aSa® Reinforcer

Winter 2026

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Navigating the Roadmap for aSa.Studio: What's Next?
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You would think after 50+ years of designing and developing software, we would have it nailed. But, just like your business, we are always trying to improve our processes to be more nimble and more responsive to customer needs.

In the past, we would decide on the content of our next software release and would keep the release open until all planned items were completed. Sometimes this led to lengthy delays as we finished some big new features. In addition, if a customer needed an urgent enhancement, we would often patch it into the current version due to uncertainty about the next release date. Also, while many features were ready, they were held up until all planned items were completed.

In August of 2024, we adopted a new release planning process. Our goal was to have four smaller versions per year with very defined periods for planning, design, development, testing, and release. If a planned feature is not ready as intended, it gets pushed to the next release without delaying the other new features that are complete. In 2025, we released four versions – v25.1, v25.2, v25.3, and v25.4. While we are working to further refine our process, our new release model has been largely successful.

What's happening at aSa in January 2026		
v25.4		Released!
v25.4		User Training / Webinars
v26.1		Internal Training
v26.1		QA Testing
v26.1	v26.2	Development
v26.2	v26.3	Requirements & Design
v26.3		Release Planning
v26.4		Feature Prioritization

As new feature requests or software issues arise, we now have a comprehensive process to review these requests weekly, prioritize them, and fit them into our schedule. If something is truly urgent, we can still make a change to our current version. But very often, our new more planful approach would put an enhancement request into a future release.

We get constant feedback and software requests from customers, prospective customers, and our own staff of software consultants, our sales team, designers, and developers. You can imagine the challenges of sifting through everything to decide if and when we will include a new feature. We have also put steps into place to notify customers when their requested features are available, while enhancing our release notes, help files, training videos, and webinars. If you have software suggestions, call us or send an email to support@asaHQ.com. We truly appreciate your feedback!

Our new approach allows us to be more responsive, while minimizing disruptions to our overall goals. We have exciting new features planned for 2026, and into 2027. Look for new aSa.Studio versions coming soon to computers everywhere!

Best regards,

Scott D. Leib
President/CEO

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News & Notes

Quarterly "What's New" webinars

Beginning in 2025, we now update aSa.Studio software four times each year. Example: 25.1, 25.2, 25.3, 25.4, 26.1, etc. In conjunction with each upcoming release, we also host a live webinar highlighting each release's new features. Watch your email; we send an announcement with the registration link a few weeks before each webinar.

aSa developing new accounting modules

Our current Studio Financials package focuses on shipping, invoicing, cash receipts, inventory management, and job management with the option to use APIs to connect aSa to other third-party accounting modules. We are excited to announce that we are adding our own aSa Accounts Payable, General Ledger, and Cash Management modules as well. Our team is currently in the design stage for these new products.

Upcoming events you don't want to miss

World of Concrete | Las Vegas | January 20-22. Be sure to visit with us at booth N3136 to see aSa.

Studio cloud rebar solutions in action.

The Precast Show | Kansas City | February 4-6. Precasters: Stop by aSa booth 511 and learn how aSa solutions can help you detail, process, and track all phases of reinforcement for your precast products.

aSa Software Forum 2027 | Pittsburgh | March 23-25. Save the date! Watch your email this summer for more exciting details.

PARTNERING FOR PROGRESS

Simcote strengthens industry connections with aSa.Studio

At Simcote, epoxy coating isn't just a service, it's a shared mission built on decades of trust and collaboration. For the third-generation epoxy coating and fabrication company founded in 1978, aSa has been woven into their story almost from the beginning. "aSa has been a partner with us since the start," says David Simmet, CFO and one of the third-generation owners of Simcote. "My grandpa and Simcote founder John Simmet worked with aSa founder Jim Leib since the beginnings of both Simcote and aSa. Our relationship goes back generations."

Today, Simcote operates facilities in Minnesota, Ohio, and Missouri, supplying fully fabricated and stock epoxy-coated reinforcing steel to customers across the Midwest and into the southern regions. Simcote takes the unique stance of partnering with other rebar fabricators to supply their corrosion protection needs, rather than supplying directly to general contractors.

Because partnership is central to Simcote's business model, aligning with a software provider that upheld the same values was essential. The coating company's long-standing relationship with aSa made that connection natural. Many of Simcote's customers detail work in aSa, and the ability to import jobs directly strengthens communication and accuracy. "About 95% of our incoming jobs are aSa imports," David says. "That shared language makes collaboration smoother and ensures we're delivering exactly what our partners expect."

David talks about the transition from aSa e^x (Windows software) to aSa.Studio. "Studio is the future of rebar software," he says. "Cloud-based access, improved reporting, better interfaces — it just made sense." Being an early adopter of aSa. Studio meant there was bound to be some growing pains, but aSa was there to help. "There were

challenges, but what stood out was how much (the team at aSa) cared," he says. "They wanted it to work as much as we did." He recalls a recent example where aSa developers wrote a custom backend script to restructure Simcote's multi-location setup. "That level of care means a lot," David adds.

Over time, Simcote has continued expanding its use of Studio's capabilities, rolling out modules such as Scheduling, Optimization, and now Shear Consoles at their Missouri location, with Tracking planned next.

Each addition brings new efficiencies internally and, just as importantly, strengthens the company's ability to support the fabricators who rely on them. "When we get better, they get better," David says, adding, "That's the core of our relationship with our customers."

As Simcote continues to grow, aSa.Studio plays a key role in keeping operations aligned across locations. "Studio gives us a clearer picture of what's happening at every step," David says. "It organizes information, connects our teams, and gives us the structure we need to stay consistent. It's changed how we work in a positive way."

Simcote's steady growth, highlighted by a new facility in Sedalia, Missouri facility reflects their team's commitment to serving fabricators across a broader region. Yet even as their footprint grows, their philosophy remains unchanged. They continue to operate with the same cooperative mindset that has defined the company across generations.

"
The more connected we are, the stronger the industry becomes.

David Simmet, CFO
Simcote

"We're here to help our customers succeed," David says. He continues, "aSa helps us do that. They've always treated us like partners, and that's exactly how we want fabricators to feel when they work with Simcote." Looking ahead, he believes the future of the rebar industry lies in deeper connectivity and shared progress. He concludes, "The more connected we are, the stronger the industry becomes. Partnership is what got us here. Partnership is what keeps us moving forward."

Customers (other rebar fabricators) send orders to Simcote for import. Then the material is coated, fabricated, and sent directly to the customer's jobsite.

MEET OUR TEAM!

A **Angel De La Rosa, Consultant, aSa Canada** 🇨🇦

Angel was hired in October 2023 as aSa's first Software Consultant in Canada. For more than a decade, Angel worked for rebar fabricators in Latin America and Canada, holding a variety of positions, including Superintendent, Production Coordinator, and Continuous Improvement Project Manager. He is bilingual (English and Spanish) and brings a wealth of experience to aSa's Software Consulting team.

B **Clayton Dover, Consultant, aSa Canada** 🇨🇦

Clayton served as Inventory Management Lead and Central Shipping Manager for a large rebar fabricator, where he worked for 15 years, before transitioning to his role at aSa. Clayton is our second team member in Canada, and he provides support and implementation services for aSa's core products.

C **Loïc Payot, Consultant, aSa International** 🇵🇦

Loïc has a long history in the rebar industry, including consulting and supervisor positions at fabrication plants and mills in the U.S., Mexico, France, and Panama. He speaks French, English, Spanish, and Portuguese. He currently resides in Panama City.

D **Roberto Gallo, Lead Software Consultant aSa Latin America** 🇨🇴

Roberto provides service to customers in Central and South America, and also assists the sales team in these regions. A native Spanish speaker, Roberto worked in the rebar industry in Colombia before joining aSa's staff. He was promoted to Lead Consultant in 2025.

E **Johana Sanchez, Consultant, aSa Latin America** 🇨🇴

Johana is our second representative in South America. She has a degree in civil engineering and worked for a construction company and rebar fabricator before joining the team at aSa. She works with aSa sales and support teams to ensure success with Spanish-speaking customers in Latin America.

UPPORT

What does aSa's global presence mean to you?

Better software - Building codes and business practices vary throughout the world. Our global team's experience helps us build solutions for the way the industry works in your region.

Better support - With employees in multiple time zones, we have someone available to help nearly 24/7.

Better relationships - Partnerships thrive when people share a common language, a common industry, and common goals.

In addition to the "front line" staff highlighted on the map, our QA team in India includes Chandramohan Anthonyraj, Deepan Balaji, Sathyanarayanan Rajkumar, Vaishali Palanisamy, and Joana John.

An experienced CAD/Detailing user, Jim worked for 11 years in detailing and production at rebar plants in the Middle East prior to his position at aSa.

I   **John Mohandoss, Manager, aSa India**

John provides a knowledgeable point of contact for the reinforcing industry in India. He has 10 years of experience using and testing aSa software applications. John also manages aSa's QA team in India.

J   **Ganesh Krishnaswamy, Technology Consultant**

Ganesh has more than 25 years of experience in technology strategy, cybersecurity, enterprise architecture, and related fields. Before joining aSa, Ganesh was the head of IT for one of Asia's leading steel suppliers. He resides in Singapore.

K   **Tom Condon, Consultant, aSa International**

Tom provides support to aSa's worldwide client base. He has more than eight years of experience in logistics planning and production scheduling. Six of those years, Tom worked for a rebar fabricator in Ireland where he used aSa software to help manage rebar scheduling and fabrication activities.

L   **Julie Fox, Consultant, aSa Australia**

Julie worked for Australia's largest rebar fabricator for 26 years. Her most recent job there was Technical Systems Development and Support. Julie focuses on implementations and support, and she also has a strong background in applications development and SQL Server database management.

M   **Ben Mead, Director, aSa Australia**

Ben provides aSa product sales, as well as implementation, training, and support services to the reinforcing steel industry in Australia, New Zealand, the surrounding region. Previously, he gained valuable experience working for two of the largest fabricators in Australia.

N   **David Grant, Consultant, aSa Australia**

David brings years of experience working for an Australian rebar fabricator to his role at aSa. Sales, contract administration, logistics, purchasing, and production management were among his many duties. Today, he provides implementation and support for aSa software as part of our team in Australasia.

F   **Sebastien Bigot, Consultant, aSa Europe**

Sebastien spent 11 years implementing rebar software in more than 30 countries before joining aSa's staff. His experience includes project management, QA, interface automation, and more. He provides a regional support resource for customers in Europe and speaks French, English, Spanish, and Italian.

G   **Djamel Bouteldja, Director, Market Development, aSa Middle East**

Djamel's key role is to build business relationships and share the benefits of aSa software with Gulf country fabricators. He has worked in the Middle East since 1999. In addition to his role with aSa, Djamel is founder and president of BSEM, a consulting and business development company with offices in Dubai, Saudi Arabia, and Bahrain. He speaks Arabic, French, and English.

H   **Jim Oliver, Consultant, aSa Middle East**

Jim provides sales and service to the reinforcing industry in the Middle East from his office in the United Arab Emirates (UAE).

FORECAST SUCCESS

NEW TOOLS HELP YOU PLAN FOR WHAT'S AHEAD

How do you know how much stock to order for your next big job? How do you schedule labor for the upcoming months' work? Two new planning utilities help you make these important business decisions.

Demand Forecast is designed for the big picture: you can see and forecast multiple jobs, all from the same screen. Select jobs by date or filter the job list by salesperson or detailer.

Job Forecast lets you focus on a single job and assess material and fabrication labor demands for each WBS (Work Breakdown Structure) level within that job.

For each job or WBS level, the system shows:

- Estimated total project value
- Total shipped – based on historical data
- Balance to ship
- Balance to forecast

Select how many months you want to plan into the future. Enter the expected tonnage for each future month. Optionally, click the handy Auto Calc button, and the system will automatically spread the remaining balance evenly over upcoming months.

On a regular basis, compare what you expected to ship against the actual shipped values. See where

you stand — in terms of weight and percentage — and adjust your forecast as needed. You can also export your forecast data to an Excel spreadsheet to manipulate it outside of aSa.

To use Demand Forecast and Job Forecast, you must be licensed for Project Pricing. Why? The Project Pricing module is where you develop the total estimated weight and value of a job. For example, if you estimate and win a 20-ton job, Project Pricing is the place in aSa.Studio where you officially record 20 tons as the weight for that job.

Demand Forecast was introduced in aSa.Studio v25.3 and Job Forecast in v25.4. Both tools are accessible from the Job > Tools menu. A future version of Demand Forecast will also show revenue by applying job values to the material by period.

See it for yourself at World of Concrete 2026

See Demand Forecast, Job Forecast, Document Management (page 9), aSa CAD Vault, Alerts, and all our other new aSa.Studio tools at World of Concrete in Las Vegas January 20-22.

Join us at Booth N3136!

Do It Better with aSa

DOCUMENT MANAGEMENT

UPLOAD AND STORE UP TO 125 GB OF DOCUMENTS, ALL AUTOMATICALLY SECURED AND BACKED UP ON THE CLOUD.

1

Open Document Management

Click the **Attach** icon to launch the Document Management window. You can attach documents to your enterprise or to business partners, jobs, and orders. Additional options are coming in future versions.

2

Upload Your Documents

Drag and drop files onto the **Upload** area or click the Select **File** button and browse to the desired files.
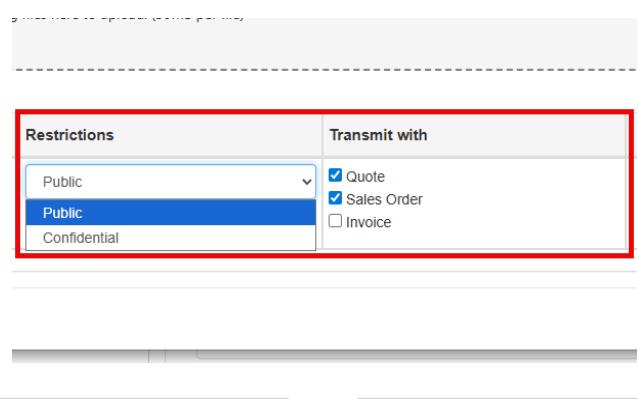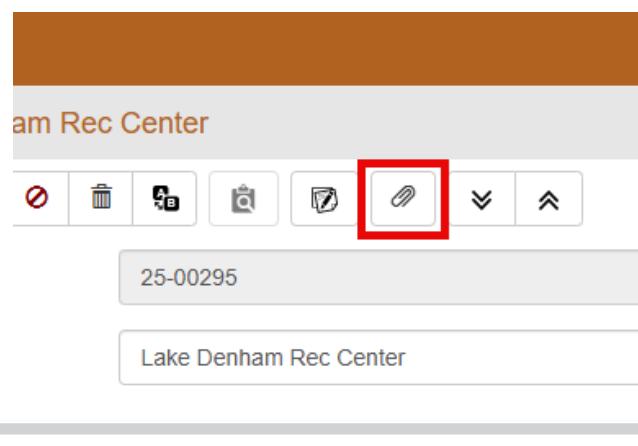
Set Permissions and Transmittal Options

For each file, specify Public (all users can access) or Confidential (only users with specific permissions can access). **Transmit with** sends the file as an attachment when you email selected records, such as quotes or invoices.

3
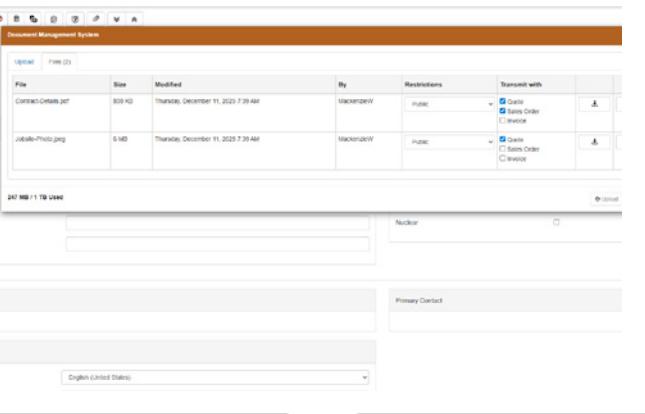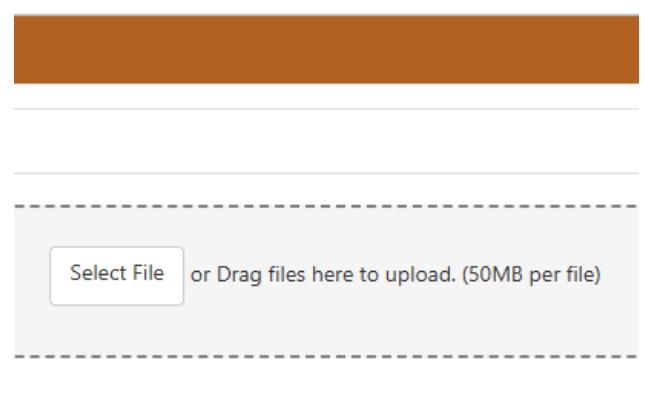
View and Manage Documents

Click **Attach**, then click the **Files** tab to view a list of documents attached to the current entity. From here, you can change restrictions or transmit options. You can also download files or delete files.

4

PROTECT YOUR SYSTEM WITH ACRONIS CLOUD BACKUPS
Author: Fred Dawson

In today's world of ransomware and cyber threats, your backup strategy* is more critical than ever. That's why aSa partners with Acronis to deliver fully managed cloud backup solutions even if your servers weren't purchased from aSa. These enterprise-grade backups provide secure, off-site storage and rapid recovery to keep your business running.

Why Choose Acronis Cloud Backups?

• Complete Protection: Capture your entire system, not just files, so you can restore to a "point in time" in minutes.

• Fully Managed: We handle scheduling, monitoring, and maintenance for you.

• Off-Site Security: Backups are stored in a secure cloud environment, protecting against local disasters and ransomware.

• Universal Compatibility: Works with any server, regardless of where it was purchased.

Other Backup Essentials

• SQL Database Backups: Ensure your Microsoft SQL Server backup and maintenance process runs on schedule for fast local recovery.

• File & Folder Recovery: Critical for CAD users, don't risk losing your drawings.

• Image-Based Backups: Combine local and cloud storage for maximum resilience.

aSa offers backup solutions for every need, from external drives to full cloud systems powered by Acronis. Contact us today to build a disaster recovery plan that keeps your data safe and your business moving forward.

*Understanding Your Backup Needs

aSa e^x database on your server	A
aSa e^x database on aSa hosted cloud server	☁
aSa.Studio data	☁
Local or network business files, such as HR documents, spreadsheets, and customer correspondence	A
Documents stored in new aSa.Studio Document Management module	☁
2D and 3D CAD files on local drive or network	A
2D and 3D CAD files stored in aSa CAD Vault	☁

A	☁
Requires Acronis or equivalent backup strategy; contact aSa today for your best option.	Automated cloud backups are included as part of your subscription.
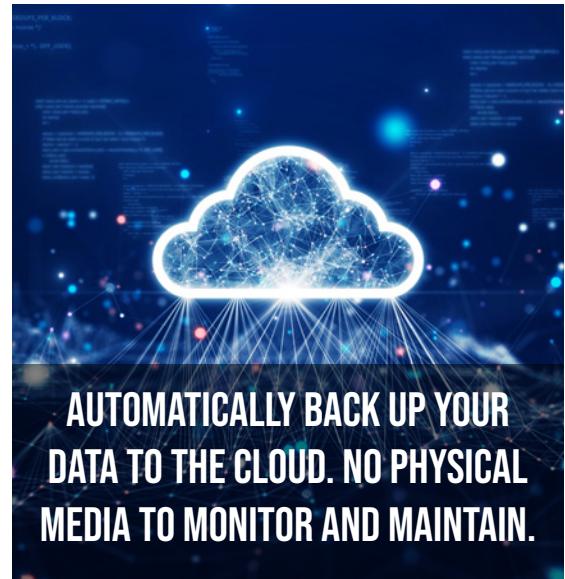
AUTOMATICALLY BACK UP YOUR DATA TO THE CLOUD. NO PHYSICAL MEDIA TO MONITOR AND MAINTAIN.
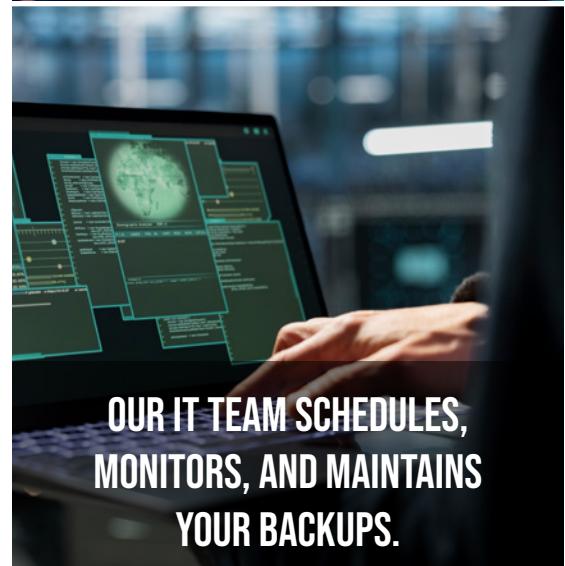
OUR IT TEAM SCHEDULES, MONITORS, AND MAINTAINS YOUR BACKUPS.

DISASTER RECOVERY

IN CASE OF A PROBLEM, RESTORE YOUR ENTIRE SYSTEM TO A SPECIFIC POINT IN TIME.

Watch our latest videos!

Did you know we post videos on YouTube at least once a month? Visit **youtube.com/asarebar** to see overviews of our products, employee interviews, and productivity training tips.

Employee Profiles

Employee Spotlight: JC Rodriguez


Employee Spotlight: Fred Dawson

Employee Spotlight: Dylan Bowman

Training Videos

Auto-Generate a Sales Proposal

Counter Sales

Processing Stock Lengths

Want more? Scan here!

Current Version

v25.3

v25.4 available for early adopters

Also supported: aSa.Studio v25.2

aSa *e*ˣ support versions: v18.1 & v20.1

Request an upgrade

View release notes

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