

MotionSteel Doubles Estimating Capacity with AI-Powered Takeoffs

LIFT automation frees up 50% more time and doubles monthly bids without sacrificing quality

COMPANY PROFILE

MotionSteel

Calgary, Alberta

BUSINESS GOAL

Double estimating output while maintaining bid accuracy and award rates

THE BOTTLENECKS

- ✗ Manual, paper-based takeoffs limited speed and productivity
- ✗ Frequent omissions caused rework and inefficiencies
- ✗ Teams completed estimates at the last minute under pressure

THE RESULTS



40–50% of team time freed up for better reviews



Estimating capacity increased from 30–40 to 70 bids monthly



Fewer omissions and faster project turnaround

HOW LIFT HELPED

MotionSteel Implemented LIFT's AI-powered takeoff software to automatically generate Bills of Materials from drawings, increasing estimating speed, accuracy, and team productivity.

- ✓ Automated BOM generation in minutes
- ✓ Improved accuracy through data extraction
- ✓ Easy-to-learn and rapid adoption

“LIFT was a no-brainer. We’ve doubled our monthly estimates and freed up nearly half our team’s time for better reviews and higher-quality bids.”

Jay Livesey
General Manager

MOTIONSTEEL
PART OF THE CYNTECH GROUP

MotionSteel achieved greater bidding capacity, faster takeoffs, and improved accuracy, enabling growth without increasing headcount or reducing award rates.