


COMPETITIVE DIFFERENTIATION IN AEC

Leveraging technology to win new
business and retain customers



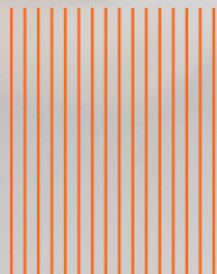


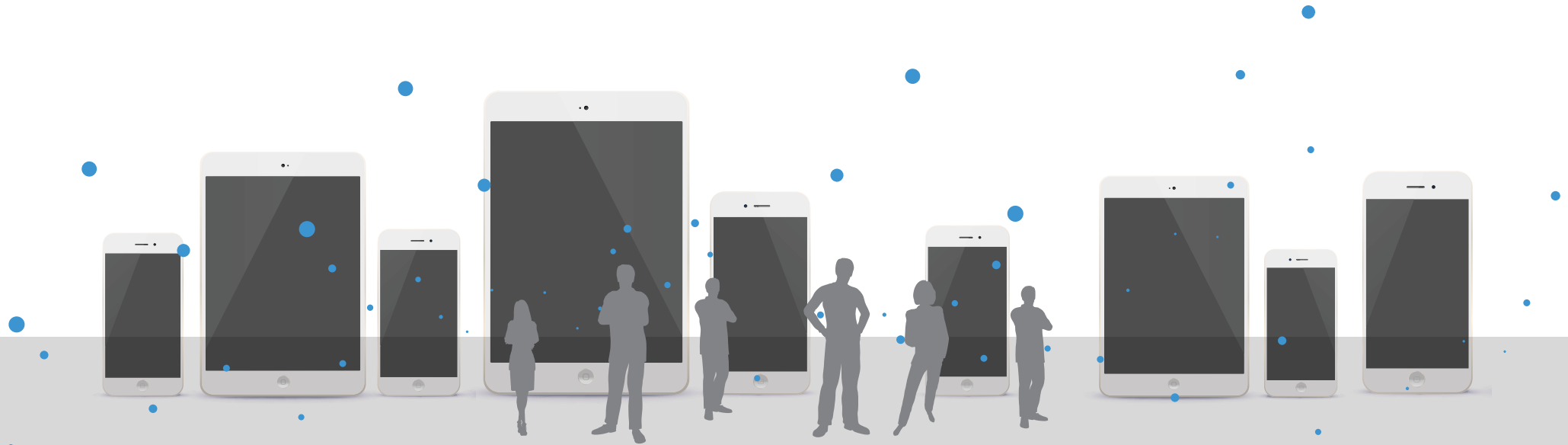
When you woke up this morning, most likely one of the first things you did was reach for your smartphone. There's notifications popping up, emails to spot check, text messages to read, phone messages to listen to.

Technology, especially **mobile technology**, is now our most constant companion, blending personal and work activities throughout each day, giving us 24/7 access to news, communications, commerce, and real-time information.

Digital technology is changing behavior at an unprecedented pace. We all want accurate information faster.....when, where, and how we want it.....whether at home or at work.

Yet, the construction industry is one of the **SLOWEST ADOPTERS** of technology today.





When you head to work, your smartphone goes with you. Along the way, you might pick up an iPad or log in to your desktop as soon as you get to work.

On the other end of these interactions at work is your customer, a customer who is *just like you, always connected*.

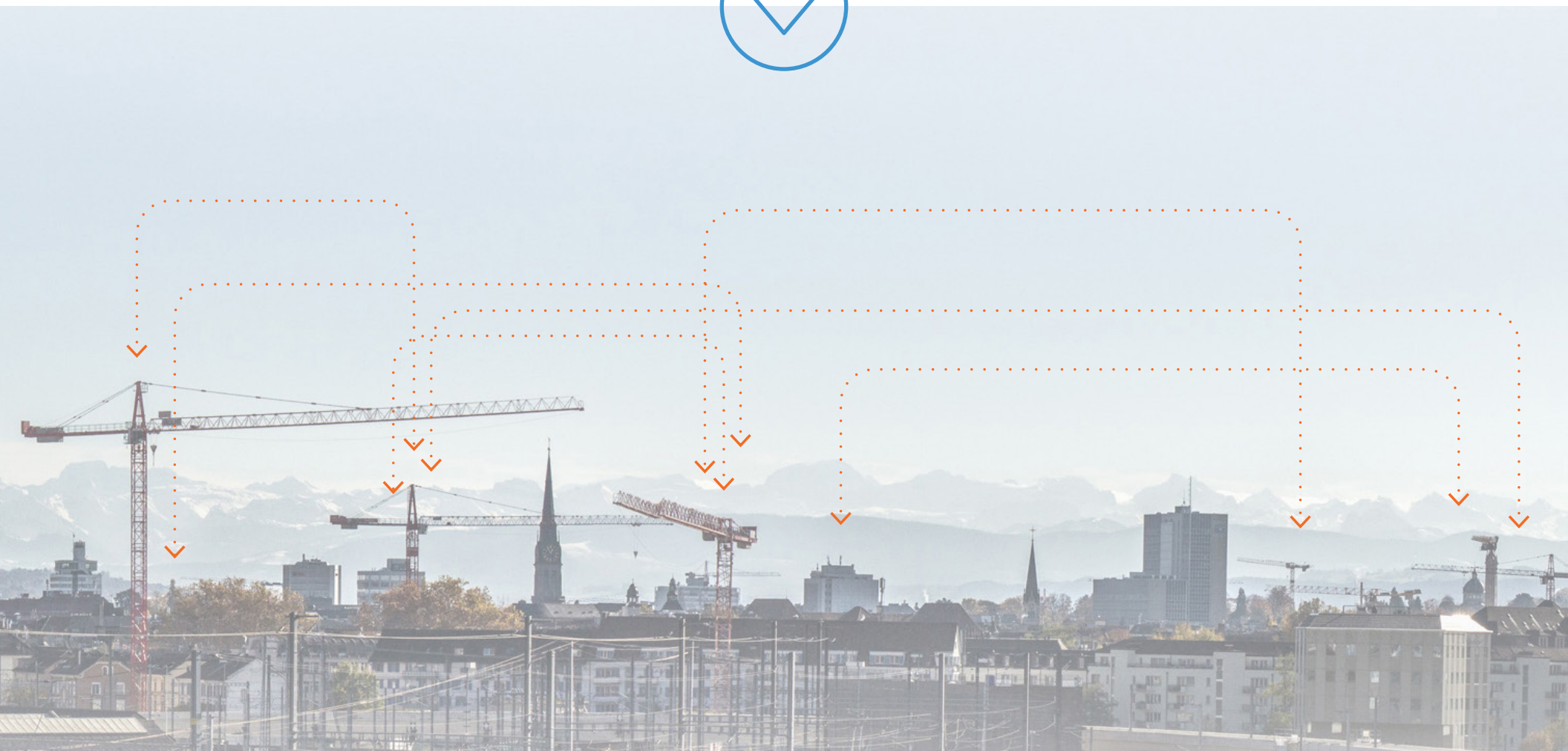
With the advancement of always-on technologies, customers are now in the driver's seat, expecting an experience from

you that recognizes when, where, and how they prefer to engage throughout their day. They now hold the keys to determining what vendors will survive and which ones will thrive.

There is no opting out of the imperative for your company to “go digital”. You must provide this “always-on” connected experience and reduce friction in your customer’s experience with you in order to remain competitive.

DON'T BE **SLOW** TO ADOPT

The reality is that competition is heating up.
What will you do to stay at the head of the pack?





① What's the **RISK** of standing still?

DISRUPTING THE AEC INDUSTRY

There is an urgent need for change:

“Four decades of international AEC industry publications reinforce poor communication and information transmission; coordination; and teamwork issues, are the cause of countless performance problems on numerous projects.”

A Weippert & S.L. Kejewski
The Queensland University of Technology



CURRENT CHARACTERISTICS OF AEC FIRMS STANDING STILL

Since AEC is the slowest adopter of technology and innovation, many challenges continue to impact growth and profits.

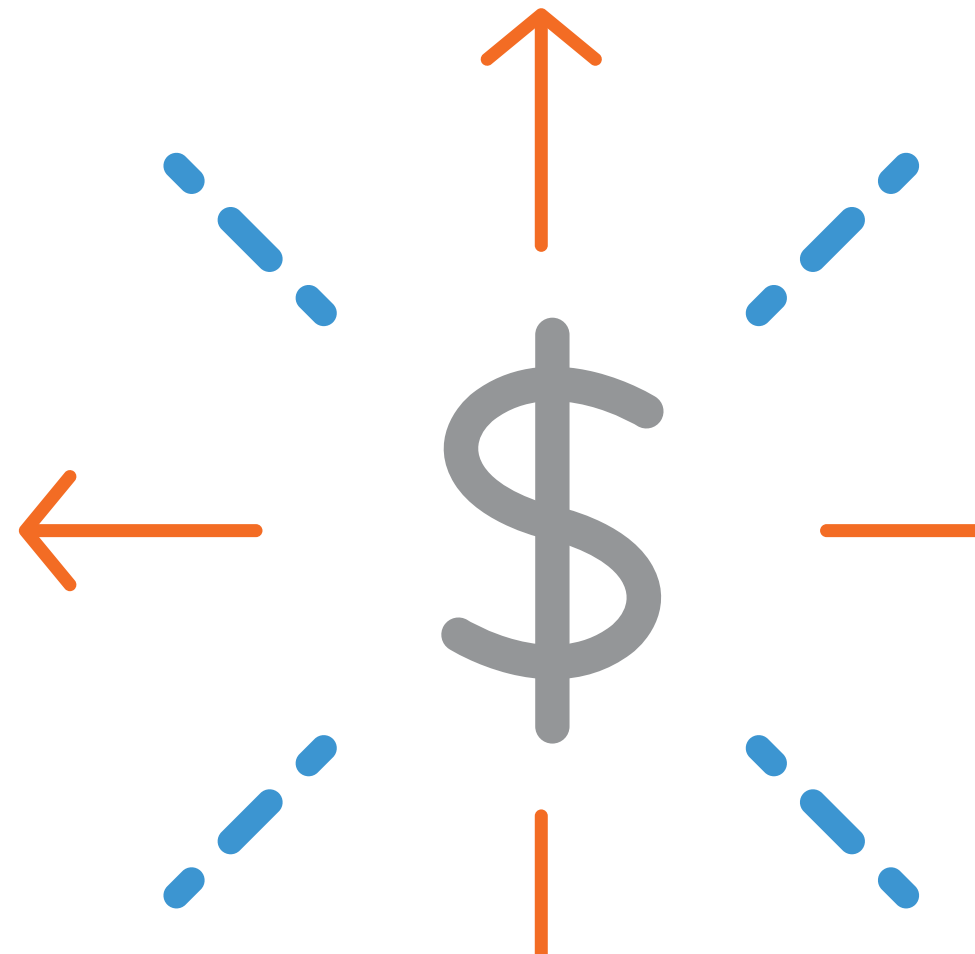
DO ANY OF THESE SOUND FAMILIAR?

- **Do you suffer from low productivity?**
Today, projects typically take 20% longer than scheduled and are up to 80% over budget [McKinsey-, Imagining Construction's Digital future].
- **Are your customers demanding real time information?**
McKinsey identifies that real time sharing of information and the opportunity for greater collaboration lies within process digitization.
- **Are you mired in manual paper processes?**
In a recent KPMG study, "80% of AEC firm executives say their organizations are held back by manual processes."
- **Are your project efforts uncoordinated?** Getting the right information to the right person at the right time is often compromised. McKinsey

Research noted this as a problem stating that "Project planning remains uncoordinated between the office and the field and is often done on paper.

- **Do you suffer from inefficiency and try to hide its impact?**

Customers now expect their partners to employ technology and processes that maximize efficiency and provide transparency in the billing associated with those efforts.

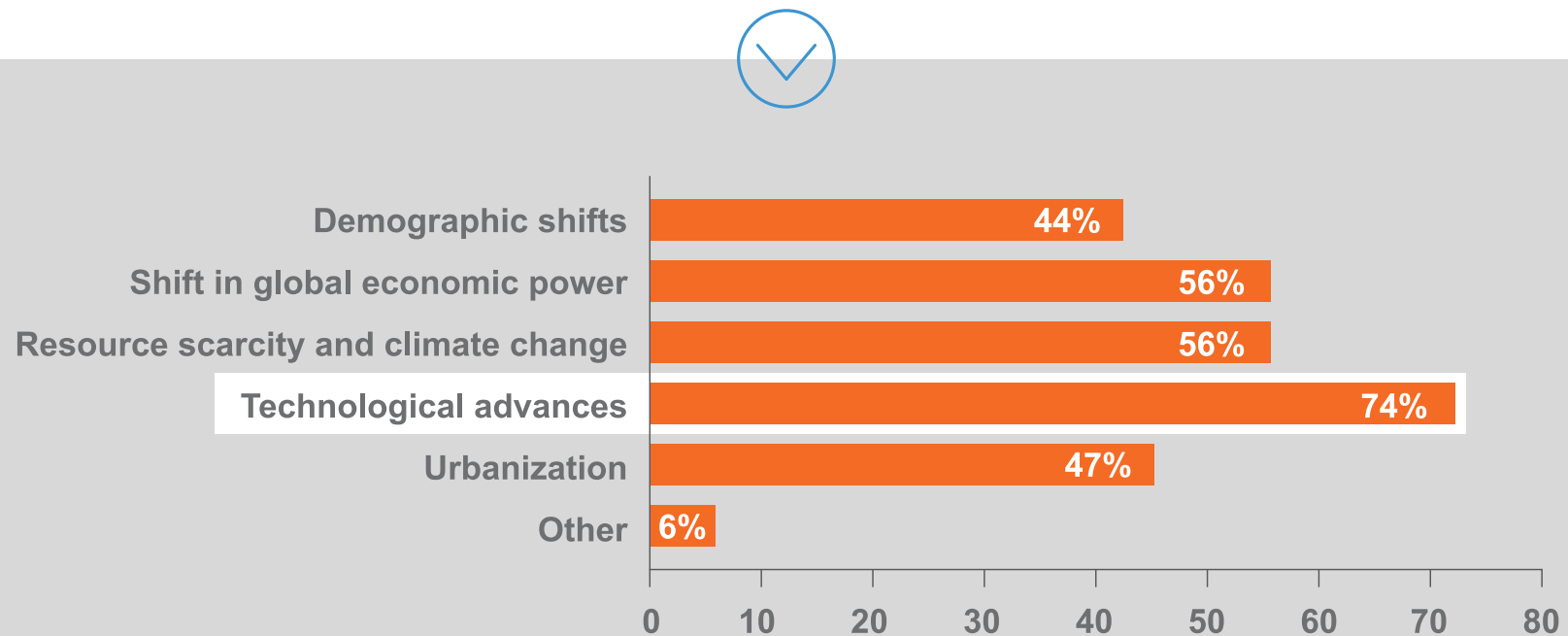


TO REMAIN COMPETITIVE, YOU
MUST REINVENT YOUR
FIELD AND BACK
OFFICE PROCESSES
TO BE DIGITAL.



2016 Engineering and Construction Industry Trends, PWC

What are the top three global trends that you believe will be most likely to transform wider stakeholder expectations of business within your sector over the next five years?

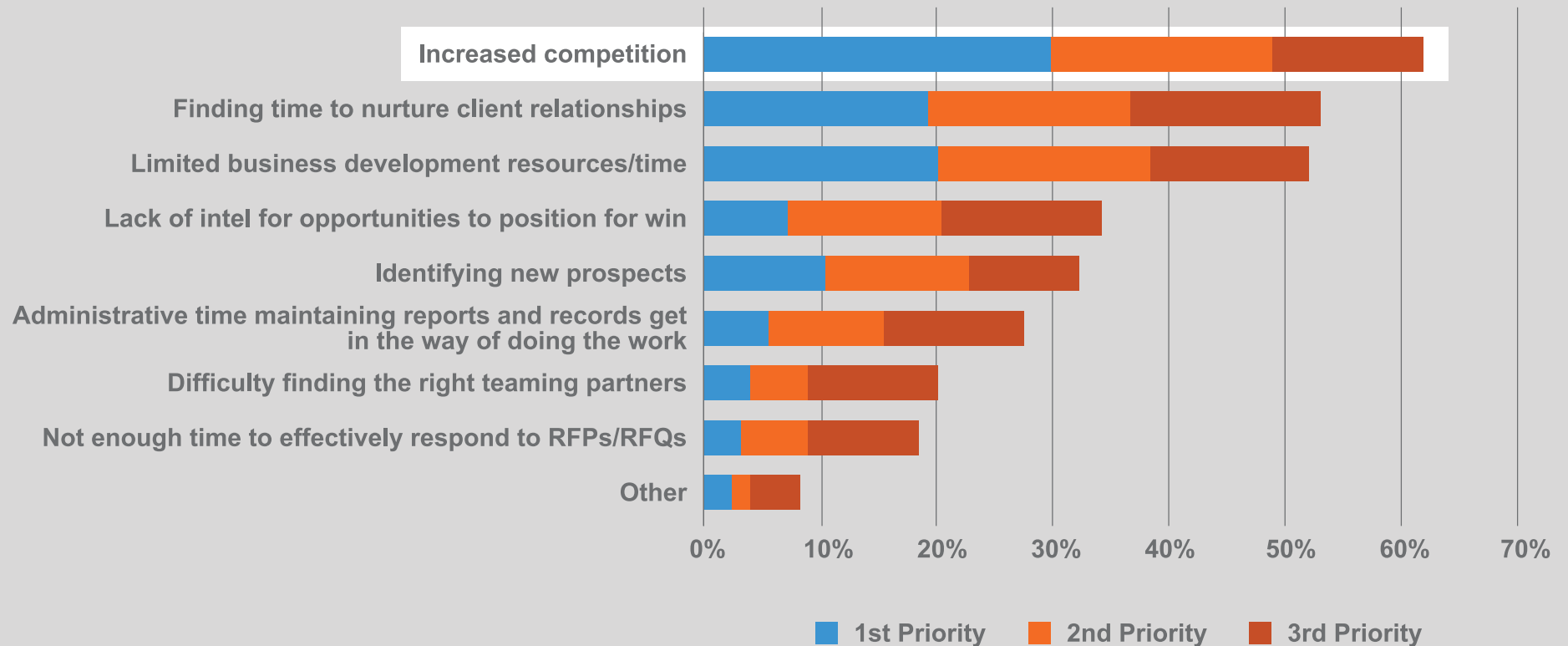


E&C companies believe that technology is the most significant trend for the next five years...

AND It's the only one within your control!!

37th Annual Deltek Clarity Study

Yes, competition is heating up.
Experts say differentiation will be measured in real time connected experiences, executed within efficient digital processes.





RE-ENGINEERING BUSINESS PROCESS IS KEY, EMBRACED BY CHANGE.



*“Simply put, for E&C companies, the trick is not to delay the adoption of new technologies, but rather to **figure out how to use these tools** to differentiate themselves from the competition.”*

2016 Engineering and Construction Industry Trends, PWC



“However, none of this is going to get easier. Projects are ever more complex and larger in scale.”

Imagining Construction’s Digital Future,
McKinsey Research, 2016

ARE YOU LOSING THE POWER OF TECHNOLOGY?

If you've deployed mobile technologies in the field but haven't re-engineered supporting processes, the power of the technology is lost.



"Mobility enables organizations to efficiently utilize time, talent, and tools while driving more effective collaboration. It also continues to evolve as a critical enabler of collaboration, facilitating information flow anywhere, anytime, inside and outside."

Engineering and Construction Companies: Cracking the Collaboration Code with Mobility, Deloitte, 2015

ARE YOU TEMPTED TO BE IN THE SOFTWARE DEVELOPMENT BUSINESS?

THINK AGAIN

With technology advancements expected to continue at a rapid pace, most companies do not have the talent needed to develop software in house or to keep up with advancement opportunities.



AND...

with competition heating up, companies must focus on their core competencies and create an ecosystem of valuable partners for everything outside their core.



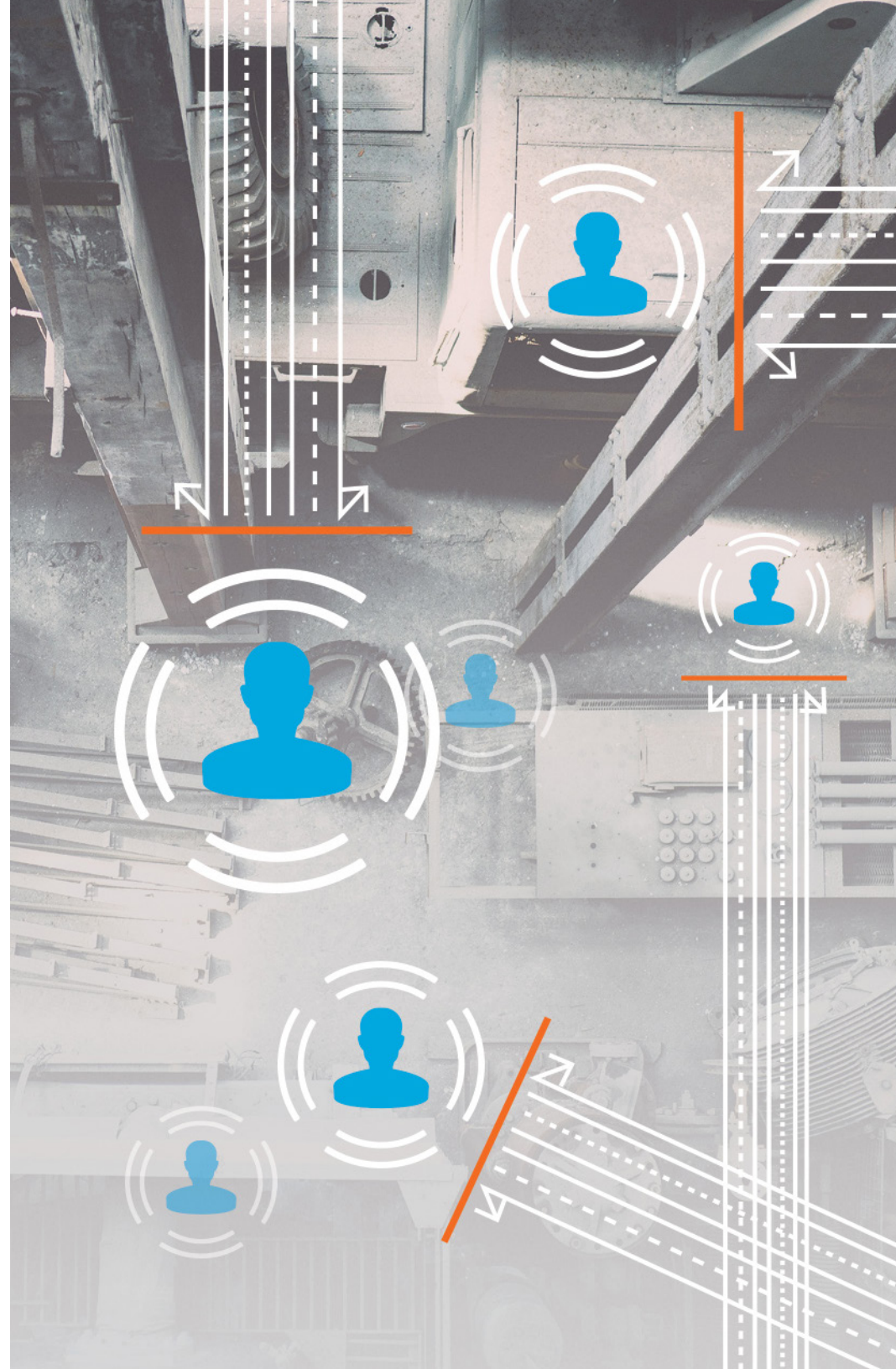
"Businesses view the rise of ecosystems as an opportunity for creating powerful new competitive advantage."

Business Ecosystems Come of Age, Deloitte Consulting, 2015



THERE IS AN URGENT NEED FOR CHANGE

In the future, customers will no longer tolerate delays and cost overruns.





YOUR RISK IS RAPIDLY RISING

You're in the business of creating and selling time-sensitive, valuable information. Without seamless process automation, information is lost, accuracy is compromised, changes are unauthorized, rework is commonplace. The risk to your business is extremely high.



"In a recent acquisition we found that services were scheduled in a variety of ways. Some locations used Excel spreadsheets, some used Outlook, some used post-it notes. Likewise, job plans and contact lists were in paper folders."

Matt Balster, Principal/Operations manager,
Braun Intertec Corporation

YOUR OPPORTUNITY IS GREAT!

Worldwide annual infrastructure spending is estimated to grow from \$4 trillion to more than \$9 trillion by 2025. Increasing productivity through technology can significantly improve profit margins.

“Profit margins of 20-30% are possible if firms design their operations differently.”

Time to Break out of the Low Productivity Gap,
McKinsey Research

Customer’s will reward business to those companies that continue to “investigate and adopt these technologies.”

VP, Project Management, British Petroleum-(KPMG). KPMG Global Construction Survey 2016.

Finding the right partner with the right solution is key to your future....**and the future is NOW!**

AGILE FRAMEWORKS:

- We connect your dots
- We enable your end-to-end process
- We orchestrate your change
- We enforce your rules
- We help you establish integrated quality control
- We help you scale
- We think about safety as much as you do
- We ensure your data survives
- We obsess over your agility, your adaptability, and your sustainability

We Help You Differentiate