

# Profiling Viridian

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— Anthony Gunther  
Marketing and Industry Manager at Viridian

# Finding the sweet spot

**Viridian knows *what* their sweet spot projects are. EstimateOne shows them *where* they are.**

With 166 years of operations under its belt, Viridian has been solving complex building issues longer than any other glass business in Australia.

As the market leader and the most specified glass brand in the industry, keeping on top of active projects is imperative. EstimateOne gives Viridian the ability to make sure nothing slips through the cracks, so they can cover every specified product with a quote, every time.

Viridian has a range of solution-based products for **energy efficiency, security, acoustic and structural glazing solutions**. Their certified security products are designed to service the unique product requirements for educational, medical and correctional facilities. So when relevant projects are happening, **Viridian needs to know about them**. EstimateOne is like **an alarm that goes off**, alerting the sales team so they can be proactive from the get go.

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**Marketing and Industry Manager, Anthony Gunther, has been in building construction for 30 years. These days, he starts every morning with EstimateOne.**

- The daily Specifinder email is a shopping list of projects he can act on right now
- Filtering the noticeboard by keywords reveals relevant and active projects
- Spec search allows him to benchmark Viridian against the competition
- Data mining projects delivers high-level, strategic insights

# EstimateOne: One bit of kit solving problems for the whole Viridian team

“We have a product that services high level security for jails and mental health hospitals. If we don’t see that product being specified in those projects, that’s a red flag that either a competitor has come in and put something else in as an option, or the builders are not using the system they should be.”

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## The Lead Generator

EstimateOne allows the lead generator to filter through projects and cherry pick by size, type, location, or mix of glass. Removing all the noise for the sales team, the lead generator can consistently deliver hot leads on a silver platter.

## The Sales Team

Pulling up project plans in EstimateOne allows Viridian’s sales account managers to get the full picture. They can look at how much product is required on the project, and compare it to how much they’ve quoted for. If it doesn’t add up, they have what they need to dig a little deeper.

## The GM

EstimateOne gives immediate visibility of everyone involved in a project. They can see the plans at the individual project level and identify where, why and how they were specified. This level of insight can be used for big picture planning, and to spot problems before they happen.

**5 ways Viridian use EstimateOne  
to superpower their business**

# Visibility

As a supplier, it's critical that you know where your products are being specified so you can be proactive at the tender stage.

Prior to using EstimateOne, tracking down projects that Viridian had been specified on then keeping track of those projects, was convoluted, fragmented and at times impossible.

No other platform gives Viridian the visibility of what products are specified on which projects and when they are going out for tender.

[“We use it as a tool to make sure that we know where our products are being specified, so we can cover those products with quotes. Because if you don't quote you can't win.”](#)





## Proactive problem solving

Viridian sells a technical product that solves problems for the building industry. But like every business, they are not immune to human error and issues that happen outside of their control. EstimateOne gives them the heads up when mistakes have been made, and importantly, the chance to rectify them.

This is exactly how Anthony spotted a red flag on a hospital project Viridian was specified on. There was a question mark around their product on one out of the three buildings on the project. Viewing the project in EstimateOne, he could immediately spot the issue and was able to pick up the phone, ring the architect and clarify the requirements for the project, way before it became a problem.

[“I can look at the specification, I can look at the Section J Report, and I can look at the plans.](#)

[If there’s a technical issue with the product, we can address it at the tender stage, rather than the supply stage.”](#)

# Streamline your sales team

EstimateOne helps your sales team map relationships between builders, customers and projects by having all the data right there in front of them.

Before EstimateOne, Viridian would often find out about projects they were specified on after they had been awarded. Now, they can keep their competitive edge and set their prices at the tender stage, helping them win more work.

The sales guns in your team will thrive on the ability to enhance and measure their performance with EstimateOne. Analytics built into the platform can benchmark the teams KPI's and highlight missed opportunities when targets get missed, or balls get dropped.

[“It’s like an alarm clock that goes off every day and says; ‘hey, did you know you had ‘X’ projects out there? And here are the products in them.”](#)





## Benchmark your competition

EstimateOne's directory gives you access to over 6,000 architects and consultant profiles. You can see all the jobs they're working on and see if they're specifying you, or specifying your competition.

Viridian keeps track of how often they are being specified in certain markets, compared to their competitors' equivalent products. They know when they're being specified two, or three, or four times more often than their lead competitor. Equally important, they'll be the first to know if that number starts to drop, so they can get proactive in those markets and make sure they stay at number one.

# Inform your marketing strategy

Viridian can gather data around the markets and customer sets they are being specified in. They can track trends, find gaps, and look for opportunities to align their marketing activities around priority segments.



**Get set for success**

# Three ways suppliers can leverage EstimateOne today

1. Start by narrowing down your search in Specifinder to focus on key products
2. Set activities around those projects for your sales team to take action
3. Work backwards from keyword searches to find more value for your business. Identify which markets your products get specified in, then align your sales and marketing activities around those specific pockets of the market.

Create an account if you want to set yourself up for a success story like Viridian, or [watch what other suppliers say about us.](#)

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