

case study

How CIR Streamlined their Workflow
& Overcame the Challenges of Adoption

Industry: Commercial Flooring
Tools Used: MeasureSquare 8 Commercial
Revenue Growth: +84.6% over 5 years



Early Stages of Adoption

As Commercial Interior Resources (CIR) took on larger projects, their takeoff tool, Callidus, couldn't keep up, so they made the switch to MeasureSquare 8.

Why They Chose MeasureSquare 8

- Modern user interface
- Ability to manage large-scale projects
- Flexibility to match and eventually improve upon their previous process

“Measure Square gave CIR the capability to take on our largest project to date, valued at over \$6 million.”

–Danielle Lisotto,
Director of Business Development

Initial Roadblocks: Learning Pains

Adopting MeasureSquare 8

Challenges

- A steep learning curve
- A challenging adjustment to how materials, waste, and usage were calculated
- Difficulty replicating their existing commercial workflow within the new software

Overcoming the Learning Curve

- Valentino Blancarte, Special Projects Manager, adjusted the settings of MeasureSquare 8 to mirror that of Callidus
- Once aligned, adoption became smoother & efficiency took off

M8 Tips & Features that Fueled Growth

Hot Keys

Set up hot keys on the left side of your keyboard, which can save 1-2 hours on an 8-hour project

Align on Path

Achieve alignment quickly and accurately, with fewer mistakes. A little bit of time saved adds up

Tabs & Phases

Ability to manage multiple areas of a project within a single file, removing bottlenecks

Conclusion: Strategic Shift Leads to 84.6% Revenue Growth

Rapid growth left CIR bidding more than winning, so they scaled back, focusing on higher-value projects. Over a 5-year period, CIR's revenue surged by 84.6%, with MeasureSquare 8 Commercial playing a supporting role. From a rocky start to rapid growth, CIR shows how companies can scale successfully when leveraging Measure Square to its full potential.