



# Consulting Practice Case Study

## *Maracay Homes CONSTRUCT! System*

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## Maracay Homes

**flex** design™

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*In 1997, Maracay Homes made the decision to begin the implementation process of a custom software application known as CONSTRUCT! Since that time, Maracay, with the assistance of the ITSynergy consulting team, has made many improvements and enhancements to the original system. Today, Maracay is realizing the full benefit of a truly automated and fully electronic flow of data in its operations. Many homebuilding companies are still saddled with paper based systems, resulting in lower efficiency and accuracy, combined with a higher overhead requirement in terms of personnel expenses. In addition, these paper-based systems do not lend themselves to process reengineering or other forms of improvement. Through the use of the CONSTRUCT! System, Maracay has been able to avoid this trend, and enjoy the financial benefits of a highly automated system. The ITSynergy team has designed a system that begins with the remote Maracay sales offices and allows information to flow electronically through all the way to the back end third-party business accounting systems. The system has a complex set of business rules and logic built in, which has saved significant time and money by reducing the errors that frequently occurred with manual processes. Maracay has also been able to successfully reengineer their business process take full advantage of these highly automated systems.*