

# How Infinity Energy Uses Automation to Stay Ahead of the Curve



## About Infinity Energy

Infinity Energy is among one of the fastest growing companies in the US with nearly 300% growth year-over-year. They are #11 on Solar Power World's Top Contractor's list and employ over 1,500 people. The secret to their success is focusing on the customer experience and utilizing technology to streamline their processes for both their in-house teams and dealer network.

## The Challenge

Technology is constantly providing new ways to automate and speed up processes. While the innovative companies who embrace the changes reap the rewards, it can be easy to get left behind. Three years ago, Infinity Energy noticed that slow processes and design bottlenecks were preventing them from growing. Among other time-intensive tasks, they were still getting on the roof to take measurements. "The whole process was slow. It took a large chunk of time to get proposals and CADs done," Austin Seawright, VP of Design & Engineering at Infinity Energy, recalls. "Just more time, more mistakes, and a really poor experience all around."

Rather than letting it hold them back, however, Infinity Energy saw this as an opportunity and looked to technology for the answer.

## The Solution

Infinity Energy started leveraging Aurora's design accuracy and integrations in any way they could. Almost their entire tech stack is now integrated with Aurora: CRM, proposal tool, CAD tool – you name it. As Austin explains, "being able to utilize APIs and the data available from Aurora, we can create designs that stay consistent from start to finish." The same design that's used in the sale is used all the way through engineering, usually without even visiting the site.

With Aurora's Nearmap integration, Austin says he would take the Aurora design over an in-person site survey 100% of the time – the data is that trustworthy. And thanks to the automations and integrations between Aurora and their tech stack, Infinity has been able to eliminate a large portion of manual data entry and its associated errors. But the results don't end there.

Interested in learning how Aurora can upgrade your design and sales process? [Sign up for a demo](#)

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## The Result

Infinity Energy has transitioned to 100% virtual site surveys in the past year. While the time saved from that alone is tremendous, the downstream effects have been even more impressive. Since Infinity adopted Aurora, change orders and redesigns have dropped from 9.78% to 4.49% — a 46% reduction. By using these accurate designs in their sales process, Infinity has reduced the average time of a site audit from 120 minutes down to 35 minutes. And when it's time to generate a planset? That time has gone from 2.5 hours to 20 minutes. All-in-all, the company has reduced their sales-to-install timeline by 20 days, which lets their teams focus on more business-generating activities and driving growth.

**100%** virtual site surveys

**20** day reduction in sales-to-install timeline

**46%** reduction in change orders and redesigns

## Why Aurora?

Due to its unmatched accuracy and integration capabilities, Aurora is the only design solution that Infinity Energy trusts. Austin boils down his main reasons for choosing Aurora to: bankable data, “awesome” integrations, and ease-of-use. “It allowed us to be very forward-thinking without really struggling,” he explains. “All of my plans include Aurora and I can’t foresee any other way of doing it.”

“Everything boils down to that customer experience and speed of execution. Creating an accurate design right from the get-go is paramount - it allows you to start the project off on the right foot and makes a world of difference.”



**Austin Seawright,**  
VP of Design and Engineering  
Infinity Energy

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