

# California Building Supplier Calls aSa its 'Main Partner' in Technology-driven Customer Service

***PJ's Steel, Lumber & Building Materials chooses aSa solutions for three main reasons: established products, system-wide integration, and 'fantastic' support.***

PJ's Steel, Lumber & Building Materials' mission statement says: "PJ's will set the standard into the next century by adding the resources and technology necessary to maintain the highest level of service and products in the Bay Area." Over the past four years, the "technology necessary" has meant using aSa to automate their accounting and rebar processes. Operations Manager Jeff Veilleux calls aSa "our main partner" in turning technology into value for PJ's customers.

"What sets us apart," says Jeff, is the fact that we're dedicated to continuously learning from our customers so we can better serve their needs. At most operations, there are one or two key people with this dedication but here, everyone is active in learning from the customer." Jeff also notes the company's 97% on-time delivery rate.

Located just east of San Francisco, PJ's is a combination building supplier and

rebar fabricator. Jeff says his company has supplied material for many very interesting Bay Area projects, including celebrities' and sports stars' homes. One he mentions in particular is Charles Schwab's home on the ninth hole of the famous Pebble Beach Golf Links.

Another higher-profile project that Jeff mentions is Santana Row, a 40-acre "neighborhood" — complete with shopping, dining, nightlife, and housing — designed and built from the ground up. Jeff says the Santana project was especially notable because a 10-alarm fire — the biggest in San José history — broke out in the complex's Santana Heights apartments during construction.

Jeff, who has been with PJ's since 1995, oversees the company's technology development. In addition, estimating, detailing, and order processing departments all report to him. It was Jeff who made the decision to purchase aSa software in 2000. At the



time, PJ's was using a different rebar software package but switched to aSa for several reasons. "(aSa's) detailing and estimating products had already proven themselves, and (aSa was) just coming out with the Sage (now MAS 500) product to truly integrate rebar and accounting information," says Jeff. He says that aSa Rebar Financials has helped PJ's meet their goal of "automating as much of the clerical duties as possible."

"Being able to generate a bar list from a sales order saves us so much time," he continues. Jeff explains that in the past, one person would create sales orders by hand, while another created bar lists. Involving multiple people increased the chance for miscommunication and

*Left photo, PJ's "will call" and office staff recently moved into a brand new facility. Right, Nikki McQuilliams at the sales counter manages customer orders using the aSa Sales Order Screen. PJ's says the ability to create on-the-fly bar lists from Sales Order saves time and reduces the chance for mistakes.*





*Above, a truck load of rebar fabricated by PJ's Steel, Lumber & Building Materials ready for shipment. Operations Manager Jeff Veilleux says that PJ's employees continuously improve service by learning from their customers and by using the best technology available, including aSa rebar, accounting, and distribution solutions.*

errors. "Now, we have a single person who does the entire job; as long as that person checks the list carefully, we've virtually eliminated errors," he says.

PJ's uses the Inventory Management/Distribution version of aSa Rebar Financials, which is a good fit because of the company's dual role as rebar fabricator and building supplier. Jeff admits that his staff has a long way to go in realizing the full potential of the IM software, but praises the system's ability to provide a "real-time snapshot of stock status." Before MAS 500, Jeff said they could look and see what products were on the floor, but never knew how much of a product was already committed. "Now, anyone can run a report and have this information in seconds," he says.

Another reason Jeff says PJ's uses aSa solutions is the support. He notes that aSa has been very helpful with rebar, MAS 500, and IT issues. Jeff goes on to call aSa support "fantastic." □

# Three Familiar Voices

***If you've called aSa for help with reinforcing or CAD, you've probably talked with Angela, Joe, or John.***

## **Angela Pungitore**

Angela has some customers experiencing déjà vu. Originally a programmer with aSa 1988-1996, she spent a lot of her time helping with support calls. After seven years at home with her children, Angela is back at aSa several days a week, providing support for Estimating, Bar List, and Production software issues. A long-time expert with DOS aSa applications, Angela is now learning and helping customers with aSa e<sup>x</sup> software as well.



**Angela**

## **Joe Keenan**

Joe's quiet, calm voice has helped hundreds of detailers find answers to questions about MicroStation® and aSa CAD/Detailing software. Joe started at aSa in 1997 with plenty of CAD experience. He worked as an AutoCAD® instructor at Pittsburgh Technical Institute. (aSa's Tom Shaw was his supervisor at the time.) After PTI, he worked for a company providing phone support for a half-dozen CAD packages, including MicroStation and AutoCAD. Currently, Joe provides phone support, tests changes to CAD applications, and is also one of the primary instructors for the aSa CAD/Detailing Training Course.



**Joe**

## **John Swiderski**

John's background combines strengths in CAD and IT services. Like Joe and Tom, he also worked at PTI, where he taught IT skills for the school's Computer Systems Specialist program, and was program director for the CAD Management Course, where he taught CAD students how to become CAD department administrators. John also ran his own IT business building and repairing PCs, setting up and administering networks, and managing computer domains. His current role at aSa reflects his strengths: he teaches and provides support for CAD/Detailing, but his office is in the IT area, where he helps with computer setup and hardware issues.



**John**