



Turning 15 Problems Into One Solution: Reigniting Company Growth

About SerClean:

SerClean, Inc. provides water extraction, mold removal, fire restoration, and other disaster recovery services to homeowners and businesses. They began operating in Savannah, Georgia and have since expanded to include branches in six states — mostly across the Southeast. When natural disasters or human negligence damage homes and offices, SerClean steps in to clean up the most challenging messes quickly and professionally. They are the largest independently-owned disaster remediation firm in Georgia, and they continue expanding nationally. Due to the nature of their operations, SerClean's complex service offerings are regularly in high demand.

SerClean's Challenges: Increasing Complexity Limits Business Growth

Growth is the lifeblood of a healthy business. But growth also adds complexity. When it occurs quickly — which is often the case for successful companies — growth brings an overwhelming number of challenges. Tasks that were simple when they first started became increasingly hard to maintain as the business grew:

- Scheduling
- Inventory
- Information Technology (IT)
- Accounting
- Human Resources (HR)
- Integrations With Partners and Other Systems

While the tasks above are necessary as they supplement the business' core purpose, these supporting functions sometimes require as much attention as selling products and delivering services. When properly adapted to your business, support functions help you grow; when inappropriately adapted, they create an organizational mess that can handicap even the most successful enterprise.

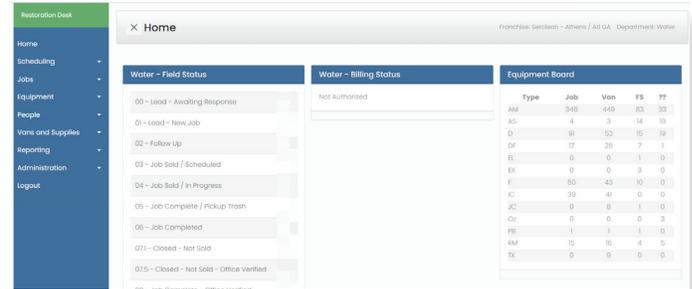
Operational Overhead Limits Growth Potential

SerClean was a growing company, so it first considered the simplest solutions to handle its accounting, invoicing, dispatching, and related functions. But, unfortunately, the various software systems that supported their efforts also hindered their continued growth.

Initially, SerClean managed most jobs through an email chain and various single-point software solutions for communications, inventory, management, contracts, and invoicing. The dispatchers noted the truck, equipment, and employees needed for a job, distributed the email to the necessary departments, and tracked everything through a single thread.

As SerClean's business took off, however, email threads became cumbersome. There were simply too many emails to track all the trucks and equipment needed for dozens of jobs over multiple states. Things started falling through the cracks, and SerClean began losing money to lost equipment and unbilled work.

Overview Summary



The screenshot shows a software dashboard with a navigation menu on the left and three main data sections. The navigation menu includes: Home, Scheduling, Jobs, Equipment, People, Vans and Supplies, Reporting, Administration, and Logout. The main content area is titled 'Home' and contains three tables: 'Water - Field Status', 'Water - Billing Status', and 'Equipment Board'. The 'Water - Field Status' table lists job stages from 00 to 07. The 'Water - Billing Status' table shows 'Not Authorized'. The 'Equipment Board' table lists equipment types and their counts across various categories.

Water - Field Status		Water - Billing Status		Equipment Board				
00 - Lead - Awaiting Response		Not Authorized		Type	Job	Van	FB	FF
01 - Lead - New Job				AM	348	148	53	33
02 - Follow Up				AS	4	3	14	35
03 - Job Sold / Scheduled				D	91	53	15	19
04 - Job Sold / In Progress				DF	17	25	7	1
05 - Job Complete / Pickup Train				EL	0	0	1	0
06 - Job Completed				EX	0	0	3	0
07 - Closed - Not Sold				F	50	43	10	0
07B - Closed - Not Sold - Office Verified				IC	39	41	0	0
				JC	0	0	1	0
				OL	0	0	0	3
				PB	1	1	1	0
				RM	15	16	4	5
				TK	0	9	0	0

A Different Application for Each Function

In place of a unified solution, the team began to add individual applications for each operational area — piecing together a solution from Dropbox, Google Sheets, and more. These various software platforms were viable, but they functioned independently instead of as a network. As SerClean grew, operating the business required maintaining 15 different software systems for tracking and managing their various business activities. This disparate web of software predictably limited SerClean's growth opportunities.

SerClean's in-house IT team attempted to create proprietary solutions for its needs but could not fully integrate the various software suites.

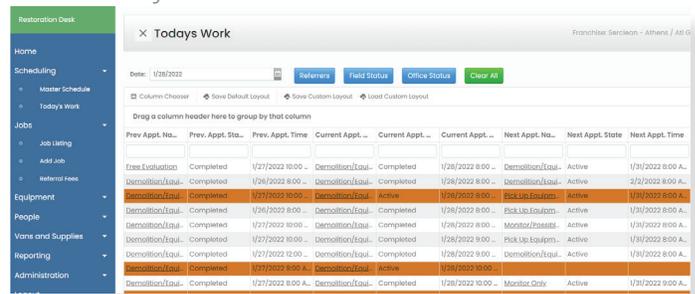
All-in-One Software Suites Didn't Fit

When the email thread and other single-point software systems could no longer track the support functions, SerClean turned to pre-built software solutions. Complete solutions, such as Service Titan, are built around predictable appointments and are a better fit for plumbers, HVAC, and pool services companies who typically know their schedule weeks in advance. But the types of generalized service industry solutions offered by the big software vendors are inefficient for a remediation company like SerClean that regularly serves customers on short notice. SerClean needed a solution that supported an emergency dispatch model which would track rented equipment and predict the performance and placement of a vast collection of SerClean's resources. SerClean needed a perfect fit.

Staff Became Overwhelmed and Growth Stagnated

Employee frustration began mounting, and the only reprieve was hiring additional office staff to manage all of the back-of-house functions like scheduling, inventory, HR, and accounting. While one staff member could support ten service vans at the beginning of their operations, SerClean found themselves needing one new office worker for every two vans because of the additional complexity. SerClean's issues manifested as a staffing problem

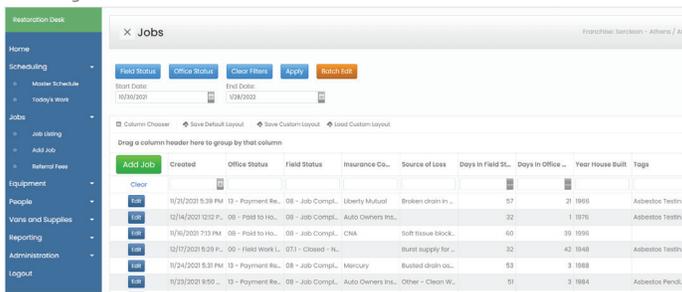
New Today View



Prev. Appt. No.	Prev. Appt. Sta.	Prev. Appt. Time	Current Appt. ...	Current Appt. ...	Current Appt. ...	Next Appt. No.	Next Appt. State	Next Appt. Time
Free Evaluation	Completed	1/27/2022 10:00	Demolition/Equip.	Completed	1/28/2022 8:00	Demolition/Equip.	Active	1/31/2022 8:00 A.
Demolition/Equip.	Completed	1/27/2022 8:00	Demolition/Equip.	Active	1/28/2022 8:00	Demolition/Equip.	Active	1/31/2022 8:00 A.
Demolition/Equip.	Completed	1/28/2022 8:00	Demolition/Equip.	Completed	1/28/2022 8:00	Pick Up/Equipm.	Active	1/31/2022 8:00 A.
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Demolition/Equip.	Completed	1/27/2022 10:00	Demolition/Equip.	Completed	1/28/2022 8:00	Pick Up/Equipm.	Active	1/31/2022 8:00 A.
Reporting	Completed	1/27/2022 12:00	Demolition/Equip.	Completed	1/28/2022 9:00	Demolition/Equip.	Active	1/31/2022 8:00 A.
Demolition/Equip.	Completed	1/27/2022 8:00 A.	Demolition/Equip.	Active	1/28/2022 9:00			
Demolition/Equip.	Completed	1/27/2022 8:00 A.	Demolition/Equip.	Completed	1/28/2022 10:00	Monitor Only	Active	1/31/2022 9:00 A.

on the surface, but the management team realized that the support software was the actual source of the bottleneck. Regardless, it was clear that SerClean had reached an impasse: they would either find a new system to manage both their core and support functions or stagnate.

New Job List



Created	Office Status	Field Status	Insurance Co.	Source of Loss	Days in Field St.	Days in Office	Year House Built	Tags
Clear								
1/21/2021 5:39 PM	13 - Payment Re.	08 - Job Compl.	Liberty Mutual	Broken drain in ...	57	21	1968	Asbestos Testi...
12/16/2021 12:12 P.	08 - Paid to Ho.	08 - Job Compl.	Auto Owners Ins.		32	1	1976	Asbestos Testi...
1/16/2021 7:13 PM	08 - Paid to Ho.	08 - Job Compl.	CNA	Soft tissue block.	60	39	1996	
12/17/2021 6:29 P.	00 - Field Work L.	073 - Closed - N.		Soft supply for ...	32	42	1948	Asbestos Testi...
1/24/2021 5:31 PM	13 - Payment Re.	08 - Job Compl.	Mercury	Busted drain on ...	53	3	1988	
1/23/2021 9:00 ...	13 - Payment Re.	08 - Job Compl.	Auto Owners Ins.	Other - Clean W.	91	3	1984	Asbestos Penc...

Monza Cloud Delivered: A Unified System for Streamlined Operations

SerClean decided to develop a customized software platform that could incorporate the various support functions into one tool. But SerClean did not have software development expertise. They would need an outside firm with experience to develop the customized solution together.

Michael Mock, the founder of SerClean, outlined the critical criteria for selecting the developers of their new software system:

They should provide long-term value.

SerClean had experimented with free software solutions and found them lacking. SerClean understood that a customized solution would be an investment that would significantly reduce its overhead. An ideal solution should be portable to additional locations as the business expands.

They should be easy to contact.

SerClean considered an offshore team to develop their software but preferred to work directly with the developer to create the solution. SerClean valued open communication and the ability to meet in person when questions arose.

The solution should be robust.

SerClean's business revolved around responding to emergencies quickly. Outages damaged the bottom line and undermined their reputation in the local communities.

The solution should be accessible.

SerClean had limited experience in the IT and cloud development industry. The solution should fully integrate into a business that does not perform its own IT and development services.

"We wanted to reduce our overhead, improve our profitability, and stay organized. We wanted a one-app solution built for a company exactly like ours," maintained Michael.

With these criteria in mind, he began his search. After speaking with several business owners in similar industries, Michael narrowed down the options and ultimately selected Monza Cloud over other competitors to develop the solution he envisioned.

A Software Partner Who Gets It

Monza Cloud collaborated with Michael and his team to scope the project into various stages. First, Monza Cloud sat with SerClean's team members to understand the pain points of each application so that they could design and build a tool that worked seamlessly to support how SerClean needed to run their business. Monza Cloud's goal was to replace each independent application piece by piece — tackling the most demanding portions of the existing software first and transitioning the remaining software systems to the new platform over 1–2 years.

Phase 1: Mobile and Web Application

Timeline: 6 Months

During Phase 1, Monza Cloud developed a mobile app and an internal, cloud-hosted application for SerClean. This tool allowed the company to track jobs and equipment, schedule appointments, and store photos and notes related to each job for proof of work. The tool also enabled communications between dispatch and field employees. The tool also became a single source of record for historical reference — tracking billable demo work and maintaining an inventory of expensive equipment both on and off the job. Having a single source of record was critical because SerClean derives a significant portion of its income by working with insurance companies that require proof of work before payment.

Phase 2: Develop and Transition

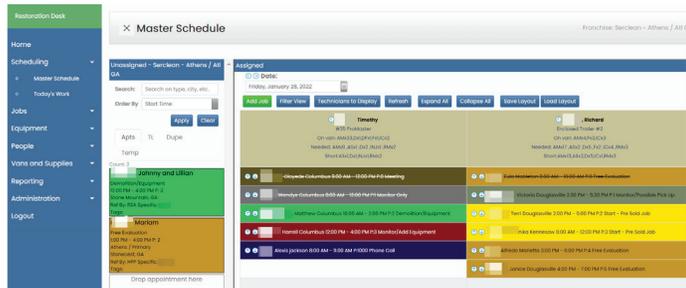
Timeline: Biweekly Sprints for 12–18 Months

With the foundation developed and in place, SerClean and Monza Cloud moved to Phase 2. Monza Cloud's team iteratively addressed the most pressing needs—including invoicing, workflow management, reporting, visualization of resources, referrals management, system administration, multi-tenancy, and CRM replacement—facing SerClean's operations team during this phase. Monza Cloud used Agile development methodologies to define the problem scope by communicating with SerClean's leadership and operations team. Then, Monza Cloud developed a module for the new platform to streamline the workflow.

As of this writing, Phase 2 is ongoing and on schedule. Monza Cloud's team visits SerClean's offices once per month to discuss any issues SerClean's employees are experiencing with the system. Monza Cloud's team works with SerClean to train team members, perform patches and bug fixes, and ensure that new workflows function well for their intended purposes.

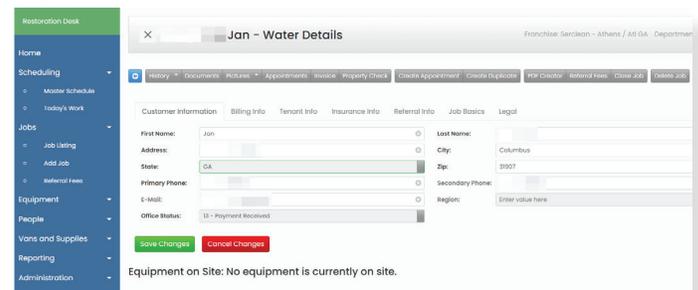
Monza Cloud also continues to update and add new features to the application and mobile app each month based on the input from the SerClean team. Each deliverable builds on the last, bringing SerClean closer and closer to a final finished product.

Master Schedule Screen



Monza Cloud had anticipated Phase 1 would take roughly six months. Using their software development accelerator, AzStudio, Monza Cloud successfully delivered the web and mobile apps on time at a fixed fee and scope. This initial project allowed Monza Cloud's teams to develop mutual trust in the partnership with SerClean during the software development process.

Detailed Customer Screen



The Results: A Platform for Predictable Performance

The collaborative effort between Monza Cloud and SerClean, while ongoing, has already yielded stellar results. Since completing Phase 1, SerClean has grown revenue by 20% while simultaneously reducing overhead. As a result, profitability has increased, and the SerClean employees enjoy doing more work with less stress and minimal rework.

Michael remarked that "...a majority of our former single-point solutions are now eliminated. We no longer have to continuously hire office staff to get around the bottleneck. It was a risk to make our own system, and clearly, that risk is paying off."



More Scalable

Michael maintains that the scalability of the new software will support SerClean's ambitious growth plans. SerClean typically performs around 250 jobs per week, and Michael feels comfortable that they could complete over 500 jobs per week without requiring any additional staff.



More Resilient

Because the system is cloud-hosted, it remains far more resilient than many alternative software systems because it's not susceptible to local outages. Additionally, Monza Cloud can remotely monitor and resolve any issues that arise, ensuring that SerClean is always available to serve its customers when disaster strikes.



Less Busy Work

The new system has eliminated the need for manual data entry and management in Quickbooks, and SerClean only uses Quickbooks to send invoices and reconcile payments. Monza Cloud plans to incorporate the invoicing, reconciliation, and outgoing payments features in the upcoming months. Because SerClean derives a significant portion of its income by working with insurance companies, a reliable bookkeeping and invoicing system is critical for accurate reimbursement. With the integration of invoicing onto the new platform, SerClean will maintain the entirety of its support functions in one integrated network that SerClean can use to expand.

A Risk Worth Taking

When Michael first started thinking about custom software development, he knew it would be a risk. Not only would it be challenging to find a developer that would treat SerClean as a partner, but also a developer that would spend the time to learn SerClean's needs. Creating a proprietary and all-inclusive software system also required the developer to provide training and regular improvements as SerClean's office staff familiarized themselves with the new technology. By partnering with Monza Cloud, Michael was able to mitigate many of those risks. Monza Cloud delivered a stable, unified system that is clearly paying off for SerClean. They remain a partner for SerClean to rely on when questions arise and a sounding board as the business expands.

Michael summarized SerClean's relationship by stating, "Monza Cloud has proven value throughout the process. Each deliverable builds on the last, so that we're moving closer and closer to a final, polished product."

Don't Let Operational Baggage Block Your Growth

Does your existing software suite restrict your ability to grow? Free yourself. At Monza Cloud, we'll help you build a tailored solution that unlocks your potential. Contact us today to start building a solution that's made with you, for you.



Monza Cloud is an Atlanta-based Software Development Company that focuses on custom applications using Azure and cloud best practices & standards. Monza was built after years of direct project work for a variety of clients, using AzStudio to fully utilize the power of the Microsoft Cloud. Visit us today, at www.monzacloud.com