager Shaun Crowley couldn’t be happier:

*“All office procedures have come into alignment since implementing AroFlo. It makes the task of bookkeeping thoroughly enjoyable.”*

#### RESULTS

AroFlo means Michael can now spend more time ‘on’ his business rather than ‘in’ it.

Here’s how AroFlo made an immediate impact.

**40%** increase in billable hours

**100%** improvement on invoicing turnaround time

**100%** increase in productivity

**80%** reduction in paper usage

Free from the day-to-day involvement of the business, Michael pursued a new business venture – a fire protection company. Not surprisingly, it is also managed by AroFlo.

AroFlo now allows Michael to run both his companies remotely, safe in the knowledge that his valuable business data is secure and accessible from any connected PC or mobile device in the world.

AroFlo is a proven solution for the Velocity Electrical team. It’s given Michael the one thing he needed most: freedom.

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**READY TO TRANSFORM  
YOUR BUSINESS?**



**Questions? Call us**

Our expert team is here to help.

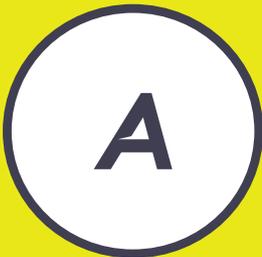
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Need to see AroFlo in action?  
Let us show you how AroFlo can get  
your life and business back on track.

**[sales@aroflo.com](mailto:sales@aroflo.com)**



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