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*— Shane Greenaway
General Manager,
Down Under Steel*

► **The Gold Coast**

Down Under Steel provides reinforcement for projects in the Gold Coast region of Australia, pictured above.

aSa Helps Fabricator Reinforce Australia's Gold Coast

Down Under Steel benefits from aSa solutions and local support.



Even though aSa's main headquarters are 15 hours and half of the globe away, Shane Greenaway of Down Under Steel gets local support when he calls aSa. "It's really nice having someone in the country. Steven has been really helpful," says Shane, referring to aSa's new office in Brisbane and its director Steven Selig.

As the fabricating company's General Manager, Shane is responsible for the day-to-day operation of its main shop in Molendinar, Queensland, on Australia's Gold Coast. He also assists at the company's second fabricating location in Acacia Ridge.

Shane talks about how the company was founded. "The company started about three years ago. At first, it was the hobby of the three directors, who had experience in the

reinforcing steel industry. Customers told (the directors) they couldn't get good service (from their current suppliers), so Down Under Steel was founded. At first, they ran the business from their kitchen tables," Shane explains. "Eventually, they looked to start a proper business, and brought me on board. We built our first factory (rebar fabrication shop) and grew from there," he adds.

Despite the fact that Down Under is only a few years old, its employees have a wealth of steel industry experience. Shane notes, "Most of our employees come from within the industry, so they had used other rebar software at other companies. They say aSa is far better than any of the other packages they have used."

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Down Under

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Down Under Steel implemented aSa Estimating, Bar List, Scheduling, and Production modules in October 2007, then added Rebar Financials in January 2008. “Previously, we had been writing out orders manually and using a financial software package that wasn’t suited to reinforcing steel,” explains Shane, who was the main decision-maker to go with aSa.

Although Shane appreciates the benefit of having an aSa representative in-country to answer questions and provide support, this wasn’t a factor in his decision to implement aSa at Down Under two years ago; the aSa Australia office just opened this past summer.

Before purchasing aSa, Shane says he compared aSa solutions to other rebar software and considered factors such as ease of use, price, and reporting. “aSa was leaps and bounds ahead of the others,” says Shane.

He continues, “We’ve been extremely happy with aSa. Some employees who came from the shop weren’t very computer literate, but they picked (aSa) up extremely quickly.”

When asked what sets Down Under Steel apart from its competition, Shane responds with confidence: “Service. At the end of the day, we all provide the same product, but it’s service that makes the difference.” 