



Kiwi team changing the game for trade businesses

When father and son team, Russell and Scott Sherwin and their drilling firm, ProDrill, picked up a colossal contract after the Christchurch earthquakes, they had to innovate fast to organise the 4500 pieces of paperwork per week that this generated. The result was Magnetize, an intuitive, iPad-operated, cloud-based software system that not only changed the game for their business but is now available to all small to medium sized trade businesses all over the world that want to create time and save money.

When Christchurch, New Zealand was hit with a string of catastrophic earthquakes in 2010 and 2011, it affected the tens of thousands of people living there. To keep them safe within a changed landscape, with aftershocks and quakes continuing to roll through, the city needed to rebuild, and this resulted in the largest geotechnical investigation in the world.

For Scott and Russell Sherwin, of New Zealand founded drilling firm, ProDrill, this meant they needed to innovate fast to meet the demands of this colossal geotechnical project.

Russell knew that the drilling techniques available in New Zealand at the time would be totally inadequate to deal with the production rates and the core recovery that the project would demand. Teaming up with Netherlands based Sonic Samp, Pro Drill purchased 5 x 150 Hertz Roto sonic drill systems, equipping the

company with a record 545,000 metres of Geotech coring and SPT production.

While ProDrill was now leading the charge in terms of innovation, equipment and technical capabilities, these improvements also increased the level of administration required to run the business. ProDrill were now generating over 4500 pieces of paperwork a month – they needed to get organised, and fast.

While the paperwork that was flying into the ProDrill office needed to be consolidated and systemised, site administration needed to be streamlined too. There was nothing on the market that would consolidate their needs into one platform – so they did what any Kiwi does when the going gets tough and decided to build the solution themselves.

Russell's son, Scott, set about innovating and building a solution that could pull all pieces of their business

together into one place. In real-time, to solve real problems, working alongside a team of some of the best software programmers in the world, they got to work on making an iPad-operated, cloud-based platform that bought the entire trade business together, a reality. With a little bit of ingenuity and a whole lot of hard work, Magnetize was born, allowing the ProDrill team to manage jobs, assets, people, compliance and invoicing in real time, on-the-go.

With their operations streamlined, Scott, Russel and the team were able to create more time, reduce overheads and, most importantly, focus on the huge drilling task at hand, knowing that their paperwork was under control and right at their fingertips within Magnetize.

With Scott as the software developer, working within the business in a daily basis, it meant Magnetize could be constantly refined and improved, resulting in a totally intuitive system, that works hard for the user, so that the user can work smarter.

After years of refinement and further development, other trade businesses can now take advantage of this innovative piece of technology too - Magnetize is available via a fully supported subscription for small to medium sized trade businesses to help them save money, create time, and prevent against founder dependence.

Need to get your trade business organised and future-proofed? Head to www.magnetize.co.nz today to start your free trial.

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