

SEPTEMBER, 2021

CONSTRUCTIONTECHREVIEW.COM



Construction Tech Review



Convex

TOP
CONSTRUCTION
TECH
STARTUPS 2021

Convex

TOP
CONSTRUCTION
TECH
STARTUPS 2021

*The annual listing of 10 Construction Tech Startups
that are at the forefront of tackling customer challenges*

The Holistic Sales-Intelligence Solution for Commercial Contractors

The COVID pandemic has prompted an increased adoption of digital solutions within the construction industry. Due to this paradigm shift, several architecture, engineering and construction (AEC)-specific technology companies are now introducing a diverse range of innovative solutions and service offerings. However, when it comes to digital solutions that serve the subcontracting and commercial services sector, the options available are slim to none. Take for instance the field of sales, which is a core department for all businesses.

Here on the one hand, many sales teams still rely on word of mouth and simplistic tools such as spreadsheets for pipeline development, identifying new opportunities, and managing related workflows.



Charlie Warren

Such traditional methods can cause these departments to miss out on opportunities for newer sales and cross-selling, especially in today's digitally profound and socially distanced world. On the other hand, generic CRM solutions more commonly used by larger enterprises may not necessarily be contractor-specific. Most aren't very user-friendly, nor are their interfaces open to dynamic customizations for contractors/AEC-related sales workflows. Simply put, these solutions are just not cut out for property-oriented sales processes, lacking even the basic flexibility required by field professionals, or populating the solution with sales data.

Needless to say, subcontractors and commercial services providers today require a robust and easily adaptable solution that can help enhance and streamline sales operations. California-based Convex recognizes this need and addresses it holistically. The company brings to the table Atlas, a data-rich software purpose-built for commercial contractors that does away with the limitations of the spreadsheet and other sales tools of the past. The solution taps into the core necessity for construction-related commercial services—the geographic location of the buildings that a commercial services provider can potentially serve—to deliver performance that is both function-rich and easy to use. “As a force multiplier for sales professionals in the field, or office executives looking to uncover new business opportunities, Atlas is a platform designed for commercial contractors, by commercial contractors,” mentions Charlie Warren, CEO, Convex.

Atlas provides sales professionals and their executives with a map view of all buildings in their proximity and brings forth building information, contact information, ownership data, and permit history, all at the click of a button. This built-in prowess enables subcontractors and service providers



to quickly identify new service opportunities and related decision makers. Additionally, many teams seamlessly populate their existing client data onto Atlas to gain insightful geo-local property information. All the sales-related workflows, including task management and reminders-n-alerts, tie back to the virtually rendered physical locations of the buildings, making it all the easier for sales professionals to act on them.

Filtering properties by vertical segments or service types—such as plumbing, HVAC, building automation, electrical and lighting, fire and safety, and even janitorial services—enables maintenance service reps (MSRs) to quickly identify target properties and initiate targeted sales campaigns.

They avoid making unnecessary cold calls while simultaneously improving the chances of every outreach becoming a warm lead. Further, with Atlas’ data, companies can measure their market share, strategize sales outreach, and chart their pipeline development proactively. Thanks to Atlas’ shared activity dashboards, sales reps and managers can now work collaboratively while staying updated on the progress of each lead conversion in the sales pipeline. Moreover, the sales leadership can get a bird’s eye view on all sales activities. Contractors can also nurture good customer relations using Atlas. Convex uses industry-standard data protection measures and implements clear partitions between customer accounts such that every client’s

“
As a force multiplier for sales professionals in the field, or office executives looking to uncover new business opportunities, Atlas is a platform designed by and for commercial contractors
”

data and its related activities remain private. In addition, Atlas is equipped with data encryption and single sign-on capabilities to authenticate users and ensure data protection at all times.

Owing to Atlas’ multi-faceted value proposition, Convex continues to script several success stories, giving its clients an edge in the market. Warren recalls how Atlas enabled Haynes Mechanical, a Colorado-based building automation, and HVAC contractor, to double their sales team’s bookings in just two months, ultimately contributing to nearly 30 active proposals and \$400k in the new pipeline. In another instance, Climate Engineering bid adieu to uncoordinated sales activities and duplication of sales efforts. They were able to unlock disciplined business expansion around existing customers while fostering teamwork and a shared sense of progress across all sales teams.

Having carved a niche in the construction space in a short span since its founding in 2017, Convex now looks ahead, with the objective of broadening the scope of Atlas. The company will continue to surface critical property data within Atlas to accommodate more service types. “Our broader vision is to be the industry cloud for commercial services, and to build, deploy and serve products across various vertical industries, while supporting more user groups. The way to get there is by diversifying and growing the product footprint,” mentions Warren. The future looks bright for Convex. 