



CASE STUDY

Streamlining project management and finance with Oracle, Procore, Visual Builder and APEX

CUSTOMER

Pence Companies

INDUSTRY

Construction

LOCATION

Oregon, USA

CUSTOMER PROFILE

With roots dating back to 1949, Pence Companies is an Oregon-based family of construction service businesses with a mission of Building space for people to flourish®. The organization comprises three distinct lines of business: Pence Contractors, a general contractor; Pence/Kelly Concrete, a specialty concrete subcontractor; and Beaver Equipment Company. Together, they employ approximately 360 people and have experienced significant growth in recent years, expanding throughout the Pacific Northwest and beyond.

BUSINESS NEED

With rapid growth and diversification, Pence Companies began to experience challenges integrating data and processes across legacy systems and new best-of-breed platforms like Procore. Manual workarounds, such as double keying and exporting data to Excel, created inefficiencies and introduced operational risk, including errors, delays and business disruption. Disconnected systems meant project and finance teams sometimes worked with outdated or inconsistent data, making it harder to manage risk and make informed decisions.

Leadership recognized the need for a modern integration strategy to connect Oracle Cloud Applications with construction-specific tools, streamline workflows, and enable real-time insight for project and finance teams.

"Before integration, our equipment invoicing process could take all day if not a day and a half. And that was just for one run, done twice a month. The risk of mistakes and delays was real, and it slowed down our ability to get accurate numbers and keep projects moving."

Elisabeth Kenaston
Chief Financial Officer

OUTCOMES

- Reduced manual effort and time spent on billing and reconciliation—for example, equipment invoicing process cut from a day to automated runs that take less than an hour
- Improved data accuracy and timeliness, supporting better decision-making and project controls
- Enabled real-time forecasting and reporting, enhancing visibility for finance and operations teams
- Supported ongoing innovation and process improvement as Pence continues to expand and evolve its systems landscape
- Minimized disruption to business operations through phased migration and robust integration design

"Automating our billing and reconciliation has freed up significant time for our team and improved accuracy across the board. We're now able to focus on higher-value work instead of chasing down manual errors."

Elisabeth Kenaston
Chief Financial Officer

OBJECTIVES

- Seamlessly integrate Oracle Cloud Applications with Procore and other construction management platforms
- Eliminate duplicate data entry and manual reconciliation between systems
- Automate key business processes such as equipment billing, forecasting, compliance tracking
- Enable real-time analytics and reporting for finance and operations
- Support phased migration from legacy systems, minimizing disruption and risk

SOLUTIONS

- Developed a phased integration roadmap, starting with the initial system and gradually evolving toward Procore as the best-of-breed solution for construction project management
- Leveraged Oracle Integration Cloud (OIC) to automate data flows between Oracle Cloud Applications, Procore, and custom applications
- Built custom forecasting and operational tools using Oracle APEX, tailored to Pence's requirements for analytics and field operations
- Extended Oracle Cloud Applications with Visual Builder to create an invoice workbench that includes both Oracle and Rentals data managed through the Align ToolWatch solution
- Maintained coexistence of legacy and new systems during transition, with a focus on avoiding double keying and ensuring data integrity
- Collaborated closely with Inoapps and internal stakeholders to design, test, and deploy integrations in line with business priorities

"The original Oracle-Procore integration was fairly basic, but now financial data flows seamlessly from Oracle into Procore, and project updates initiated in Procore sync back automatically. It's given us real financial rigor and a complete project view—a real leap forward."

Laura Nikander
IT Manager

PRODUCTS & SERVICES

Products

- Oracle Integration Cloud (OIC) for automated data flows and process orchestration
- Oracle Cloud Enterprise Resource Planning (ERP): Finance, Supply Chain & Inventory
- Oracle Cloud Human Capital Management (HCM): Core, Absence, Time & Labor
- Oracle Analytics Cloud Services
- CMIC and Procore construction management platforms integrated with Oracle
- Operational applications built in Oracle APEX
- Extension of Oracle Cloud Applications with Visual Builder

Services

- Inoapps integration and implementation services, including design, configuration, testing, support

WHY INOAPPS?

Pence Companies chose Inoapps for their deep expertise in Oracle and construction integrations, and for their ability to tailor solutions to the organization's evolving needs. Their collaborative approach and commitment to understanding the business enabled Pence to deliver robust, future-ready integrations with confidence.

"Inoapps supported us through a complex, phased migration, helping us navigate the coexistence of legacy and new systems, avoid disruption, and ensure data integrity at every stage."

Laura Nikander
IT Manager



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