

NUCLEUS
RESEARCH

ROI: 1228%

Payback: 2.4 Months

PRONTOFORMS

PRIMELINE

ANALYST

Isaac Gould

THE BOTTOM LINE

PrimeLine, a field-services conglomerate, achieved a 1228% average annual ROI and payback period of 2.4 months from its ProntoForms deployment. Prior to ProntoForms, PrimeLine managed its forms through paper and Excel processes, which hindered its ability to submit accurate safety data in a timely manner, thereby incurring fines from regulatory agencies and jeopardizing current contracts and prospective opportunities. Since deploying ProntoForms, PrimeLine has digitized and democratized form development and management across all subsidiaries. With each business unit capable of deploying forms to meet their specific safety reporting requirements while centralizing data to allow PrimeLine to complete safety audits, the company has avoided fines and reduced customer churn to the tune of \$3M to \$5M annually. PrimeLine has also deployed timekeeping forms and custom inspection forms, resulting in productivity gains and new lines of business.

THE COMPANY

Founded in 2013, PrimeLine is an American holdings company within the Electric, Oil and Gas, and Telecommunications industries. Pursuing an M&A growth approach, the parent organization has acquired seven field services companies. Today, PrimeLine has over 50 facilities, 3000 employees, and generates nearly \$600M in annual revenue.

THE CHALLENGE

Since its founding, PrimeLine has grown rapidly through acquisitions. By 2016, PrimeLine had seven subsidiaries but lacked a centralized system to process forms and submissions. Most of PrimeLine's subsidiaries leveraged paper and Excel to manage their forms. Field agents and foremen filled out lengthy forms by hand and clerks were required to manually enter data, thereby making ad-hoc analytics and report generation near impossible. As such, form submission processes were slow, rife with human error, and the company lacked visibility both at the local and corporate levels. The company encountered difficulty consolidating and reporting safety data to regulatory agencies and client requests, incurring Occupational Safety and Health Administration (OSHA) fines and negatively impacting the customer experience.

**Cost : Benefit
Ratio** | **1 : 3.5**

THE STRATEGY

PrimeLine knew it needed to digitize its forms to accelerate and track submissions and enable analytics for dashboards and KPI calculations. Another priority was the ability to develop forms in-house since each subsidiary had its own unique requirements and use cases. Selecting ProntoForms in 2017, PrimeLine deployed the platform and developed five forms pertaining to Safety Audits within a month. In 2020, PrimeLine considered replacing its form platform with FieldSquare, but decided to stick with ProntoForms for the following reasons:

- Self-service. PrimeLine wanted each of its subsidiaries to manage their own form creation and submission processes to improve operational agility. For example, customers would often request specific information requiring the subsidiary company to quickly spin up a new form or configure an existing one. ProntoForms' ease of use better met PrimeLine's self-service demands, where clerks only needed 30 minutes to become proficient with the platform. By managing form development in-house,

PrimeLine avoids costly consultant usage, lowering the overall Total Cost of Ownership (TCO).

- Reporting functionality. PrimeLine preferred ProntoForm's reporting capabilities, citing appealing PDF outputs that required minimal configuration. Generating reports is also straightforward. Executives expressed satisfaction with the ability to quickly query data for ad-hoc reports and presentations. Additionally, ProntoForms supports custom email outputs. PrimeLine customers can receive information directly to their inbox in a format customized according to their feedback as to what data matters most from each type of form being submitted.

TYPES OF BENEFITS



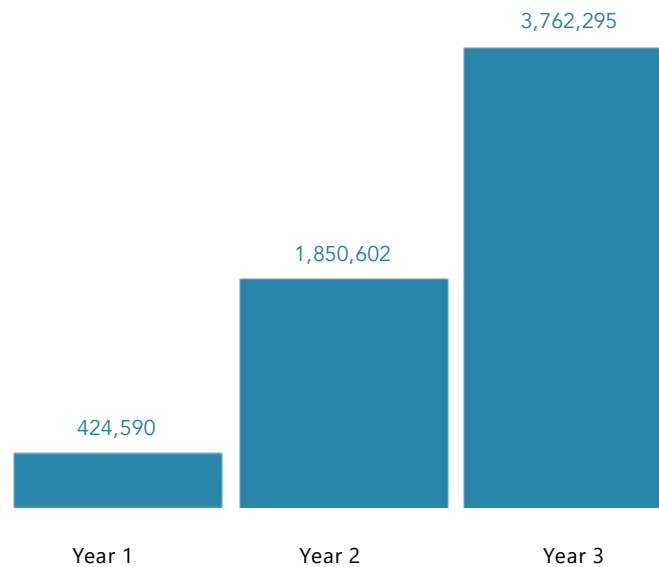
KEY BENEFIT AREAS

To date, PrimeLine has deployed over 125 forms across its seven companies. Primary form categories include Safety, Time Keeping, and Field-Service Inspections. Key benefit areas seen as a result of the ProntoForms deployment include improved regulatory compliance, increased revenue, and improved employee productivity.

- Improved Compliance. With ProntoForms, PrimeLine's safety audits are streamlined. Gathering information for OSHA and client requests is easier as form data is automatically consolidated, and employees can quickly query data to provide answers. This has accelerated audit cycles, slashing time previously spent on information requests by over 50 percent and reduced fines by over \$50,000 per year. By improving safety reporting processes, PrimeLine's Safety forms have also saved multiple contracts to the tune of \$3M to \$5M every year. Customers have greater confidence in PrimeLine as a Health & Safety steward as the company improved its audit performance.
- Increased Revenue. In addition to saving at-risk contracts, ProntoForms also helped PrimeLine secure new lines of business. For example, several customers in the utility industry requested PrimeLine to perform inspections on projects that required specialized forms. PrimeLine developed and deployed multiple unique inspection forms to win the opportunities, generating over \$100,000 in profit per year.

- Reduced operational costs. The digitization of PrimeLine’s form processes led to a reduction in operating costs through increased employee productivity, avoided and retired FTEs, and paper savings. Before ProntoForms, many of PrimeLine’s companies managed form submissions with data-entry clerks. Within Safety, four safety clerk FTEs were avoided. PrimeLine also developed Timesheet Forms for short-term and high-value contracts. As PrimeLine won more contracts, it avoided at least 1 FTE, and existing clerks saved five to ten hours per week processing timesheets. Altogether, PrimeLine accumulates over \$30,000 per year in paper savings by leveraging digital forms and tablets.

CUMULATIVE NET BENEFIT



KEY COST AREAS

PrimeLine leverages ProntoForms across all subsidiaries, incurring subscription costs on a per form and user basis. The largest cost area is the associated costs of employee time spent developing forms and administering the system. Additional cost areas include personnel time spent on the implementation, personnel time spent training form developers and administrators, as well as form development fees paid to ProntoForms.

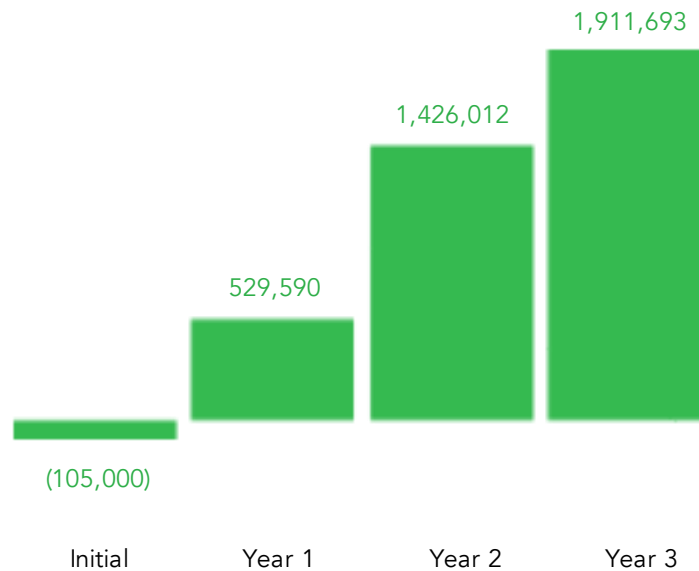
LESSONS LEARNED

As a holding company, PrimeLine is most concerned with implementing operational improvements across its child organizations. As the parent company, PrimeLine also needed greater visibility over the day-to-day operations of its various holdings. Modernization of form processes was a priority in this regard. At the same time, PrimeLine valued the

independence of its subsidiaries and grants a large degree of operational freedom to its business units. Therefore, PrimeLine selected ProntoForms, a platform that supported individuals to build forms for their instances while still granting the head office the ability to track employee and project progress and access data for analytics and reporting.

By democratizing form development across the organization and allowing subsidiaries to self-manage form processes, PrimeLine improved its business agility. PrimeLine's business units immediately addressed their pain points and opportunities without burdening or waiting on the head office. Furthermore, the ease-of-use of the platform meant PrimeLine only paid \$5000 to ProntoForm's form specialists for the first five forms and incurred no additional consultant costs since.

NET CASH FLOWS



CALCULATING THE ROI

Nucleus Research analyzed the costs of software, hardware, personnel, professional services, and user training over a three-year period to quantify PrimeLine's total investment in ProntoForms technology.

Direct benefits quantified include the reduction of paper usage by eliminating physical forms and avoided OSHA fines and other lawsuits because of improved audit performance. Indirect benefits quantified include reduced customer churn from improved safety reporting, increased profits from new lines of business, and time savings for clerks from eliminated data entry. The improved productivity benefit is multiplied by a correction factor to account for the inefficient transfer of time between time saved and additional time spent working.

Benefits not quantified include the avoidance of consultant usage to develop and deploy forms on an ongoing basis.

FINANCIAL ANALYSIS

Annual ROI: 1228%

Payback period: 0.2 years

BENEFITS	Pre-start	Year 1	Year 2	Year 3
Direct	0	45,163	76,372	86,409
Indirect	0	1,116,365	1,801,032	2,143,625
Total per period	0	1,161,528	1,877,404	2,230,034

COSTS - CAPITALIZED ASSETS	Pre-start	Year 1	Year 2	Year 3
Software	0	0	0	0
Hardware	0	0	0	0
Project consulting and personnel	0	0	0	0
Total per period	0	0	0	0

COSTS - DEPRECIATION	Pre-start	Year 1	Year 2	Year 3
Software	0	0	0	0
Hardware	0	0	0	0
Project consulting and personnel	0	0	0	0
Total per period	0	0	0	0

COSTS - EXPENSED	Pre-start	Year 1	Year 2	Year 3
Software	100,000	159,524	210,019	0
Hardware	0	0	0	0
Consulting	5,000	0	0	0
Personnel	0	453,894	239,448	283,192
Training	0	18,519	1,925	35,150
Other	0	0	0	0
Total per period	105,000	631,938	451,392	318,341

FINANCIAL ANALYSIS	Results	Year 1	Year 2	Year 3
All government taxes	45%			
Cost of capital	7.0%			
Net cash flow before taxes	(105,000)	529,590	1,426,012	1,911,693
Net cash flow after taxes	(57,750)	291,274	784,306	1,051,431
Annual ROI - direct and indirect benefits				1228%
Annual ROI - direct benefits only				-379%
Net Present Value (NPV)				1,757,794
Payback period				0.2 years
Average Annual Cost of Ownership				502,224
3-Year IRR				626%

All calculations are based on Nucleus Research's independent analysis of the expected costs and benefits associated with the solution.