

# SOFTWARE SELECTION GUIDE

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Five things to consider as  
you search for the right  
construction and  
real estate software



Buying software to run your construction or real estate business is one of the most important investments you'll make. If handled properly, your purchase can pave the way for improved resource utilization, stronger decisions, better client service, and increased profits.

Making the right buying decision requires careful to find a solution that will fit your company for the long haul.

To help, we've outlined five essential criteria you should consider before signing on the dotted line.....

**01** Fit and function

**02** Price and budget

**03** Usability and adoption

**04** Implementation and training

**05** Publisher commitment

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# 01

## FIT AND FUNCTION

First things first. Start by documenting your business needs and requirements. Next, determine what's holding your company back today. Where are the bottlenecks and breakdowns? Make sure to consider all angles—including process workflow, analytics, operations, mobility, accounting, procurement, client experience, etc. Identify the financial impact that these shortcomings are having on your company. Rank them in order of importance.

Be transparent throughout the process, and include all stakeholders in these discussions. Invite end users, executives, financial decision makers, and IT personnel to the table. Pay close attention to topics like usability, product scalability (to support more users and revenue), and the software's ability to sync with other products you're using today or might use in the future.

ASK

- > What are the current issues?
- > What do I need the new software to do?
- > Who will use it most and for what?
- > Where will it be used?
- > What systems need to be integrated?
- > Can it help me eliminate the need for other applications?
- > What data and information needs to be collected?
- > Is there room for growth?
- > Does the software require customization?



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# 02

## PRICE AND BUDGET

Once you've established a list of the features that are most important to you, it's time to determine your budget. Keep in mind the problems that you're facing with your current software and pencil out what those problems are costing you on a recurring basis.

Consider costs beyond the sticker price. Evaluate the full spectrum including implementation, support, maintenance, hosting, upgrade fees, and training. Any required process changes should also be considered but recognize that just because you've been doing something the same way for many years, doesn't mean it's the best way.

ASK

- > Will I need to buy other applications to fill in capability gaps?
- > Are there implementation costs?
- > Are there support and maintenance costs?
- > What about training?
- > Will there be integration costs?
- > Are there per user costs?



# 03

## USABILITY AND ADOPTION

How easy or difficult software is to use will have a direct impact on whether your workers adopt it. The software's interface should be intuitive and fast. Employees—especially digital natives who've grown up with technology—are accustomed to pleasing consumer experiences across Facebook, Uber, and Spotify. They bring similar expectations to the workplace.

Make sure to involve people who will be using the software daily to attend publisher meetings. Encourage flexibility and open mindedness, as employees may be skeptical and unwilling to let go of comfortable modes of action.

ASK

- > Is the software easy to learn and use?
- > Will I have to jump around between multiple windows and systems?
- > Does the product have good peer reviews and testimonials?



# 04

## IMPLEMENTATION AND TRAINING

Just like any construction project, your software implementation should follow a well-thought-out plan, complete with a schedule. As you evaluate software publishers, consider whether they have regional consultants available to guide your personnel through the sequence of events and training that need to occur for the new system to be implemented successfully.

During this transition, your employees will be learning a new system while at the same time maintaining their current system and day-to-day activities. With the right guidance, this does not have to be a major disruption to your business.

ASK

- > How long will it take to implement?
- > Will I need to invest in additional infrastructure?
- > Will I receive help or am I on my own?
- > What training is available?



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# 05

## PUBLISHER COMMITMENT

When you buy construction software, it's not just an investment in the product itself. Your purchase also connects you to the software publisher for years to come. As you evaluate products, verify the publisher is reputable and has your back.

A strong software package will typically have a large user base. Why? Because solutions that have large user communities typically have built-in functionality based on feedback provided by users over a long period of time.

ASK

- > How frequently does the software publisher make enhancements to their product?
- > What would happen if they acquired no new customers for a year?
- > Does the publisher have customers similar to you?
- > How large is their customer base?
- > How innovative is the solution, compared to others on the market?
- > What are the software publisher's support hours?





# LET'S TALK

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With 20 years of experience in construction and real estate, our talented team at Digitek look forward to helping you research, test and select the best software solution for your business needs. Our strategic partnership with Sage Software products and others allow us to guide you through the complex process of selecting the perfect solution within your budget.

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