

Project Control Tools looks to the future with ambitious rebrand

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Construction and rail software specialist **Project Control Tools (PCT)** has undergone a rebrand, redesigning its website, upgrading its apps, and bringing its innovative site-management products together under one banner.

While the business's values, vision, and mission remain unchanged, investment has enabled it to scale up over the last year. The rebrand is part of longer-term growth plans, and co-founders Fin Gregory and James Staines hope to add new software products to PCT's existing Censite suite in future.

The Censite suite

PCT helps the rail and construction industries to digitally transform site and stores management processes, offering two cost saving software products – Censite (formerly SiteMate) and CensiteStores (formerly StoresMate). Censite enables teams to digitise onsite paperwork, while CensiteStores digitalises inventory management. Bringing the products together under the Censite banner has enabled PCT to establish what will one day be an extensive software suite.

“That was the drive for the rebrand – to futureproof what we are looking to do in the next 12 – 18 months,” Fin explained. “At the moment, we’ve got a small suite of products, but in the long term we plan to have multiple complimentary products, solving different pain points within the rail and construction industries.”

As part of this rebrand, PCT will enhance its Censite and CensiteStores applications, improving the overall user experience. It is also adding new features to Censite, which will soon enable site teams to digitise the kind of standard documents that can only be accepted in a specific format – including engineering and track hand back forms. The feature was something PCT’s users (which include Network Rail and Keltbray) had requested and is not available on any software platform where the data on the form can be used.

“We really pride ourselves on continuously improving our apps based on user feedback,” Fin added. “Our clients told us that they needed to digitise all types of documents, including the standard forms that haven’t been digitised through other software.”

Accessible via smartphones or tablets, the new, more user-friendly apps will make it even easier to create, share, and analyse onsite paperwork, and to manage project inventories.

“It was key that we created something that was really easy to use and didn’t have many issues,” James added.

A new website

In order to strengthen the Censite brand and further improve user experience, PCT has also launched a new website. The business previously had three sites, including two for its flagship products, Censite and CensiteStores.

“What the rebranding has done is enable us to bring everything together under one roof,” James explained. “The website showcases all our products and services and provides a lot of information – including white papers and case studies. It’s clearer, and more concise and informative for customers.”

With its bold new look, the website also communicates PCT’s strong industry credentials. James and Fin have worked in the construction and rail sectors for many years, focusing on health and safety and project management respectively.

“Some of the best feedback we had was that, when customers come to the site, they get the feeling we’ve worked in the industry,” Fin added. “The fact is, we’ve actually been there, and are developing software for the people on the ground, rather than being a software company that tries to solve pain points without having ever set foot on a construction project.”

Showcasing PCT’s digital products

The website also showcases PCT’s powerful new product videos, which underscore its commitment to streamlining processes from the ground up.

“The videos are really in keeping within the site environment, and that is what we’re about” James said.

“What we’ve done with the rebrand is pull ourselves closer to that site environment where focus is on collating the best data possible effectively.”

On track for change

With its strengthened brand and cohesive suite of user-friendly products, PCT is on track to achieve its goal: digitally transforming the rail and construction industries.

“Our focus is on getting the best possible data from sites, and keeping projects running on correct, real-time information,” Fin concluded. “The rebrand is about demonstrating to the market that we are the people who understand their pain points, and that we’ve developed our software on the back of that.”

To learn more about Project Control Tools, visit www.projectcontroltools.co.uk.



Photo credit: Project Control Tools