APE Mobile sets sights on U.S. expansion

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APE Mobile is expanding its global reach and setting up in the U.S following last quarter growth of 55%. The company, which already boasts a growing portfolio of U.S. customers, is announcing a series of initiatives in order to capitalize on sales within in its fastest growing market.

APE Mobile is a paperless site app that enables building and civil construction companies to replace their traditional paperwork with a single, low-cost, cloud-connected app.

Preparations to open a North American office are underway which will support sales and customer success teams. By establishing U.S operations, APE Mobile will be able to serve its existing customers better and work more closely with its key partners in the region.

APE Mobile is positioning itself as the best-of-breed paperless site app that sits within the cloud connected software ecosystem. Matt Edwards, CEO of APE Mobile, explains that, "We've integrated to the top three Construction ERP platforms in the U.S and connected to over 800 cloud solutions because we believe successful construction companies of the future will have to be data driven to win. Companies can use the best tool for their site paperwork as an extension of their existing project management and ERP systems."

In an industry that has traditionally been very adverse to change, APE Mobile has taken a deep dive into site paperwork to solve the shortcomings that have seen previous mobility projects fail. Edwards says "The solution put in place had to be better than paper for the person in the field, with low risk to the business and high user acceptance. Instead of building a platform that imposes a certain way of doing things, we built a system that adapts to the processes of each customer."

The app has had success in achieving an ROI for companies from day one. In a recent time and motion study from one of Australia's largest construction and mining contractors, they found an ROI of 1500% in using the app solely on safety forms. The use in that company has now expanded to all other paperwork to double down on the benefits.

About APE Mobile
APE Mobile is a venture capital funded app that replaces paperwork on work sites enabling building & civil construction contractors, specialist subcontractors and mining companies to easily go paperless using their existing ISO accredited templates. APE Mobile supports all site paperwork, is quick to implement and practical onsite. As well as capturing data on site, you can also access and mark up all your site plans and documents to keep the team on the same page.

APE Mobile integrates with over 800 cloud solutions including Spectrum by Dexter + Chaney, Vista by Viewpoint and Sage 300 CRE, extending the capabilities of Enterprise Resource Planning (ERP) software.

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