

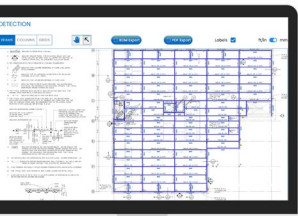
Revolutionizing the Estimating Process at King Steel with Sketchdeck.ai

BACKGROUND

King Steel was founded in the 90s with a focus on steel fabrication in the southeast region. With a leadership transition to Marvin Brown and Gabe Tilley in 2018, the company sought to expand and continue to serve its customers. This year King Steel will transition from a 70K sq ft. fabrication facility to 100K sq ft. fabrication facility and is well suited to expand its estimating capacity as a result. With estimating as a bottleneck, **King Steel sought to implement innovative solutions across their workflows** that would enhance their operational efficiency, with the aim of optimizing their fabrication capacity and improving the company's profitability.



SOLUTION



LIFT, SketchDeck.ai's automated material take-off software, was introduced to automate parts of the estimation process, significantly reducing manual input, and enhancing both speed and accuracy. LIFT's capabilities, including **autodetecting steel members on plan, bracing on elevations, and more recently, automating column take-offs, allows for rapid and precise take-offs**. This technology **has enabled King Steel to increase their revenues and expand their market visibility through new opportunities** previously deemed unfeasible due to time and capacity constraints.

“Without LIFT, I don't think we ever would have even tried to take on that job. But because we had it, we knew we could use it to shortcut the process. And that's exactly what we did.”

Troy Ernst, Chief Estimator at King Steel

IMPACT

4-day

Manual process



2-day

Automated process



Efficiency Boost:

LIFT has **revolutionized King Steel's estimation process**, in some cases cutting down the time needed to estimate a job from four days to just two. This dramatic improvement means the estimating team can now **handle more projects** at the same time, expanding their capacity and potential for growth.



Strategic Agility:

Thanks to LIFT, King Steel can sift through more opportunities than before. With the increased bandwidth, King Steel is **not just keeping up, they are staying ahead**, ensuring that they can consider a wider variety of projects and **make smarter, more strategic decisions**.



Competitive Edge:

King Steel's new ability to deliver quick and accurate project estimates sets King Steel apart in a competitive industry. **Meeting tight deadlines without sacrificing accuracy** gives them a distinct advantage, allowing them to stand out and respond to their customers with greater confidence.



Enhanced Customer Relationships:

Their commitment to **rapid responses** and **spot-on estimates** will continue to solidify their reputation as a reliable partner in the eyes of general contractors. This reliability **fosters stronger, long-lasting business relationships**, enhancing customer satisfaction and loyalty.

“It would be awful not to have LIFT. We're relying on it now.”



Troy Ernst,
Chief Estimator at King Steel

“The beam counts are spectacular.”

James Jones,
Sr. Estimator