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Case study

How Semper Solaris Reduced Change Orders & Redesigns on Solar Jobs by 99%

Semper Solaris is proud to be one of the top solar, battery storage, roofing, heating, and air conditioning providers in the US, and to install their products for a growing customer base in California. As a veteran-owned business, they bring the same discipline and attention to detail they gained from the military to all of their projects. Semper Solaris has received numerous awards, maintains an A rating with the Better Business Bureau, and relies on referrals from happy customers for much of their business.



The Challenge

Salespeople are not solar designers. At the same time, they often have to generate their own designs to show to potential customers. At Semper Solaris, sales reps were using another leading design tool to design their systems, and the downstream effects on their business were tremendous.

"They could design anything they wanted," explains Rob Evans, Training & Development Manager. "So there were always panels on top of ridge planes, hip lines, obstructions, you name it." Because of this, every single design created in their other design tool needed to be redesigned, with very few exceptions. On top of that, the production numbers and measurements weren't accurate, so the company still needed to send someone up on the roof with a tape measure and Suneye. For Semper, this seemed like too many steps and a lot of wasted time.



The Solution

Semper's sales team now uses accurate 3D models designed by Aurora's team when creating their proposals. But, can't they still place modules in the wrong place? Nope! Thanks to Aurora's advanced permission settings, salespeople can't adjust the underlying 3D model, they can only design the actual system. This lets them sell off of the 3D design, but only place modules where they can fit. These accurate front-end designs, combined with API integrations to automate their processes, help Semper Solaris shorten their timelines on the back-end. "When you're selling as much as we're selling, you have to be able to deliver build-ready projects to your operations team," says Steve Huber, Executive Director of Sales. "When sales and operations are aligned, that ultimately allows us to sell more. Aurora has allowed us to bridge that gap."

"I would go as far as to say it's impossible to scale without a tool like Aurora. It makes sure we're not pitching things we can't uphold or making promises we can't deliver on."



Steve Huber

Executive Director of
Sales Semper Solaris



99%

reduction in change orders and redesigns for solar jobs

90+



minute reduction in average site survey time

2-4

week decrease in sale-to-permit timeline

Interested in learning how Aurora can upgrade your design and sales process?

Request a demo today at aurorasolar.com/public-demo



The Result

Before Aurora, Semper needed a change order or redesign for about 100% of their solar jobs. Now it's less than 1%. "The site auditor went from somebody that was trying to figure out how to make things happen to somebody that was just verifying what sales was doing," Steve explains. Likewise, it used to take about 2 hours for their site survey team to complete a job, now they get everything done in 30 minutes or less — without even needing to get on the roof. This has more than doubled Semper's capacity for site audits per person and has led to a 2-4 week decrease in the sale-to-permit timeline. All in all, Steve says, "We got happier customers, our timelines are faster, we got happier sales reps, and happier accountants —so everybody wins."



Why Aurora?

For Rob, it comes down to accuracy, speed, money saved, and avoiding improper designs. Aurora's accurate designs move jobs forward much faster and the professionalism of the end result matches Semper's mission, values, and brand. "The big game changer was that Aurora wasn't just a sales tool, it was something we could use across the entire company," Steve says. Whether it's their marketing team, sales, or operations, Aurora helps them to be one cohesive unit instead of a bunch of siloed departments. And Aurora is constantly evolving to meet their needs. While other tools simply provide an out-of-the-box solution, Aurora works with Semper's team to improve their workflows and provide training whenever it's needed.