



YEAR OF BOLD DIGITAL TRANSFORMATION IN THE CONSTRUCTION INDUSTRY



The Banja Luka-based construction company, Aragosta Invest, proudly stands with over three decades of prosperous business. During this time, they have evolved from a small family business into one of the region's leading providers of construction services. What sets them apart is their ability to independently manage a diverse range of construction projects — from land acquisition to final sales. Their portfolio spans civil engineering, housing construction, hospital facilities, and even power plants. Despite the company's healthy and manageable growth, currently overseeing a team of 150 employees, the construction sector's accelerated pace and growing complexity have prompted necessary adjustments to processes and work methods.

COMPANY NAME:
Aragosta
Invest d.o.o.

LOCATION:
Banja Luka

INDUSTRY:
Construction

SERVICES:
Construction
and architectural
engineering

ESTABLISHED:
1990



CANON THEREFORE ALLOWS US TO EXPEND LESS ENERGY ON SUPPORTING PROCESSES AND DEDICATE MORE TIME TO OUR CORE MISSION – CONSTRUCTION. I DON'T MEAN TO SOUND PRETENTIOUS, BUT I GENUINELY BELIEVE THAT THEREFORE OFFERS EXCEPTIONAL POSSIBILITIES.

Marko Savić, Technical Director,
Aragosta Invest

ANTICIPATING THE FUTURE AND THE IMPERATIVE OF DIGITAL TRANSFORMATION

At Aragosta Invest, a growing awareness emerged that digital processes were struggling to keep pace with the demands of daily business operations. “We knew that tackling certain challenges required equipping our team with the appropriate tools,” explained Marko Savić, Technical Director at Aragosta Invest.

In the past, while they did pay attention to digitizing business processes and gradually transitioned most documentation into electronic formats, this approach proved relatively time-consuming, with its impact varying across different processes. As the Technical Director Marko Savić and his team had already explored specific digital tools primarily linked to on-site construction activities. While searching for ways to optimize supporting processes (procurement, financial claims management, real estate registry), he also reached out to Planet Soft, Canon’s partner, with whom they had established a regular collaboration.

The initial analysis quickly revealed that Aragosta Invest required an integrated approach — an electronic protocol to handle claims efficiently and over 500 monthly invoices. The proposal to extend the digitalization to other processes considerably broadened the scope of the initial project. In such projects, it is essential to present all the potential features the proposed solution offers, considering possible expansions and upgrades in the future.

STEP BY STEP: A YEAR OF DIGITAL CHANGES

The initial discussions between the two companies began in the summer of 2022, and in about a year, they successfully transformed and streamlined numerous key business processes in several phases. In the first phase, they designed a digital protocol for order and invoice processing, starting with analyzing approximately 3500 old documents. Based on the collected data, they proceeded to tailor Canon’s Therefore system to align with the specific needs and operations of Aragosta Invest in just a month and a half, accompanied by comprehensive training sessions for the employees.

The transition proceeded swiftly, with employees at Aragosta Invest seamlessly adapting to the new system. Then, they tackled digitizing the real estate registry, which took a bit more time due to the extensive documentation. Later, the focus shifted to timekeeping and HR management solutions. An essential optimization achieved through the Therefore system was the recording of confirmations for the issuance and receipt of goods. Given the substantial daily influx of materials, shipments, and machinery to construction sites, centralized digital recording significantly enhanced the transparency of the entire process.



“ WE ENTIRELY RESTRUCTURED SOME PROCESSES AND STARTED DOING CERTAIN THINGS DIFFERENTLY. HOWEVER, THE MAIN ADVANTAGE OF THE THEREFORE SYSTEM IS THAT IT COULD BE TAILORED TO HOW WE OPERATE IN OUR COMPANY, RATHER THAN US HAVING TO ADAPT TO THE SYSTEM.

Marko Savić, Technical Director, Aragosta Invest

MORE SATISFIED, MORE PRODUCTIVE, MORE INFORMED

The digital protocol and cost tracking work seamlessly: the company estimates that by automating this process, they have saved at least half the time previously required for recording costs. According to Marko Savić, a crucial positive change is increased transparency in all steps necessary to complete a specific transaction. Similarly, they have enhanced efficiency in reviewing deliveries and goods receipts at construction sites – in the past, one person spent half a day providing the necessary (paper) documentation at all locations. Real-time access to all data enables better planning of stocks and distribution across all construction sites. An additional advantage is automated reporting, saving users much time. The intuitive nature of the Therefore system is particularly valuable, allowing users a high level of autonomy in their work with minimal training.

However, the most significant benefits are yet to come. After a year of usage, the system will evolve into an extensive knowledge repository for overseeing construction operations. Based on the acquired data, processes can be analysed at all levels, enabling the formulation of plans for the future in a new, more strategic manner.

“At Aragosta Invest, we remain steadfast in our commitment to innovations and enhancements that drive progress and growth in the construction business. Over the past year, we focused on a crucial aspect of digital transformation, aiming to optimize our business processes and enhance productivity. Collaborating with Canon and their partner, Planet Soft, we undertook an extensive digitalization project. This endeavour wasn't merely a technical challenge; it necessitated adapting our working methods,” concluded Veljko Jarić, Owner and General Manager of Aragosta Invest.



WHAT'S NEXT: EXPANSIONS AND UPGRADES

The enthusiasm within the company is palpable as they discuss their numerous plans for the Therefore system. In 2024, they anticipate conducting comprehensive assessments to evaluate the positive impacts of digital transformation on Aragosta Invest's operations. Their goals include a thorough cost analysis and, in the foreseeable future, integrating other parts of the company, such as the architectural engineering department, into the system. Additionally, they have been planning the automation of the central warehouse and its seamless integration with the legal and economic segments of the company. Simultaneously, the company is casting its gaze towards longstanding partner companies, with whom they've enjoyed over 15 years of collaboration, contemplating ways to involve them in this exciting journey.



THROUGH THE THEREFORE SYSTEM, WE'VE ACHIEVED GREATER TRANSPARENCY, ENABLING US TO PLAN AND RESPOND BETTER TO THE NEEDS OF CONSTRUCTION SITES.

Veljko Jarić, Owner and General Manager of Aragosta Invest.



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