



Case study

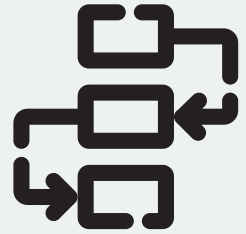
MD Developments adopts automation to increase performance.



The Challenge

MD Developments, an independent family-run construction business, is an example of how companies with access to quality digital infrastructure can benefit from automated system to improve productivity.

Established in the borough of Hillingdon in 2007, the company offers quality building solutions for both residential and commercial projects. With many projects, based in different locations and sites, the company found it hard to manage a field-based team. They struggled with access to online connectivity, what devices to use and which software would truly help achieve company goals.



The Solution

To solve these problems, the company invested in improving their internet connectivity and online access to a range of technologies such as cloud CRM, Google Drive, Dropbox, fingerprint scanners, and handheld devices such as smartphones and tablets on job sites.

This has enabled their field-based team to have access to the same online resources, regardless of their location and helped them regulate employee working hours precisely, ensuring work efficiency and fair wages. The new system which improved the company's ability to manage, collaborate and communicate with its team allowed for greater productivity.



Arinna Malcoci Director of MD Developments said:

“It just wasn’t possible to grow anymore organically without having the right structure (technology) in place.”

The West London Alliance's rollout of fibre internet will help companies like these, go online and use available technology to the fullest.