Media Release
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simPRO Heads West To Capture Californian Solar and Security Markets

Leading job management software group simPRO has expanded to California as part of a strategic expansion to the booming west coast solar and security markets.

simPRO, an Australian SaaS company with more than 100,000 users around the world, has appointed two Business Development Managers and an Implementation Consultant focused in San Diego and Sacramento supporting the company's United States headquarters in Broomfield, CO.

Since launching in the US 12 months ago and raising $USD31 million in growth capital from New York's Level Equity in 2016, simPRO's cloud technology has made strong inroads into the field services industry in central states.

simPRO US President Glenn Nott said the company had received strong interest from businesses in California looking for a job management platform like simPRO's.

"California is our fastest growing market in the US, particularly in the solar and security industries," he said.

"The California solar industry has exploded over recent years, creating demand for technicians and field maintenance people," he said. "Helping businesses that provide this maintenance and ensuring they can deliver the right people, at the right place and at the right time is what simPRO does best."

The US solar industry generated $USD154 billion in economic activity in 2016 with about 360,000 people employed in the industry. California makes up nearly half of the entire US industry[1].

"We see the solar industry as a major opportunity, not just in the short term, but over the long term as solar energy becomes more common and affordable," Mr. Nott said. "While figures are less readily available, we see the more established security industry as a large opportunity and one that has potential to achieve high growth for simPRO."

Mr. Nott said the high levels of technological sophistication of local California businesses was also an important part of the decision to target the state with additional resources.

1. https://theconversation.com/the-state-of-the-us-solar-industry-5-questions-answered-90578

“There is broad embrace of new technologies by trade contractors in service, project or contract maintenance management in California which means the value of a cloud-based technology and automation is widely understood,” he said.

With a range of features for quoting and estimating, project management, invoicing and more, simPRO’s job management software helps businesses work smarter, provide exceptional service, and maximize profitability. simPRO is a complete end to end business management tool.

simPRO’s solutions are designed for operators in the electrical, solar, plumbing, HVAC, data networking and security industries.

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Contact:

Belinda Kelly
PR & Communications Manager
simPRO Software Group
belinda.kelly@simpro.co
Mob: +1 720 726 9888

Ben Ready
Managing Director
RG Communications
ben@rgcommunications.com.au
Mob: +61 415 743 838

About simPRO

simPRO provides business management cloud solutions for the trade and specialty contracting industries; including security professionals, plumbers, electricians, HVAC, solar, data networking, and others. simPRO eliminates the hassle of field service management, reduces paperwork, refines office processes, streamlines field operations, increases profit, maximizes your workforce, and enables more business growth. As it is cloud-based, it can be used anywhere, anytime to help improve streamlined business productivity and efficiency in real time, giving businesses the potential to grow, meet and exceed their goals.

With customers in the United States, Australia, New Zealand, and the United Kingdom, simPRO provides global leadership for trade and specialty contractors worldwide. The company’s U.S. headquarters is located in Broomfield, Colorado.

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In 2016, simPRO secured USD$31 million in growth capital as part of an aggressive product innovation and expansion strategy that has seen the company enter the United States and the United Kingdom over the last two years.

At the end of 2017, simPRO had more than 4,000 clients and 100,000 users globally, with clients ranging from small contracting operations through to corporate enterprises with thousands of staff.

1. https://theconversation.com/the-state-of-the-us-solar-industry-5-questions-answered-90578