



CASE STUDY · RESIDENTIAL CONCRETE OPERATIONS

Every Lot, Every Pour, Every Dollar in One System

Field measurements become priced sheets, approvals, and builder-ready reports without a number being keyed twice.

CLIENT

Confidential

FUNCTION

Residential concrete:
flatwork, slabs, footers

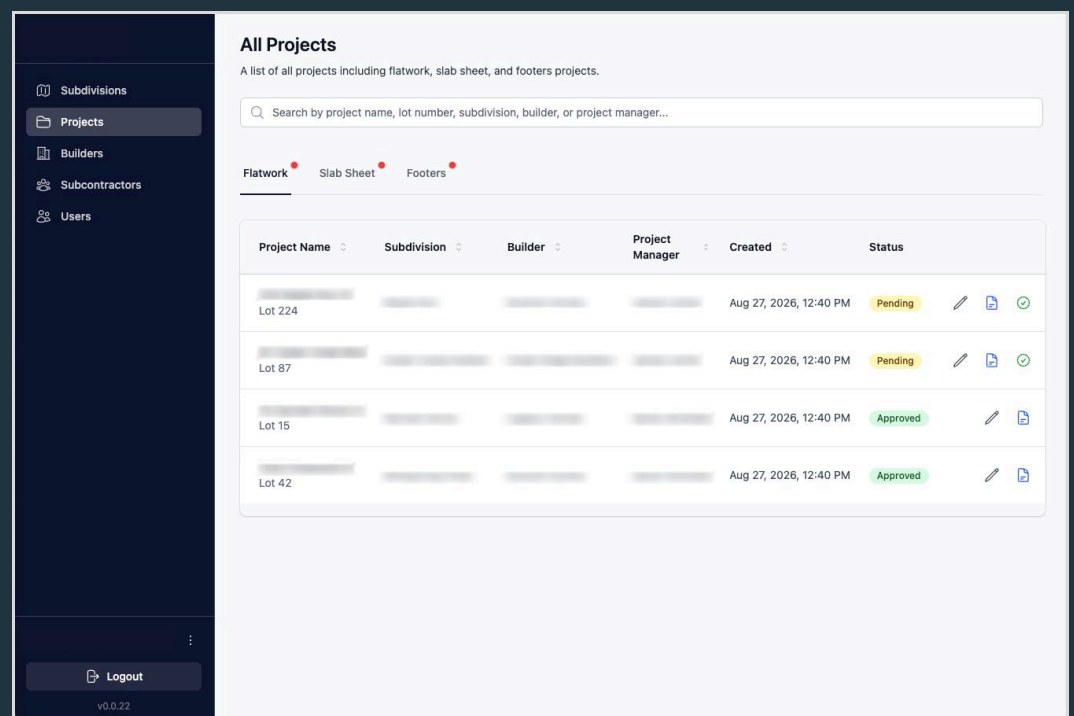
FOCUS AREA

Field-to-invoice
platform, plus an AI
insight layer in pilot

PRIMARY USERS

Crews, project
managers, office
admins, builders

The client pours flatwork, foundation slabs, and footers for production home builders, subdivision by subdivision. Metacto designed and built the platform that runs that work, from the measurement taken on the lot to the report the builder approves and the payment the subcontractor is owed.



Every project in one list, with tabs per trade and approval status.

230

man-hours saved per
month

5 min

from lot
measurement to a
priced sheet

6

paper sheets retired

0

reconciliation
steps, field to
invoice

The Challenge & The Opportunity

The Operational Challenge

A production builder hands the client a subdivision, and every lot in it needs some mix of concrete work. Each type is measured differently, priced differently, and billed differently. When the client came to us that arithmetic lived on paper slab sheets and in pricing spreadsheets, and the answers had to survive the trip from the lot to the office to the builder’s accounts payable.



Three trades, three arithmetics: flatwork, slabs, footers



Paper slab sheets and pricing spreadsheets, re-keyed at every handoff



Rates that had to be remembered rather than looked up



Every number made three trips, with a chance to diverge at each one

The Opportunity

One Record from Lot to Invoice

Measure on the lot, priced sheet, PM approval, builder-ready PDF, sub payment. One chain, and the same number the whole way down it.

A Record Complete Enough to Read

Because the platform holds every measurement, approval, payment, rate card, and license date, an insight layer becomes possible on top of it. That layer is in pilot with the client, and pages 5 and 6 cover it.

Measured today:

3

trades on one system

12

crews with rate cards on file

6

paper sheets retired

0

numbers keyed twice

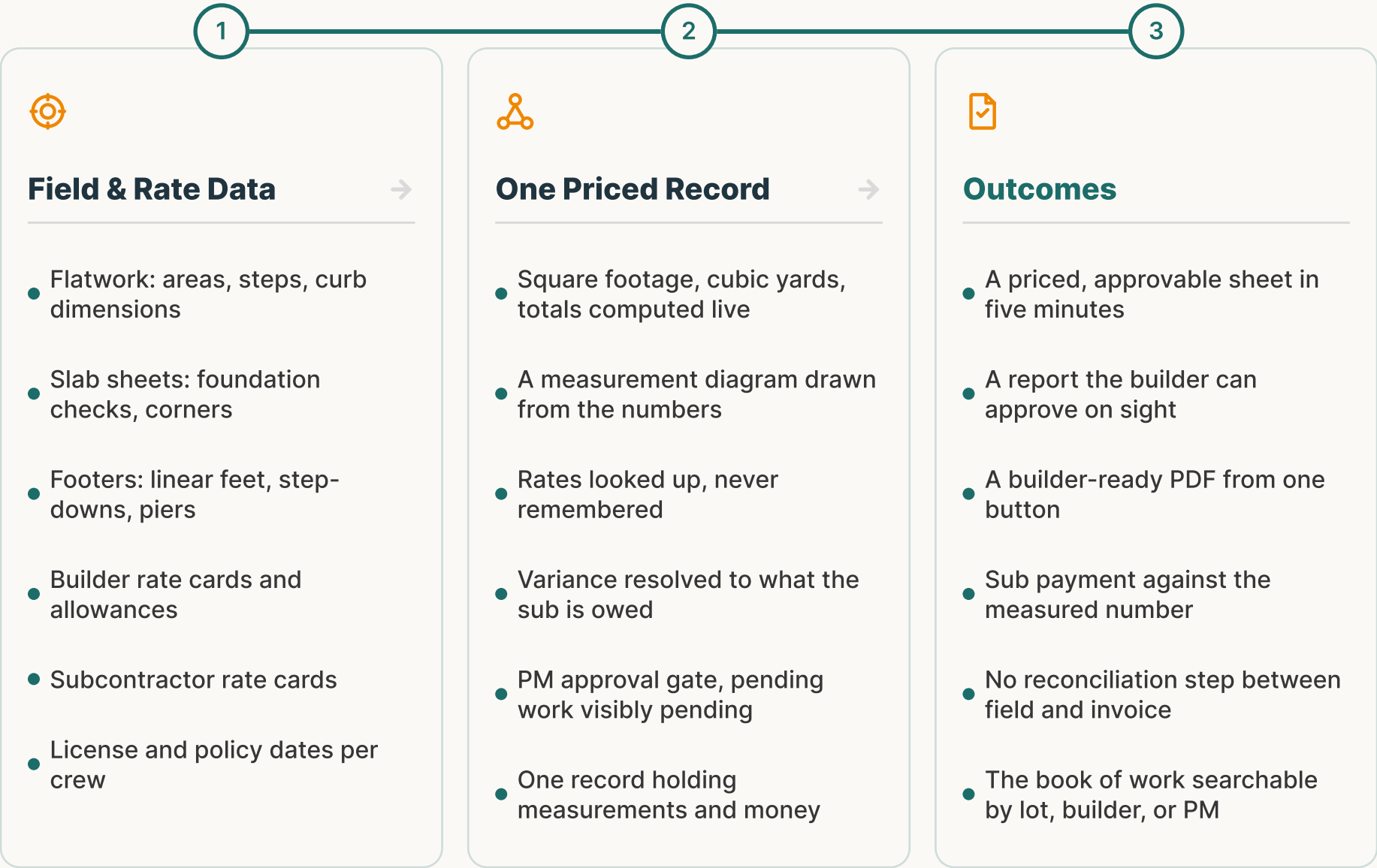
Measured Once, Priced as It Is Entered

We built each project type a guided, step-by-step sheet: areas, steps, and curb dimensions for flatwork; foundation checks, corner measurements, and slab calculations for slab sheets; linear feet, step-downs, piers, and core fill for footers. Square footage, cubic yards, and totals compute live as the numbers go in. Pricing never has to be remembered, because it is already on file.

Built on the data the client already keeps:

- FIELD MEASUREMENTS
- BUILDER RATE CARDS
- SUBCONTRACTOR RATE CARDS
- VARIANCE ALLOWANCES
- LICENSE & POLICY DATES
- APPROVAL STATUS

From Field Data to Finished Work



12 Modules That Run the Book of Work

Delivered and in Production

Twelve modules running the client’s book of work today.

Subdivision Map

Featured neighborhoods pinned on top, each linked to its builder and open lots

Builder Directory & Rate Cards

Broom and aggregate rates, step pricing, and variance allowance

Flatwork Wizard

Areas, steps, and curb dimensions, priced as they are entered

Slab Sheet Wizard

Foundation checks, corner measurements, and slab calculations

Footers Wizard

Linear feet, step-downs, piers, and core fill

Live Calculation Engine

Square footage, cubic yards, and totals computed as the numbers go in

Variance Analysis

Resolves each sheet to a final subcontractor expense

All Projects View

Tabs per trade, search across lots, builders, and PMs

Approval Workflow

Pending until a manager approves, visibly

Project Report & Builder PDF

Approvable on sight, downloadable in one button

Subcontractor Roster & Rate Cards

Twelve crews, each with its own pricing on file

License Compliance Tracking

General liability, business license, and workers’ comp dates

Subcontractors

12 subcontractors

+ New Subcontractor

NAME	AI INSIGHTS	AGGREGATE	BROOM	MONO PRICE	LICENSE	
Subcontractor 1	2 flags	\$1.72	\$1.18	\$1.1		Edit →
Subcontractor 2	—	\$1.82	\$1.24	\$1.14		Edit →
Subcontractor 3	—	\$1.7	\$1.15	\$1.1		Edit →
Subcontractor 4	4 flags	\$1.88	\$1.28	\$1.16		Edit →
Subcontractor 5	2 watch	\$1.89	\$1.29	\$1.19		Edit →
Subcontractor 6	4 flags	\$1.92	\$1.32	\$1.2		Edit →
Subcontractor 7	—	\$1.85	\$1.25	\$1.15		Edit →
Subcontractor 8	1 watch	\$1.78	\$1.22	\$1.13		Edit →
Subcontractor 9	2 watch	\$1.95	\$1.35	\$1.2		Edit →
Subcontractor 10	2 flags	\$1.75	\$1.2	\$1.12		Edit →
Subcontractor 11	—	\$1.86	\$1.27	\$1.17		Edit →

The subcontractor roster: each crew’s rate card and license compliance in one place.

Alerts Where the Decisions Get Made

The platform already holds the whole operational record: every measurement, approval, payment, rate card, and license date. The layer now in pilot reads across all of it, subdivision by subdivision, to surface what needs attention before it costs money.

01 Drafts, Not Decisions

The AI writes the renewal email; a person sends it. It recommends the hold; a manager applies it.

02 Traced to a Field

Every insight comes from a field the client’s team already maintains. Nothing is inferred from thin air.

03 Inside the Record

The AI reads the same database the reports bill from. Nothing leaves the system of record.

04 No New Dashboard

Insights land in the subcontractor roster, the page where work already gets assigned.

Two Words the Whole Team Can Agree On

A flag is costing money or carrying risk right now: a lapsed general-liability policy, crews on lots without workers’ comp, payment variance past the builder’s allowance. A watch is heading toward a flag: a license expiring inside sixty days, a rate drifting above the roster average, approvals starting to age. Worth a look on this week’s pass, not a fire drill.

Subdivisions

Projects

Builders

Subcontractors

Users

Subcontractors

12 subcontractors

+ New Subcontractor

NAME	AI INSIGHTS	AGGREGATE	BROOM	MONO PRICE	LICENSE	
Blomquist Construction Co.	2 flags	\$1.72	\$1.18	\$1.1		Edit →
Goodman Builders Company	—	\$1.82	\$1.24	\$1.14		Edit →
Harper & Sons Company	—	\$1.7	\$1.15	\$1.1		Edit →
Harper's Hardware & More	4 flags	\$1.88	\$1.28	\$1.16		Edit →
High Plains Lumber & Supply	2 watch	\$1.89	\$1.29	\$1.19		Edit →
Horvath Construction	4 flags	\$1.92	\$1.32	\$1.2		Edit →
Marshall Construction Corp.	—	\$1.85	\$1.25	\$1.15		Edit →
Miller Construction Group	1 watch	\$1.78	\$1.22	\$1.13		Edit →
Proctor's Hardware Ltd.	2 watch	\$1.95	\$1.35	\$1.2		Edit →
Reid Construction	2 flags	\$1.75	\$1.2	\$1.12		Edit →

The roster, scored: lapsed licenses, uninsured active work, and pricing outliers beside the crews they belong to.

Every Flag Arrives With Its Next Step

Every crew is scored against the live record, and each finding pairs with its next step.



The Crew Nobody Flagged

The roster's license column already shows the red triangle. **What it cannot show is that a crew is still working a lot behind it.**

A clean report reads clean. Contractor B returns ten projects, an 80% approval rate, variance inside allowance, and nothing urgent.

CONTRACTOR A · LAPSED COVERAGE ON ACTIVE WORK

0%

Approval rate, against an 84% team average

+3.6%

Pay variance above the builder allowance

\$30,596

Paid year to date, across 6 payments

1

Active assignment while coverage is lapsed

Subcontractors

12 subcontractors

NAME	AI INSIGHTS	AGGREGATE	BROOM	MONO I
	2 flags	\$1.72	\$1.18	\$1.1
	—	\$1.82	\$1.24	\$1.14
	—	\$1.7	\$1.15	\$1.1
	4 flags	\$1.88	\$1.28	\$1.16
	2 watch	\$1.89	\$1.29	\$1.19
	4 flags	\$1.92	\$1.32	\$1.2
	—	\$1.85	\$1.25	\$1.15
	1 watch	\$1.78	\$1.22	\$1.13
	2 watch	\$1.95	\$1.35	\$1.2
	2 flags	\$1.75	\$1.2	\$1.12

AI Performance Report · Generated Aug 27, 2026

PROJECTS · 12 MO

2

across 2 subdivisions

APPROVAL RATE

0%

team average 84%

AVG PAY VARIANCE

+3.6%

above builder allowance

PAID · YTD

\$30,596

6 payments

ACROSS SUBDIVISIONS

1 project · 1 pending >14 days

1 project · 0 approved

FLAGS

Business License expired Jul 30, 2026

1 active assignment while coverage is lapsed

RECOMMENDED ACTIONS

Request updated COI and license renewals

Draft email

Pause new assignments until coverage is verified

Apply hold

Flag stale approvals in the PM

Notify PM

A flagged crew: an expired license, an active assignment on lapsed coverage, and the three moves that resolve it.

What Changed for the Client

The goal was to make the number the crew measured the number the office bills and the number the sub is paid against, with nothing in between that could change it.

Proof Points

DELIVERED AND IN PRODUCTION

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Man-hours saved per month

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From lot measurement to a priced sheet

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Reconciliation steps, field to invoice

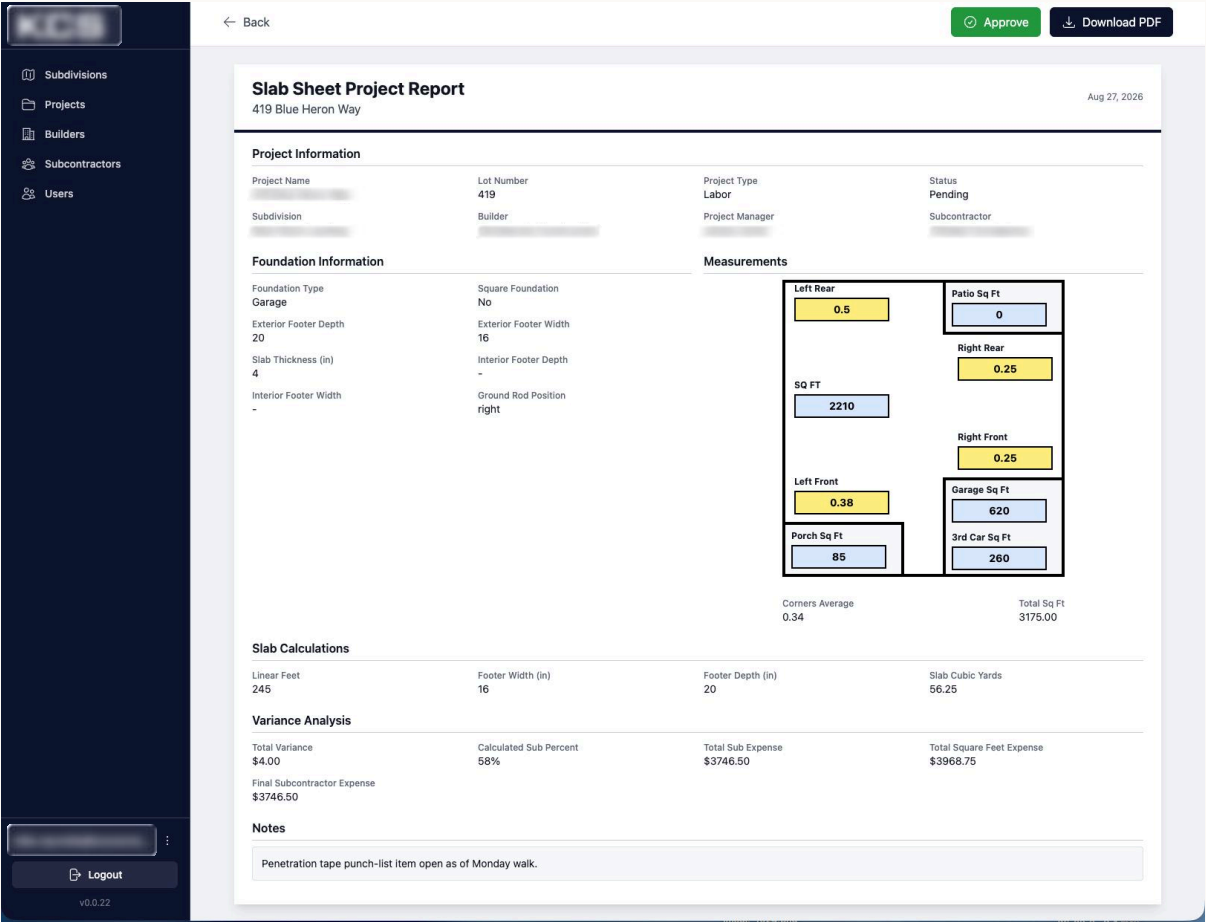
What the Platform Changed

230

Man-hours saved per month, across flatwork, slab sheets, and footers

DELIVERED AND MEASURED

- Measure on the lot, priced sheet, PM approval, builder-ready PDF, sub payment, all on one chain
- Pricing looked up rather than remembered, from builder and subcontractor rate cards on file
- Variance analysis resolving to a final subcontractor expense inside the same record
- Six paper slab sheets retired, and no number keyed twice
- A lapsed license visible before it becomes a liability on a lot



A slab sheet report: measurements drawn as the lot is shaped, cubic yards computed, variance resolved to a final sub expense.

We Build the Systems That Run the Work

Metacto designs and builds the operational platforms trade businesses run on, from the measurement taken in the field to the invoice the client approves, then designs the insight layers that read across them.

What We Build

**Field-to-Invoice Platforms**

The measured number becomes the billed number.

**Guided Estimate Wizards**

Trade arithmetic encoded once, computed live.

**Rate Cards & Variance Logic**

Pricing looked up, not remembered.

**Approval Workflows**

Client-ready reports, approvable on sight.

**Compliance Tracking**

Lapsed coverage visible before it is a liability.

**AI Insight Layers**

Built on a record that is already complete.

How You Get There

**1**
Discovery & Architecture →

We map the work and design the system around it.

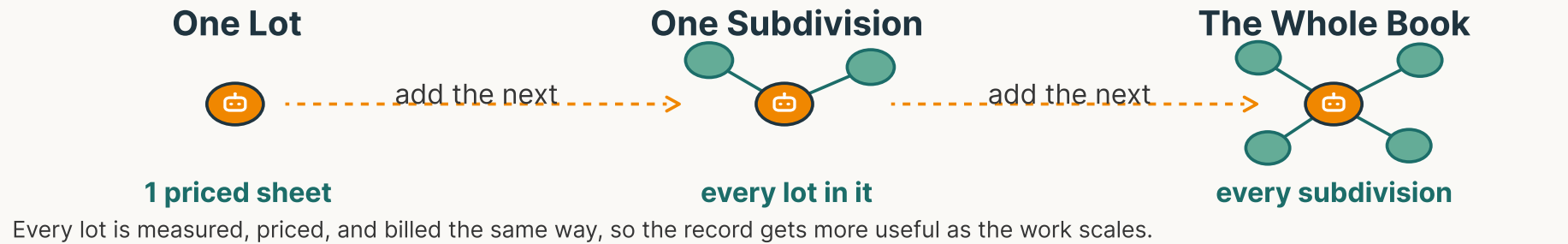
**2**
Build & Deploy →

We build it and put it in the field.

**3**
Operate & Extend →

We run it, measure it, and add the insight layer.

HOW THE WORK COMPOUNDS



Build the System That Runs Your Work

Metacto designs and builds the platforms trade businesses run on, from the measurement taken in the field to the invoice the client approves.

Work with Metacto