



rosetown central  
hvac | refrigeration solutions

# ROSETOWN CENTRAL

REFRIGERATION & AIR CONDITIONING LTD.



Jonas  
**ENTERPRISE**  
SERVICE & CONSTRUCTION SOFTWARE

# ROSETOWN CENTRAL REFRIGERATION & AIR CONDITIONING LTD.

## INDUSTRY

**HVACR: COMMERCIAL,  
INDUSTRIAL, INSTITUTIONAL**

**PREVIOUS SYSTEM**

**IN-HOUSE  
LEGACY SYSTEM**

### PROBLEMS BEFORE JONAS

MANUAL PROCESSES

DOUBLE ENTRIES

POOR VISIBILITY

### **JONAS SOLUTIONS**



DATAMART



DISPATCH  
SCHEDULER



ACCOUNTING

ROSETOWN WAS  
ABLE TO INCREASE  
PROFITABILITY BY

**300%**

THEY WERE ALSO  
ABLE TO TRIPLE  
THE AMOUNT  
OF TECHNICIANS  
FROM ABOUT

**8 TO 25**



Jonas

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**ROSETOWN CENTRAL  
REFRIGERATION &  
AIR CONDITIONING  
LTD.**

**CASE STUDY**

## BACKGROUND

**Improve their customer satisfaction and streamline their business**



**Rosetown Central Refrigeration & Air Conditioning Ltd. specializes in design-build and retro-fit installations, preventative maintenance and service of all mechanical and HVAC/R systems.** Their aim is to remain a recognized market leader by continuing to exceed client expectations through a focus on leadership, perfect track record, and staff knowledge. With improving customer satisfaction and streamlining their business a priority, Rosetown saw an opportunity to enhance overall efficiencies. They wanted to automate and integrate their operations and have greater visibility into the real-time status of their business. Rosetown leveraged Jonas to consistently increase profitability with disciplined growth.

**Rosetown was doing majority of their operations manually, which proved difficult to not only manage, but also track how their business was doing.**

With information being written by hand and later entered into a spreadsheet, their information was susceptible to errors and the process was extremely time consuming. As Ben O'Rourke, Chief Financial Officer explains in regards to their old system, "Dispatch and accounting information was stored in a book and integrated accounting was non-existent. It really couldn't produce an integrated solution in any way, shape, or form." As such, they were unable to attain real-time information and had limited visibility into the status of their business. Eventually, the situation reached a point where they could no longer afford to continue using their outdated system and decided it was time to make a change.

## THE PROBLEM

**Manual processes and poor visibility into their business**



**"Dispatch and accounting information was stored in a book and integrated accounting was non-existent. It really couldn't produce an integrated solution in any way,**

Ben O'Rourke  
Chief Financial Officer


## THE SOLUTION

FULLY INTEGRATED  
FUNCTIONALITY AND  
**INCREASED PROFIT  
MARGINS**



**Jonas Construction Software enabled Rosetown to reduce their manual operations, increase their profit margins, and automate their processes.** Through

implementing Jonas, Rosetown was able to increase profitability by 300%, going from roughly \$3 million in annual revenue to \$10 million today. They were also able to triple the amount of technicians, from about 8 to 25 currently, allowing them to complete about 6,000-6,500 work orders per year. Jonas has not only provided Rosetown with financial gains, but has also allowed them to have greater visibility and insight into their day-to-day operations. As Ben O'Rourke, Chief Financial Officer explains, "The Jonas DataMart module allows us to be more proactive than reactive, and we can now better anticipate if an issue is on the horizon." With Jonas, operations now running a lot smoother, overall efficiency has improved, and using the software has become second-nature for Rosetown's office staff, giving their employees more time to focus on customer satisfaction.



**“Currently, we are setup where we can grow between another 15-20% and still have the same infrastructure in place.”**

Ben O'Rourke  
Chief Financial Officer

**Since implementing Jonas Construction Software, Rosetown has improved their overall business processes immensely.** They have eliminated their need for manual paperwork and data entry, reducing errors as a result. With data being automatically integrated into the Jonas system, the office staff can now perform much more effectively. Having Jonas in place has also allowed Rosetown to maintain their current staff levels while being able to grow their business at the same, thanks to the efficiencies seen by implementing Jonas. Rosetown is now able to generate reports in real-time so they can be more proactive and make better, more informed decisions. This partnership with Jonas allows Rosetown to not only perform better today, but sets them up for success in the future as well.

**“With Jonas, we are able to be more proactive instead of reactive, and life before Jonas was definitely a lot more challenging.”**

Ben O'Rourke  
Chief Financial Officer

**BENEFITS**  
**Truly automated  
and integrated operation**

**With more automated and integrated operations, along with improved efficiencies, Rosetown is still able to attain future growth with Jonas.** According to Ben O'Rourke, “Currently, we are setup where we can grow between another 15-20% and still have the same infrastructure in place.” Having that kind of scalability allows for Rosetown to continue on their current path with Jonas as their only software solution. Rosetown also acquired a company, in which Jonas assisted in the consolidation process, providing the new company with training and support to get them up and running with Jonas Construction Software.



**THE RESULT**  
**An optimized and  
effective business**

# ABOUT

Jonas Construction Software provides industry-leading business management and accounting software to our clients. Our fully-integrated solutions provide all of the tools that you need to increase productivity and improve your bottom line. At Jonas, we make it easier for companies to focus on what is

important - their customers, their projects and their employees. We do this by streamlining their operations and giving better visibility to the entire organization. This gives your employees the tools to do their jobs better, support your customers and achieve your company goals.

## LEARN MORE

### WHAT WE DO

WATCH OUR 90 SECOND VIDEO



### WHO WE ARE

FIND OUT WHAT WE BELIEVE



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