

Perfect Integration

MORPHEUS PROVIDES CONTRACTORS WITH CUSTOMIZED INTEGRATION SYSTEMS. BY ALAN DORICH

Technology: Streamline Your Business | MORPHEUS TECHNOLOGY GROUP LLC



» Off-the-shelf MTG Frameworks fits its users' unique workflows and business needs.

Implementing a system to share project information can sometimes feel like a necessary evil. Some turn to all-in-one software packages that can sacrifice functionality, but others have chosen the more productive route by using MTG Frameworks, the platform provided by Morpheus Technology Group LLC.

Based in Redmond, Ore., the company provides custom integration solutions using its commercial off-the-shelf platform (MTG Frameworks) to fit its clients' unique workflows and business needs. Founding Partner Randy Nolan says Morpheus' history goes back to the late 1990s, when two of its founders worked on a large integration project in California.

Both had the idea of providing integration as a respective service, but could not get any interest in the idea from their

managers. "In March of 2001, we decided to create Morpheus with the sole purpose of integrating construction management and accounting systems," he recalls.

But Morpheus, which specifically targeted the construction industry, set the goals of making its offerings cost effective, rapidly implementable and extendable so the customers could maintain and extend them themselves. "We did research on the applications out there that provided integration solutions," Nolan says.

"There were good applications out there, but they were time-consuming to implement," he continues, adding that its competitors' solutions also were too costly. "For us, those software applications didn't meet the needs of the construction industry."

These drove Morpheus to build its MTG Frameworks platform, which could be

Morpheus Technology Group LLC

www.morpheustechgroup.com

• *Headquarters: Redmond, Ore.*

• *Employees: 5*

"Construction companies are slow to adopt new technology. Finding an organization within the construction technology space for over 17 years is rare."

- Randy Nolan, founding partner

implemented rapidly and customized to its clients' specific needs with two specific goals: Reduce/eliminate duplicate data entry (touch the data once) and be able to match the integration to the business process of the client.



« Morpheus was created to integrate construction management and accounting.



« Morpheus' work often makes it invisible to its clients' departments.

Speeding Things Up

Seventeen years later, Morpheus continues to provide the same service for its clients. But the company's longevity is rare in its industry, Nolan says.

"Applications come and go, and companies come and go," he explains. "Finding someone that's been in integration for this long is not really normal within the construction space."

Morpheus' work, he notes, often makes it

invisible to its clients' departments. "If we do our job correctly, you never know that we're there," Nolan says. "There's only one or two users of the middleware, supporting all the users of the applications."

The platform also saves its clients time. For example, one general contractor told Morpheus the integration solution delivered with MTG Frameworks saved its project managers on average 40 hours a month collecting data and preparing reports – and

they have 70 project managers. With ROIs like that, the integration solution pays for itself very quickly.

"All they're doing now is printing out information out of the respective application," he says, noting that this not only has reduced the use of paper, but also eliminated redundant and duplicate data entry.

Morpheus also has made the process of implementing integration solutions more efficient. "Prior to 2001, we were seeing integration projects take 12 to 18 months to complete," he recalls. "We're now seeing it take anywhere from 12 to 15 weeks using MTG Frameworks."

The company also trains clients to maintain and extend MTG Frameworks on their own. This has allowed customers to perform system upgrades without Morpheus' involvement. Companies can now determine what is best for their business. They are asking, "Do we have an internal resource that we train to support, build, extend and maintain the integrations, or do we hire Morpheus to come back in?" Nolan says.

Some decide to put in internal resources themselves, and others still call the company. "At the end of the day, it's the client's choice," he says.

A Broad Base

Morpheus won its first client in 2001, which it continues to serve to this day. "The majority of the Morpheus clients are long-term," Nolan says, noting that its customer base is comprised of "anyone that does construction-related projects."

These can range from owners with capital improvement projects to general contractors that specialize in buildings, bridges and roads. "Anyone that has a project management system and accounting system is typically a client that will receive the value of getting an integration," he says.

Today, to just name a few, its current clients include Tutor Perini Corp., Rudolph Libbe Inc. of the Rudolph Libbe Group, Brasfield & Gorrie and the Dormitory Authority of the State of New York (DASNE).

Looking Ahead

MTG Frameworks not only solves its clients' current integration problems, but it also

has an eye towards the future, Nolan says. “We know that change is inevitable, and we’re there to help support [our customers],” he says.

Today, Morpheus’ clients are looking to connect more than their project management and accounting systems. “A couple of our customers have implemented a CRM solution where a lead becomes an opportunity and opportunity becomes a project,” Nolan says.

As an example, MTG Frameworks can take a lead from the CRM and create a record in the project management system for all pre-construction meetings and cost tracking. “There also is a cost code opened up in the accounting system for any payroll tracking,” he says.

“Once the contract is awarded, that’s when we open that project full blown in the accounting and project management systems,” he says, but notes that the use of the CRM does not end there.

The client’s business development staff will need the project schedule and percentage of project completion. With MTG Frameworks, “We’re updating that CRM with job-to-date information so they don’t have to ask that from accounting or ask that from the project team,” he says. “The information is carried in that tool of choice.”

Seamless Movement

Morpheus has won rave reviews from its clients, which include Adolphson & Peterson (AP) Construction. Manager of Construction Business Applications Kevin Lind notes that the builder is consistently ranked as one of the top 50 construction managers and builders in the nation.

AP began using MTG Frameworks in 2015 with the goal of integrating cost records between its project controls software and general ledger. The company, which uses Trimble Prolog Converge and Dexter Chaney Spectrum, was impressed by Morpheus’ expertise.

“These were experts who knew the construction industry specifics,” Lind says of Morpheus. “They were able to support us and be a resource during the change-management process.”

AP also found MTG Frameworks to be very flexible. “It can be reconfigured and integration can be changed with a couple clicks of the keyboard and mouse,” he says. “We bought an integration platform that allows us to expand into our other core business applications.”

The company sees continued dependability and movement into cloud-based applications with Morpheus. “They have already built us a new adapter for our CRM

platform, Cosential,” Lind says. “This is allowing us to tie our three main systems of data and have seamless movement of all the data for business units.”

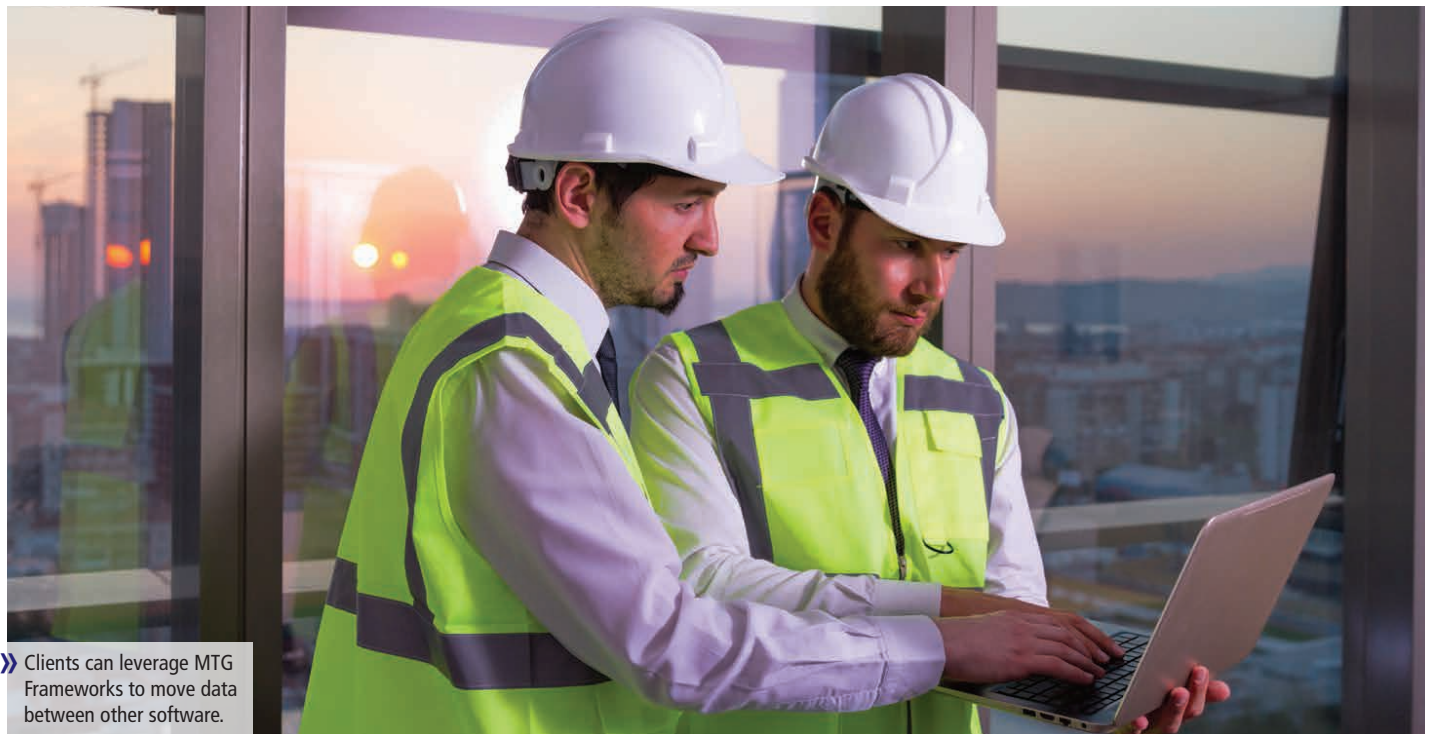
Making Connections

Another satisfied client is Ryan Companies US Inc., a Minneapolis-based company that specializes in real estate development, and designs and builds projects. Vice President of Construction Operations Mike Ernst notes that the firm began working with Morpheus in 2006.

Ryan Companies, he explains, needed to connect Proliance project management software to Oracle’s JD Edwards EnterpriseOne, a planning software suite. Today, Morpheus is working to connect JD Edwards to Procore management software.

MTG Frameworks, he adds, has helped the company cut down on duplicate entry and errors in moving information from one system to another. “They helped us walk through the process of mapping where our information is coming from and all the steps and issues that could arise,” Ernst says.

“They’ve been experts who got us to where we need to be,” he says, noting that Ryan Companies plans to continue using MTG Frameworks for the foreseeable future.



» Clients can leverage MTG Frameworks to move data between other software.

'There were good applications, but they were time-consuming to implement.'

Reducing Redundancies

Rudolph Libbe Inc. also has benefited from the use of MTG Frameworks. The Toledo, Ohio-based company offers clients general contracting, design/build and construction management services. It began working with Morpheus 14 years ago to integrate Primavera Contract Management with its accounting system, Project Manager Brian Neal explains.

But use of the platform did not end there. "We embarked in 2004 on a large-scale integration between Primavera Contract Management and Computer Guidance Corporation's accounting system," he recalls, adding that MTG Frameworks has reduced redundant data entry and associated errors for Rudolph Libbe Inc.

"We're using it now with many more applications to integrate corporate data enterprise wide," he says, adding that Rudolph Libbe Inc. appreciates how Morpheus taught the company to use Frameworks on its own. "We have managed our own integrations and continued development of new integrations over the last 14 years."

He adds that Rudolph Libbe Inc. is currently working with Morpheus on using MTG Frameworks to integrate with Oracle's Primavera Unifier. "The future for us with



Morpheus has won rave reviews from its clients, which include many large builders. <<

them holds more integration throughout the typical construction project lifecycle," he predicts.

A Good Resource

Paul Quigley, the assistant director in the IS department for DASNY, also praises MTG Frameworks. DASNY has used MTG Frameworks for the past 15 years. Quigley explains that the authority began using the platform when it needed to convert to Primavera Contract Management.

"Morpheus ended up with DASNY with the charge of developing a tool that would move data between Contract Management

and JD Edwards," he recalls, noting that Morpheus allowed DASNY substantial input in how it would operate. "The data would flow into our contract management system and back again."

Over the years, DASNY has leveraged MTG Frameworks to move data between other software. "It's software agnostic," he says, noting that Morpheus has saved the authority plenty of time and hassle. "They are a good resource."

Satisfactory Work

Nolan is proud of Morpheus and how it has provided a living for its employees. But from the customer's side, "I'm really happy that I see our clients be able to solve their integration [problems]," he says.

Looking at the future, Nolan wants Morpheus's technology to be delivered with the same reliability that one would expect when they flip a light switch. "That electrical grid is where I want MTG Frameworks to be in the future," he says.

"When you come into the office or log onto the application at home and you run a report, that information is there if we do our job correctly," he says, noting that he wants to expand its reach. "We need to extend that to multiple companies collaborating together." ♦



MTG Frameworks can reduce redundant data entry and associated errors. <<