



**KEELTY**  
CONSTRUCTION, INC.

CASE STUDY

#### Industry

- Residential construction & design
- Commercial development
- General contractor

#### Challenge

- Antiquated accounts payable workflow
- Team communication degradation
- Document & invoice processing prone to error

#### Solution

- inBuild's artificial intelligence software
- inBuild 3rd party ERP integrations

#### Results

- Streamlining AP
- Accuracy rate of 97%
- 10x invoice processing
- Improved team moral

## How Artificial Intelligence Solves a Monthly Headache and Positions Keelty Construction as a Leading General Contractor in One of the Most Competitive Landscapes in the Country

*Coming from their antiquated regimen, inBuild offered a wholly automated system from invoice receiptal, through to Keelty's already integrated ERP systems of Sage and QuickBooks, removing the necessity for 95% of the team's manual data entry.*

### SUMMARY + BACKGROUND

Coming from three generations of contractors, Patrick Keelty worked throughout high school and college for his family's company before deciding to teach skiing in Aspen, Colorado for a winter season. That season turned into building a career, home, and life in the beautiful valley. Starting with small, custom high-end homes and remodels, he incorporated his own business, Keelty Construction in 1989. In the 30+ years since, he's grown his business on a foundation of hard work, integrity, and a detailed attentiveness to every client. Patrick carefully scaled his operation to significant size where it currently manages a diverse portfolio of projects ranging from fully custom residential homes to large scale commercial buildings. In a valley less than 30 miles long – packed with over 100 direct competitors – Keelty Construction has advantageously succeeded by creating a business culture that thrives on full transparency and a detailed attentiveness to each and every client.

While running a company with such strong values pays immense dividends in relationships with clients, it also presents huge challenges internally as Keelty Construction must keep its employees, records, and data at the utmost level of organization, ready to present to a client on a moment's notice. This creates trust between individual clients and Keelty, but maintaining it demands excessive time on the backend from Keelty's team. Compounding this challenge is the monotonous time-consuming, manual-entry activities surrounding billing cycles, generating pay applications, and other associated accounts payable legwork.

*“ The bookkeeper used to be the target of our frustration at the end of every month... Now we all know where everything is and nothing is lost- the mental state of the team is much, much more positive.*

*Mike Charles (Senior PM)*

*“ We've gone from individually spending 20+ hours per project, per billing cycle, to around two or three hours* Mike Charles (Senior PM)

## THE CHALLENGE

As Keelty grew, so too did their AP challenges. To uphold a standard of accuracy and transparency across the board, each Project Manager routinely had to spend over 20 hours each month receiving, organizing, and approving invoices to build out each current project's budget and the associated client's pay application. A lead PM described, "everything would come by email. But we wouldn't know who received which invoice for a project, so we would all email each other the invoices to see which project it belonged to. Then, when we'd finally associated each invoice with its correct project, the real work began. We'd code each individual invoice onto a PDF and email it to the bookkeeper. She would then manually enter the data into Sage for accounting, and we'd build the pay application from there."

The bookkeeper printed all invoices, physically sorting to ensure detailed tracking—but the sheer volume of documents created a fallible and unsustainable system.

Nearly 90% of this work for both the PM's and bookkeeper was manual data entry/cataloging and as such were prone to errors with each billing cycle. This added the necessity for up to four drafts of pay applications, each taking days to complete, to catch errors before presenting a final draft to clients. This impractical and labor-intensive process ensnared all team members in the minutiae, inducing stress around delays in project development and overall business growth. The team actively searched for a simple solution to rectify the intensifying issue of AP but found no help in the industry or among their current enterprise resource planning (ERP) systems of Sage and QuickBooks.

*" We used to have errors in billing where we would accidentally double-bill due to how many layers of human communication were needed. We would make mistakes. Now we all have the confidence that every dollar is where it's supposed to be.*

*Scott Billeisen (Senior PM)*

*" We no longer print every single invoice. In fact, we don't print any invoices anymore. All of it is automatically in inBuild's central interface and cloud where the whole team can see everything and it's automatically tracked from receiving via a subcontractor, to pay applications for the clients.*

*Mike Charles (Senior PM)*



## SOLUTION & RESULTS

Through the Aspen valley business grapevine, inBuild was presented as a solution, and the Keelty team was immediately thrilled by its potential to solve their AP issues. Coming from their antiquated regimen, inBuild offered a wholly automated system from invoice receipt, through to Keelty's already integrated ERP systems of Sage and QuickBooks, removing the necessity for 95% of the team's manual data entry. "The integration was nearly seamless: the fact that it works with our other software was a huge add. The improvements seen from the team have been all encompassing." Not only has workflow and invoice/AP efficiency increased almost 10x for all members and eliminated almost all human composed errors, but the constant dread of "that time of the month" has almost been completely negated.



*" I didn't really realize how bogged down our system really was until after integrating inBuild. We all individually have at least an extra 10 hours a week we can put towards business development and project improvement- vs the mind-numbing headache of AP Scott Billeisen (Senior PM)*

Because the integration of inBuild's software with Keelty's active ERP systems was seamless, the team saw benefits immediately. The team quickly learned the simple interface and document flow- from receiving to approval, to building out budgets, to syncing with QuickBooks and Sage, and finally to creating a pay application. Keelty Construction has taken their obsolete, time-consuming paper-based system to manage their AP, to a functional, software based artificial intelligence that automates their whole process into just a few clicks of the mouse- allowing the whole team to get back to building outstanding projects and wonderful relationships with clients.

*" Before inBuild, it took our team two weeks to complete all our projects' pay applications. After integrating inBuild, it takes only a day or two. It's always the first application I log in to when I get to the office. Janet Herrera (Bookkeeper)*

