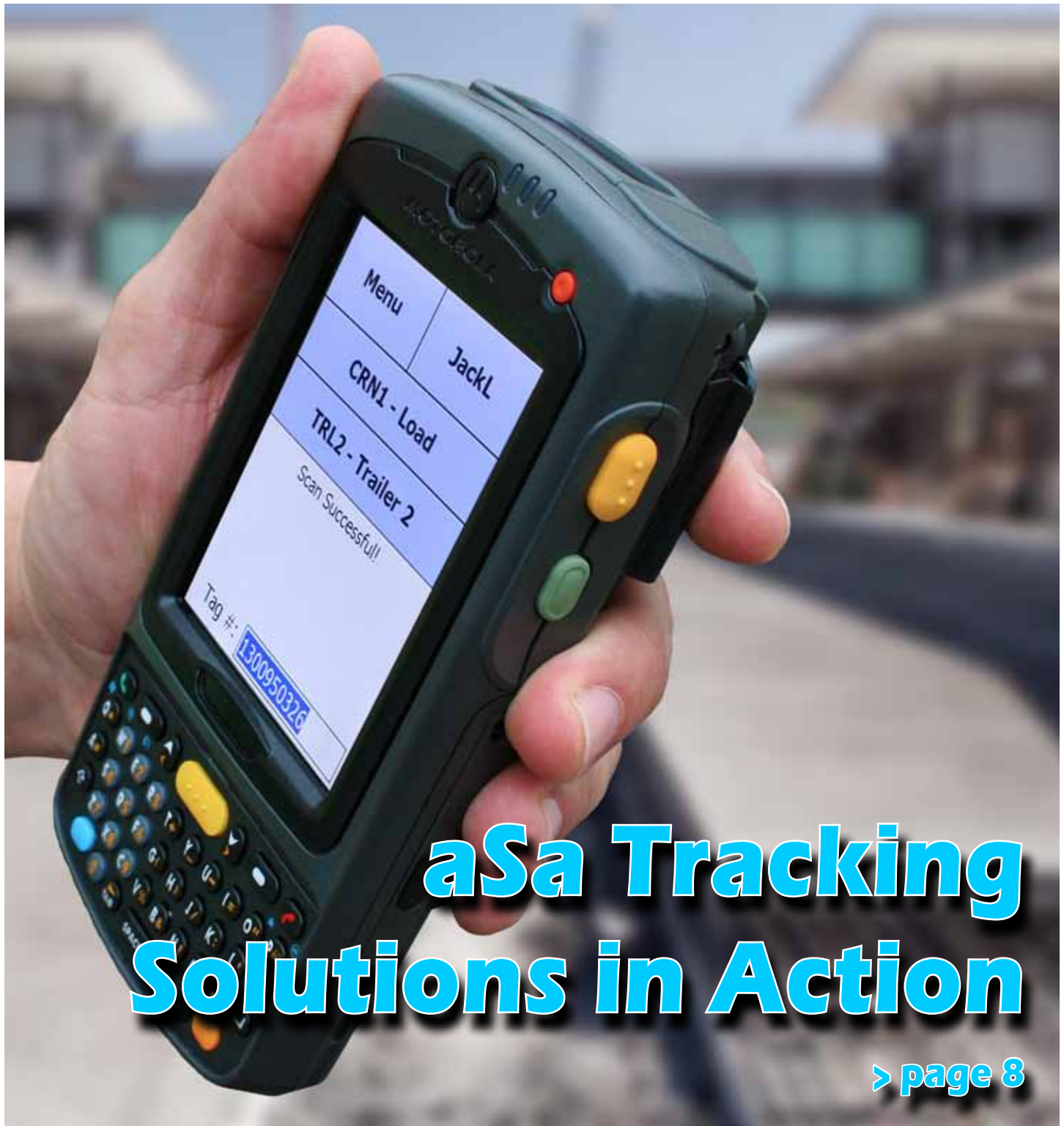


# REINFORCER

www.asarebar.com



## aSa Tracking Solutions in Action

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## Letter from the President



# Thank you!

As one year ends and another begins, it is often a time to reflect on the past and envision the future. Looking back on 2011, it has certainly been an interesting year. Devastating earthquakes in New Zealand, Japan, and Turkey. Financial turmoil in Europe. Political change in the Middle East. Economic uncertainty in the United States. In some ways, it is nice to say goodbye to 2011!

But in other ways, it was a good year. Europe is restructuring debt and getting stronger. The political change in the Middle East is hopefully a change for the better as willed by the people. And, the US economy is seeing signs of improvement. We're seeing some of those same signs in our own business with new product sales and software subscription service renewals increasing. Today, aSa is developing more products for more markets than ever before.

As we look ahead to 2012, our partnership with Bentley Systems is helping to create ProConcrete, the world's most advanced 3D concrete and rebar modeling software. The next generation aSa shear console will be released. Web-based and handheld applications are being designed. Improvements are planned for all aSa core modules, including Estimating, Bar List, Scheduling, Shearing, Tagging, and Rebar Financials. New scanners and TouchTrackers were introduced in 2011 and are being further enhanced in 2012.

We are also working on better ways for you to communicate with us. A new aSa website will be unveiled, making it easier to navigate and find information about aSa products. You can "like" us on Facebook [www.facebook.com/aSaRebar](http://www.facebook.com/aSaRebar) and follow us on Twitter @aSaRebar for breaking news about the products that run your business.

Who do we have to thank for all of this innovation? Our staff and our customers! After all, the end of the year is more than just a time to reflect; it's also a time to be thankful. As I enter my 25th year at aSa, I am so appreciative of our hardworking and talented aSa staff. Through their dedication and vision, our products have grown to be leaders within the rebar industry. The aSa staff continues to inspire me to reach higher and do more. And of course, our customers. Your feedback has helped to shape our products since the beginning. We are grateful for your loyalty and continued interest in aSa.

So, as we begin a new year, I want to take this opportunity to thank you and to wish you a healthy, prosperous, and successful 2012.

Best regards,

Scott D. Leib  
President/CEO

P.S. I hope to see you at the World of Concrete in Las Vegas, booth N2612!

## REINFORCER

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## Need Help?

Whether you have a quick question or one that is more involved, our sales and consulting teams are ready to assist you and help answer your questions.

### 1.800.CALL.ASA

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[customerservice@asaHQ.com](mailto:customerservice@asaHQ.com)

#### Reinforcing Applications Support

[racsupport@asaHQ.com](mailto:racsupport@asaHQ.com)

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## aSa News

### Free Webinar Training

Clients enrolled in our subscription plan can take advantage of free web-based training.

The webinars are one-hour training classes **free** to clients enrolled in our software subscription plan. The sessions begin at 11 a.m. Eastern. To sign up, log into our Support website at [www.asarebar.com/support](http://www.asarebar.com/support), then click Webinar Sign-up.

To see a complete list of upcoming webinars, visit [www.asarebar.com](http://www.asarebar.com).

Click **About aSa > Events Calendar**

### Upcoming Events

#### World of Concrete

January 24-27, 2012  
Las Vegas, Nevada

#### Concrete Show 2012

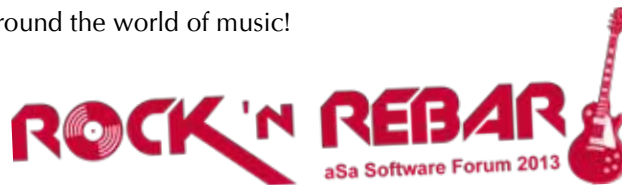
August 29-31, 2012  
Sao Paulo, Brazil

#### Big 5

November 19-22, 2012  
Dubai, UAE

### Get Ready for the aSa Rock 'n Rebar World Tour

It's not too early to mark your calendar for the 2013 aSa Software Forum — March 17-21, 2013, in Pittsburgh, PA. Plan to join us for **Rock 'n Rebar**, our first music-themed forum. In addition to great training and networking opportunities, we're planning some fun activities that revolve around the world of music!



### CRSI Announces Resolution on Bar Markings

The Concrete Reinforcing Steel Institute (CRSI) Board of Directors through its Engineering Practice Committee has developed a resolution encouraging reinforcing steel producers to revert to using an inch-pound only system for marking all sizes and grades of rebar. This standard is intended to reduce confusion, eliminate errors, and improve productivity throughout the construction industry. The organization's goal is to have all new reinforcing steel stamped with the inch-pound bar marks by January 1, 2014. However, existing inventories of soft metric marked bars can continue to be sold after the 2014 implementation.

Read the full CRSI Resolution by scanning this QR Code with your smartphone or mobile device.



### No Time to Attend Our Free Scheduled Webinars?

Have you missed a recent webinar because you didn't have time to attend? Fortunately, with aSa's *Anytime Training* series, you can watch recorded webinars at your convenience. As a member of aSa's Software Subscription Service, you have free access to our new video library. Check out the *Training Videos* page of our Support site today!

### Why You Should



### us on Facebook



### Top reasons to "like" the aSaRebar Facebook page

1. Communicate with aSa and your peers in the rebar industry.
2. Get up-to-date information on what's happening at aSa.
3. It's easy to do! Just scan the QR Code below or browse to the link.

Then, click the "Like" button on our page.



[www.facebook.com/asarebar](http://www.facebook.com/asarebar)

## See New aSa Rebar Solutions at WOC

Visit us at World of Concrete 2012 Booth N2612.



### World of Concrete 2012 Registration

Use CRSI's unique code (A25) when registering and SAVE BIG:

Free Exhibits-Only registration\*

- \$10 off 3-hour and/or 90-minute seminars
- \$20 off the Master Certificate Super Pass options 1 & 2

\*Restrictions may apply

**W**e will showcase aSa's entire line of software, hardware, and shop automation solutions at World of Concrete 2012, Booth N2612. The show is January 24-27 at the Las Vegas Convention Center.

This year, we're excited to offer a sneak peek of our next generation Opto-Shear Console. We are also featuring the new rugged tablet version of our TouchTracker. The new unit features an industrial-strength self-contained PC and offers more flexible mounting options than our previous units. aSa TouchTrackers display important information — such as heat data and material characteristics — instantly as you scan each item. For

situations where mobility is required, such as at loading bays and storage bins, check out the new Motorola MC75A Wi-Fi scanner.

At this year's WOC, we will demonstrate how you can run aSa on mobile devices to help increase your productivity and keep informed when you're away from the office.

Our development team has been working with Bentley Systems software engineers

to develop the MicroStation version of Bentley ProConcrete, which will also be featured at the show.

Stop by Booth N2612 to see industry-leading solutions in action and hands-on product demos of our Complete Rebar Solution®. □

*Learn how easy it is to increase your productivity with aSa Barcode Tracking Solutions.*



## Introducing aSa India

Global expansion brings aSa's industry-leading software and services to additional key growth region.



**A**s aSa continues to expand operations into growing international markets, it's not surprising that India would be an area of focus. India is the second most populated nation with one of the largest growth domestic product rankings.

In September, aSa India was established and Irfan H. Nakade, Rebar Industry Consultant, was hired to manage sales and support in the region. Irfan brings a wealth of experience to his new role at aSa. He worked in the civil construction and reinforcing steel industries in India and Saudi Arabia for 10 years.

During this time, he held various positions, including site engineer, project engineer, sales engineer,

and sales and technical department head. "I am really proud to join the team at aSa, and I look forward to sharing the many benefits of aSa solutions with the rebar industry in my home country," says Irfan.

Indian contract detailing firms have used aSa solutions for years. With our new location in Mumbai, we are increasing our efforts to bring the entire suite of aSa products to India's growing fabrication industry. ☐



Irfan H. Nakade

*“Our long-range plan includes opening regional offices throughout the world to better serve our international customers.”*

*Scott Leib  
aSa President/CEO*

### Seven Languages

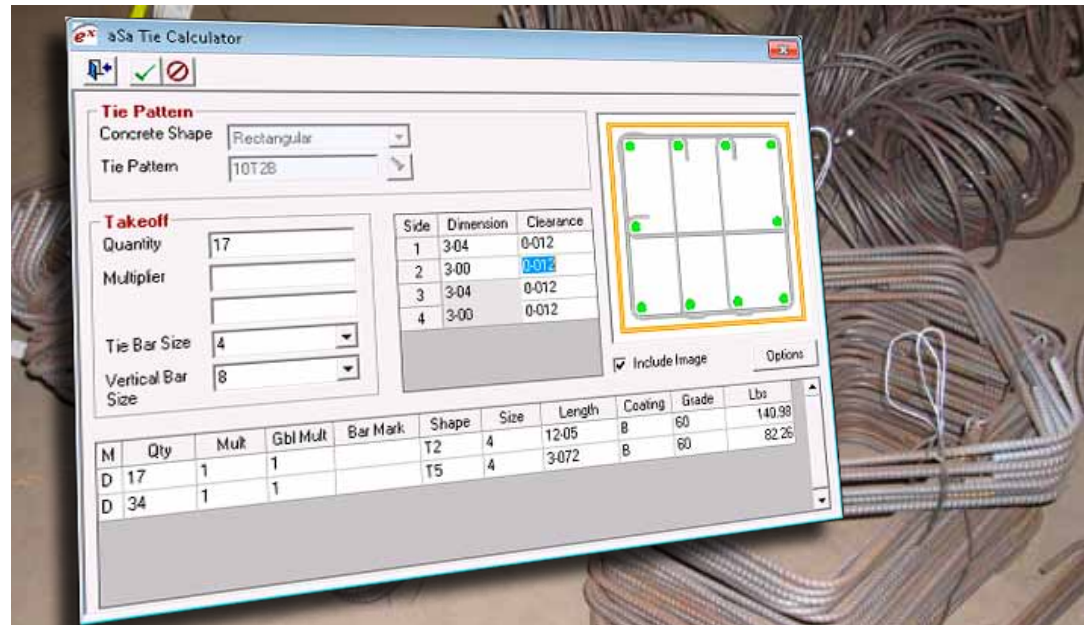
The aSa *e<sup>x</sup>* software suite is currently available in.

- English
- Spanish
- French
- Portuguese
- German
- Polish
- Croation

Additional languages will be added as we expand to serve new regions.

## What Can You Expect from the Next Release?

Improved security permissions, tie configurations in Bar List, and much, much more will be included in aSa v7.25.



**O**ur development team has been hard at work building new features into the aSa software you use every day. Below are some of the highlights.

▲ **Tie Calculator in Bar List.** Tie patterns that you create using aSa Tie Manager can now be easily added to your bar lists. Simply select the tie pattern, enter some basic information such as dimensions and bar size, and the tie steel is added to your Bar List Takeoff grid.

**Better security administration.** Beginning with v7.25, aSa will include a new Security Manager utility that allows system administrators to assign permissions to security events on a very granular level. To save time, each employee will belong to one or more security groups, each with its own specific permissions.

**New delete utility.** A new utility makes it easier to get rid of old, unwanted control codes and keep your

database clean. With Delete Bar Lists by Job, you select a job — typically an old job that has completely shipped and no longer has any activity — and the system shows you all the associated control codes. With a few clicks, you can clean out hundreds (or even thousands) of control codes that are no longer needed.

**Bid item status in Estimating.** In Rebar Financials' Job Pricing, you have always had the ability to change the status of a bid item.

Now, you can do the same in Estimating. Each bid item on an estimate can now be identified as "Open," "Lost," or "Hold." Lost bid items are excluded from the estimate's grand total weight.

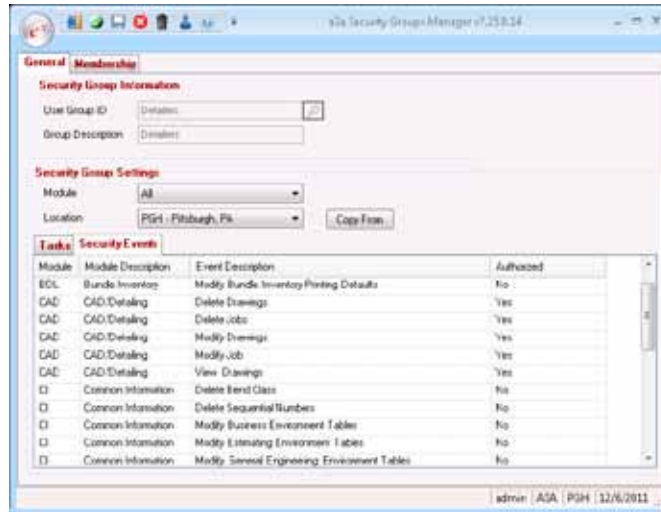
**Tie configurations in Bar List.** One of the most powerful tools we have introduced in the last few years is Tie Manager, which lets you create any number of complex tie configurations by simply drawing them. The tie patterns you create, which were previously

available in Estimating and CAD/Detailing, can now be easily added to your bar lists as well.

### Inventory remnant tracking.

When you generate a remnant in Computer Optimized Shearing, you can now track that remnant in Bundle Inventory without the need to print a separate inventory tag. The Production-generated remnant tag is created with a Bundle Inventory barcode. When the physical remnant is produced, a scan activates the tag, which adds the remnant to inventory and associates the appropriate heat information.

**Copy Job Pricing.** The new Copy Job Pricing tool allows Rebar Financials users to easily create new pricing scenarios from existing price schemes. Copy estimate summary totals, pricing values, or both, then update as needed to create a new pricing scheme without having to enter data from scratch. Another new tool, the Job Pricing Maintenance screen, lets you view an organized list of all the pricing schemes defined for a project and to delete unused schemes.



### Print Purchase Orders.

When you create an order in aSa Rebar Financials – Base version, you can now generate a printed purchase order. Previously, printed POs were only available with the Inventory Management version of Rebar Financials.

**Much more.** V7.25 also includes the ability to set up pricing specific to a customer or job address, new Delivery Ticket report options, support for Unicode languages, and more. See the v7.25 release notes, posted on the Support area of our website, for a comprehensive list of enhancements.

The new release, which is free to customers enrolled in our software subscription plan, will be available soon. Watch your inbox. We'll

send a notification when v7.25 is ready to ship. ☐

## Software Upgrades Included!

As a member of aSa's Software Subscription Service, in addition to receiving free software upgrades, you will be eligible for:

- ✓ online training
- ✓ technical support
- ✓ marketing for your company in our Contract Estimators and Detailers directory
- ✓ invitations to member-only events, such as our biennial aSa Software Forum

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+ 1.724.733.8700 (Outside U.S.)

▲ **Improved Security Permissions.** v7.25 introduces a new Security Groups Manager utility, which allows system administrators to assign permissions to tasks and security events at a much more granular level than in previous versions of aSa.

## aSa Tracking Solutions in Action

From New England to Australia, fabricators rely on aSa Bundle Inventory, Material Tracking, and Load Tracking solutions.



“*The software has been extremely stable, reliable, and easy to use. At the end of the day, we bought aSa for a specific purpose, and it has definitely fulfilled that purpose.*”

— Ben Mead  
Brisreo Pty. Ltd.

**H**ard-to-manage heat information and forgotten bundles are virtually a thing of the past with aSa tracking modules. Showcased below are two companies that have successfully embraced aSa barcode technology.

Dan Roche, Production Supervisor for Massachusetts-based rebar & mesh, inc., explains why his company implemented aSa Bundle Inventory, saying, “Everybody wants mill certs now, and we provide bona fide mill certs every time. The customers love it.”

rebar & mesh, which provides reinforcing for projects all over New England, uses aSa TouchTrackers to scan tags at all of its shearlines and most

of its benders. TouchTrackers are touch-screen panel PCs connected to hand scanners. The tracker interface shows a variety of helpful information for each scan, including material details and the current heat. rebar & mesh also uses Wi-Fi enabled mobile scanners to validate trailer loading in the yard.

“(Before aSa Load Tracking), we used check lists and tore off tag stubs. At the end of the day, I counted every stub and if something was

missing, I had to jump on the trucks and look to see if the bundle was really loaded. It was a nightmare,” says Dan.

He continues, “I was skeptical at first — afraid that all that scanning would take up too much time — but it has improved everything here. Tracking trailer loading has really taken a load off my work schedule. aSa Load Tracking has been a life-saver!”



On the other side of the world from rebars & mesh, another rebar fabricator is in the final stages of providing steel for Australia's largest road infrastructure project. Brisreo, a subsidiary of parent company Ausreo, was created specifically to fabricate material for Airport Link, the first major motorway connecting Brisbane city to the northern suburbs and the domestic and international airports. Thiess John Holland is the general contractor for the \$4.8 billion project.

Ben Mead, Operations Manager for Brisreo, is responsible for all aspects of rebar production, from scheduling to delivery. Brisreo started fabricating steel in April 2009 and installed aSa tracking solutions in August the same year. "aSa consultants (Steven Selig and Tim Brewer) did a great job. It was a very rapid implementation. We were up and running in a couple days," says Ben.

Ben notes that before implementing aSa, shop employees were tracking heat numbers by manually writing them on their paperwork. "The guys are pretty good at scanning. Most

of them came from other reinforcing shops, so they were used to it. They like the fact that they don't have to be writing at the shearline," he says.

Brisreo currently uses 12 aSa TouchTrackers and four mobile scanners to track fabrication. He points out that the ability to automate machinery via barcode scans is a big time-saver. Ben notes that the aSa Bundle Status Inquiry — which shows the

real-time fabrication status of each bundle in a color-coded grid — is critical to Brisreo's day-to-day operations, saying, "We live and die by that report. If it's not all green, then the truck can't go."

Ben concludes, "The software has been extremely stable, reliable, and easy to use. At the end of the day, we bought aSa for a specific purpose, and it has definitely fulfilled that purpose." □



“*Tracking trailer loading has really taken a load off my work schedule.*”

— Dan Roche  
rebars & mesh, inc.

◀◀ **Massive infrastructure project.** Brisreo opened in 2009 specifically to provide reinforcing for the Brisbane Airport Link, Australia's largest road infrastructure project. When finished this year, the "BrisConnections" Airport Link will include an underground toll road, a special bus-only road, and an airport roundabout. BrisReo uses aSa Bundle Inventory and Material Tracking to manage heat information and track bundle progress in the shop. (pg. 8)

◀ **Tracking mill certs and trailer loading.** rebars & mesh, inc. of Haverhill, Massachusetts, relies on aSa software and scanners to track heat/mill cert information as bars move through the shop. Production Supervisor Dan Roche says the ability to validate bundles as they are loaded for shipment "has been a life-saver." (pg. 9)

### Need a Support Login?

The Support area of our website contains numerous downloads and resources that are available only to clients enrolled in the aSa Software Subscription Plan. If you are a supported client, you will need a username and password to log into the site.

To register, browse to: [www.asarebar.com/support](http://www.asarebar.com/support), then click the Register button.

### DO IT YOURSELF

## Running aSa Through Your Mobile Device

Imagine you are visiting a customer at the jobsite, and a question arises about a bundle of steel scheduled for delivery later that day. Wouldn't it be nice to fire up your iPad and instantly show the job's foreman that the bundle was loaded onto Truck #2 just minutes ago? With minimal setup, you can run aSa on your iPad, smartphone, or other mobile device.



1. Your aSa client software must be running on a PC that supports remote desktop services, such as a Terminal Server. The Terminal Server must have a routable IP address — this is an IP address that is accessible from anywhere on the Internet.
2. On your mobile device (iPad, iPhone, Blackberry, or Android-enabled equipment), download and install a remote desktop protocol (RDP) application. Many RDP apps are free or very inexpensive.
3. On your device, use the RDP software to connect to your Terminal Server and run aSa applications remotely. You'll be able to access any module licensed and installed on the Terminal Server PC.

Contact aSa's IT Support staff for help configuring your mobile device to connect to your computer



## Q&A with aSa's Consultants

**In aSa Load Tracking, is there a way to view a list of bundles remaining to be loaded onto a trailer?** Yes, on your MC9090 or MC75A Wi-Fi scanner, touch the "Not Loaded" button. Next, "filter" your inquiry by scanning (or selecting) an item tag, master bundle tag, or load tag. A list of items remaining for the control code (or load) displays. Note: This functionality is not currently available on the MT2090 scanner.

**With aSa Bundle Inventory, can I receive stock material into my aSa database by scanning the mill bundle tags?** If your supplier is using the barcode format developed and promoted by the Concrete Reinforcing Steel Institute (CRSI), then the answer is a definite Yes. Scanning mill tags is a great time-saver compared to manually entering receipts and printing Bundle Inventory stock tags. If your mill isn't using the new barcode format yet, let your mill representative know that this is an important value-added service that you want.

## aSa Offers Free and Discounted Online Bentley Training

Bentley Institute delivers self-paced and instructor-led content to your organization through its Bentley LEARN program.



you are a Bentley SELECT Subscriber and an aSa client, you can now access training that fits your schedule

You can participate in on-demand training and work at your own pace, take instructor-led hands-on courses, or listen to Bentley lectures. You'll also receive online course transcripts, a certificate of completion, and learning reports for each course that you take.

Contact us today to register for this excellent training opportunity!

### Free classes from Bentley LEARN include:

- Welcome to MicroStation
- MicroStation Design Files
- Creating Elements
- Working With Existing Elements
- Precision Input with AccuDraw

Call aSa's CAD Consulting team today for additional information and to register for Bentley courses.

**D**o you need to train detailers in MicroStation, but just don't have the time? Well, if

through Bentley LEARN Training. Bentley offers several training options for different learning styles.

### WELCOME FABRICATORS and SUPPLIERS

#### Australia

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Altona North, VIC

#### South America

**Udiaco**  
BRAZIL

#### North America

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Concord, ON CANADA

**Camblin Steel Service, Inc.**  
Sacramento, CA

**Cuyahoga Supply & Tool, Inc.**  
Bedford Heights, OH

**Foundation Steel**  
Wauseon, OH

**Gamma Rebar**  
Stockton, CA

**GVS Corp.**  
Annapolis, MD

**J.D. Steel Company, Inc.**  
Phoenix, AZ

**Kirkwood Industries, Inc.**  
Woodinville, WA

**Metal Partners Rebar**  
Naperville, IL

**Nufab Rebar**  
New Braunfels, TX

**Stelcrete Industries, Ltd.**  
Niagara Falls, ON CANADA

### WELCOME CONTRACT ESTIMATORS and DETAILERS

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**RM Rebar Services**  
Homestead, FL  
CAD/Detailing License

**EOI Company**  
Baker City, OR  
Estimating & Bar List License

**Rumbaoa Rebar Detailing Service**  
Vacaville, CA  
CAD/Detailing License

**MD Ltd.**  
Toronto, Ontario CANADA  
Estimating License

**Titon Builders, Inc.**  
Lake Park, FL  
CAD/Detailing License

**Raef Kapp**  
Calgary, Alberta CANADA  
Estimating License

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Estimator/Detailer  
Directory



# Is Your Business Prepared for an Unexpected Disaster?

Just ten minutes per week gives you the peace of mind that your data is secure.

Computers can greatly help increase our productivity. Unfortunately, hardware failures, software corruption, viruses, and user errors can destroy business-critical data when you least expect it. As someone who relies on information for your day-to-day operations, you really cannot afford to lose any data. Yet, it happens every day. Not only is it critical to perform system backups, but it's also important to periodically check to make sure that they are actually running

properly. Being prepared is as easy as 1-2-3. First, ensure that you are getting regularly scheduled aSa database backups. Second, implement a nightly scheduled full system backup. Third, ensure that your backups are regularly taken off-site for disaster recovery.

**Database backups.** A system crash without a backup of your database would be disastrous. Jack Lucot, aSa's Manager of Reinforcing Systems Consulting says, "We often get calls from customers that believed their database was being backed up, when in reality, it wasn't and they lost months of work." Microsoft SQL databases are "live" files that are always in an open state. As such, basic file and folder level backup solutions do not capture these files. Many people often mistakenly think their critical aSa data is protected by backup solutions that they, or a third-party IT company, have set up. Unfortunately, those folks are gambling with their data. aSa offers backup solutions that will capture your open database files. If you are in a corporate environment and are running the full version of Microsoft SQL Server, you can schedule daily full and hourly incremental database backups. This allows you to

restore your data right up to the point of failure. If you are in a smaller environment and running Microsoft SQL Express, aSa has a database backup utility that you can schedule to perform a daily database backup. Database backups should be scheduled to complete before your full system backup so that the most recent aSa data is captured to your backup device.

**Full system backups.** Next, you need to make sure that all of your data—including the database backups described above—is backed up daily to a disk or tape. This allows you to granularly restore individual data or the entire system in the event of data loss, virus infection, or system failure.

**Disaster Recovery Plan.** It is also important to protect your critical business information in the event of a disaster that destroys the computer systems in your office. The traditional solution is to take full system tape backups off-site. A newer solution is an enterprise class cloud-based data backup. In this scenario, your critical data is stored off-site at secure third-party data centers and can be quickly retrieved in the event of an emergency.

aSa has partnered with an industry-leading enterprise-class cloud backup provider to offer this solution to our customers. Our IT staff can provide more information and pricing for these solutions.

### Free Readiness Checkup.

Give us a call to have our professional staff review your backup configurations before a disaster strikes. The time it takes to double check your system will be well worth it, plus ... it's FREE! ☐

## DID YOU KNOW ...

- 48% of businesses experience some type of data loss.\*
- 34% of businesses fail to test their backups.\*\*
- 77% of businesses that check their backups, discover a backup failure.\*\*
- 93% of companies that lose their data center for at least 10 days often go bankrupt within the year.\*\*\*

#### Sources:

- \* Sacramento Business Journal
- \*\* Boston Computing Network
- \*\*\* National Archives and Records Administration

## Can You Afford to Lose All of Your Data?



Get a **Free** Readiness Checkup from our IT staff to make sure you're prepared!

- Full daily database backup
- System backups
- Disaster Recovery Plan

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