



How to Run a Winning Project Without Wasting Time and Money

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It's Over.

The days of sitting on the sidelines as other industries use technology to shatter the status quo are gone. After years of being underserved, the architecture, engineering, and construction (AEC) sector is now flooded with new tools and systems in order to keep up with growing demand. Conventional methods are dead and businesses must adapt.

While technology offers significant advantages for today's construction woes, it isn't a silver bullet. Organizations will only succeed when they invest in both technology and the people who use it. This eBook will teach you how to leverage your people, tech, and data in order to grow your business and thrive in a changing landscape.



Cracks in the Foundation

The AEC industry is reacting to new dynamics—an unprecedented labor shortage, increasing project complexity, and rising costs—that require a shift in strategy and priorities. While there is strong market demand and an abundance of jobs to be won, competition is fierce and exacerbated by the familiar pressure to win projects by keeping bids low.

As a result, time-tested methods are proving insufficient in meeting owners' expectations, profit margins are shrinking, and risk is higher than ever. Owners and employees alike are accustomed to instant data visibility in almost every other aspect of their lives, from fitness apps to transit status, and expect the same visibility into their construction work.



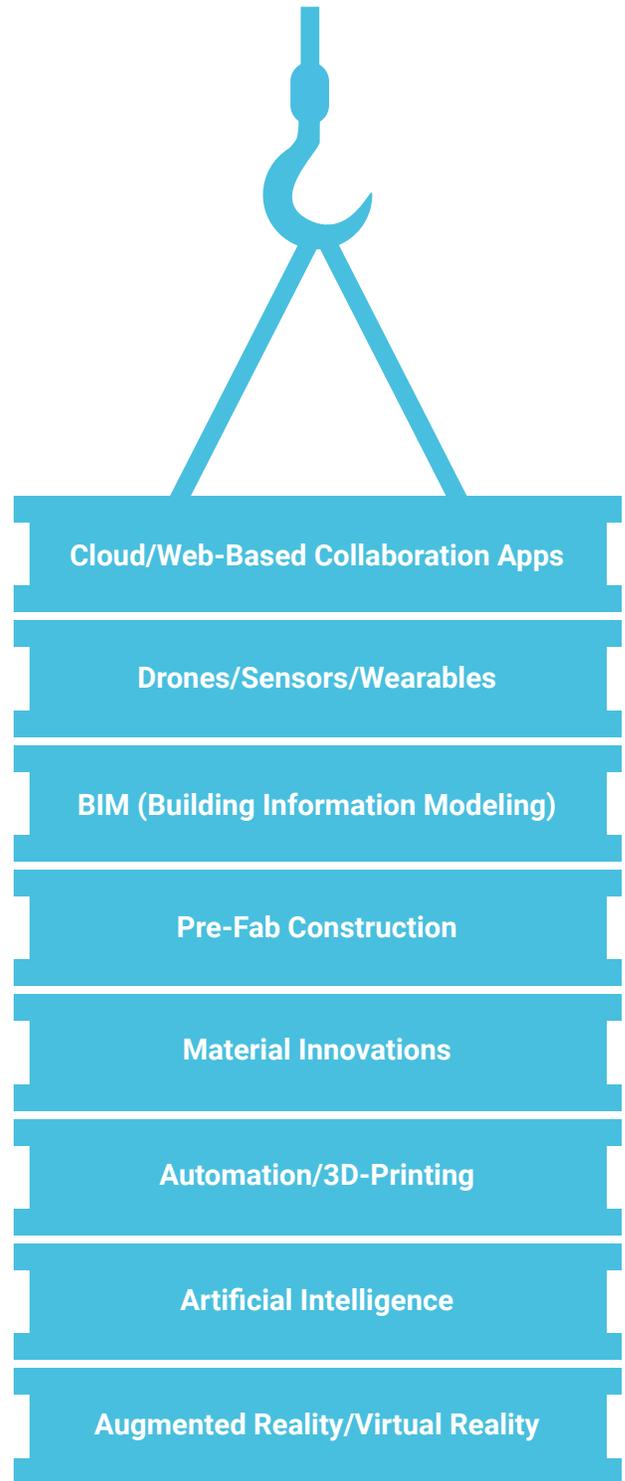
Unfortunately, this type of data often isn't collected, let alone shared, and when it is, it's rarely made accessible in a timely and consistent manner. The information that's available is difficult to derive value from; typically trapped in cluttered forms, out of date and hard to assess, leading to conflicting reports and limiting collaboration.

As technology has increased the productivity of nearly every other industry over the past several decades, construction has been slow to adapt. According to a [study](#) by McKinsey & Company, out of twenty-two major industries, construction comes in second-to-last for digitization—above only agriculture and hunting. Construction's productivity has trailed overall economic productivity, and even declined in some areas since the 1990s, according to McKinsey.

That's now changing, as construction tech is increasingly viewed as the way forward for an industry with a workforce that never rebounded after the 2008 recession and isn't expected to increase substantially going forward. As digital devices have evolved into increasingly mobile and ruggedized form factors, software has become a more viable tool for an industry with one of the most demanding work environments.

By leveraging a wide range of technology to work more productively from the design phase to project completion, companies are finding ways to excel in the face of the new challenges facing the AEC industry by unlocking key data.

Topping Out Your ConTech Stack



Building on Data

Increasing project efficiency depends on decreasing waste, which is best identified through strategic data collection and performance monitoring.

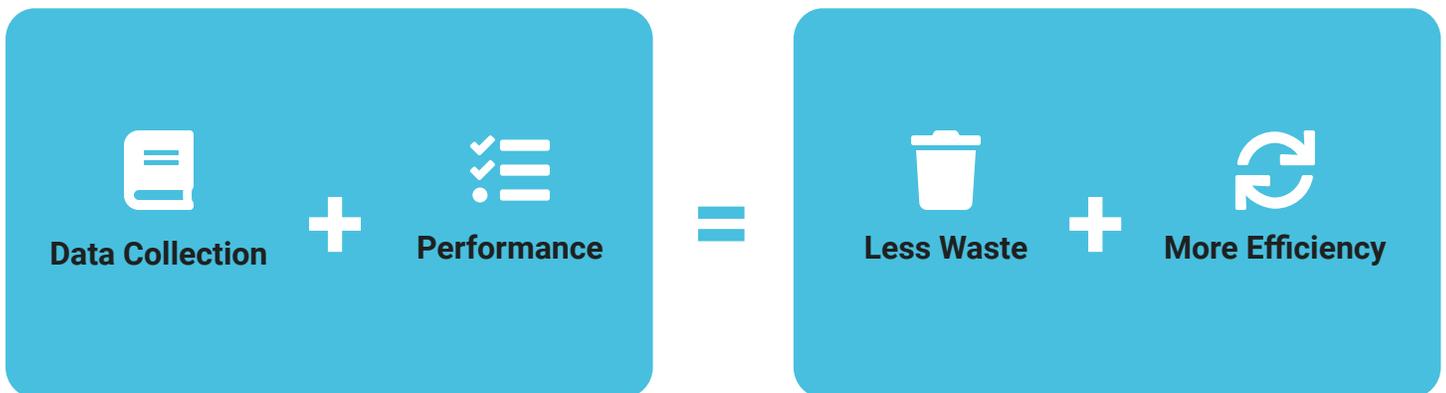
Many new products have emerged that facilitate on-site data capture and sharing to track progress, increase safety, and improve security.

While there are paper-based methods for optimizing operations, the improvements they offer are limited. Companies that try to make improvements through manual systems frequently end up under a crushing amount of paperwork and lose more time collecting and synthesizing plans and reports than they gain.

In order to see real improvement, data collection and distribution must be made as easy as possi-

ble through the use of specialized tools. With a large number of people and teams involved in a typical project, effective coordination isn't possible without everyone having access to accurate data that updates in real time.

Recapturing the time that was formerly spent gathering and verifying data allows team members to prepare in advance for planning meetings and come to the table with better strategies in place. Additional insight from more accurate data enables obstacles and conflicts to be surfaced sooner and successfully resolved before they negatively affect a project's progress, enabling companies to improve their client relationships and more effectively utilize alternative project delivery methods.



A New Standard

Committing to the use of digital tools offers compelling advantages to your current and prospective clients. Owners can see how their projects are progressing in full detail, and are likely to proactively voice concerns if something isn't aligning with their expectations, minimizing rework down the road.

This improves the working relationship by increasing trust, as well as the chance that the owner will view the overall project as a positive experience. A decision to use technology that enhances visibility implies trust in your team to deliver. Other benefits of going digital include:



Using alternative project delivery methods:

Digitization puts you in a better position to take on work using increasingly popular alternative project delivery methods, like integrated project delivery, design-build or construction-manager-at-risk.



Taking on more projects:

Increasing project efficiency speeds project completion, enabling you to take on more projects.



Deploying standards:

Standardization is much more achievable through digital methods, increasing the chance that any new initiative or methodology will be successful across your enterprise.



Increasing visibility:

Enhanced visibility facilitates giving individual projects—and people—the right kind of attention and support based on what they're doing well (or where they're struggling) to help them consistently improve.



Improving data:

Digital tools eliminate human error and bias in reporting of the results to offer a better understanding of how a project is going.



Fostering internal leadership:

The implementation of software and other digital solutions offers your employees the chance to expand their expertise and take the lead on getting their teams up to speed.



Boosting reputation:

Adopting digital tools ahead of the competition furthers your reputation as an industry leader with better delivery and more transparency.

It's clear that the old way of doing business is no longer adequate to tackle modern challenges. Project teams that use supporting software are better informed, better coordinated, and capable

of achieving more with limited resources. Teams that effectively use technology to master collaboration and work together in the interest of their projects are the new industry standard.

Hi, Robot—Why ConTech Needs Humans

It's crucial to remember that technology alone won't counter the industry's challenges. The right people and approaches need to be in place in order to get the most out of any investment in digital tools, or it won't pay off.

“Successful digitization requires a clear goal driving the selection and adoption of a tool.”

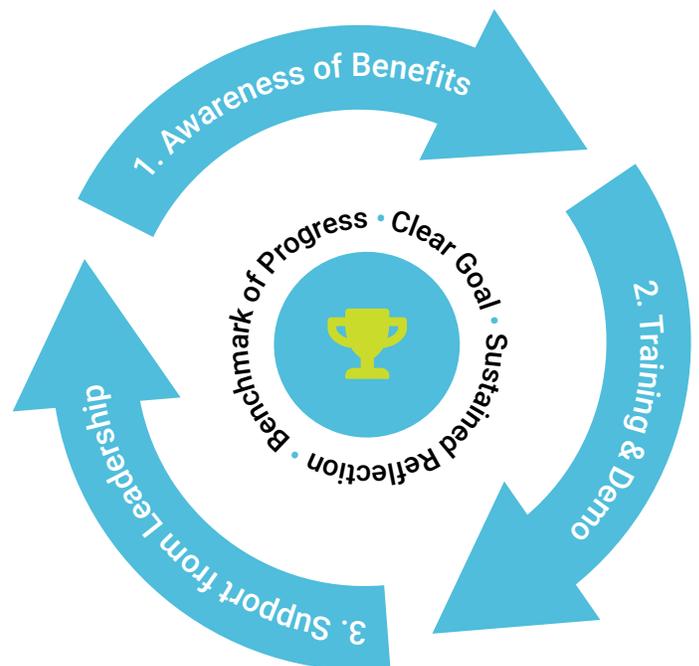
Empowering people to succeed begins with a team's awareness of the benefits your business is seeking to get from a given solution. Once that's shared, comprehensive training and demonstrations that focus on realistic use cases are equally important and will impact productivity and return on investment. Without a clearly communicated goal, success will be very difficult to measure and define, and buy-in will suffer.

Support from leadership is a key component of any technology initiative. If the C-suite isn't invested in a new solution and closely following progress, the results are likely to be minimal. Keep in mind that leadership doesn't always come from the top down; some of the most actionable

improvements come from the job site trailer, not the board room.

Successful digitization requires a clear goal driving the initial selection and adoption, sustained reflection and feedback once use has begun, and consistent benchmarking of progress with a view to continuous improvement.

Continuous Improvement with ConTech



Take the First Steps

As construction moves toward an automated future, contractors that are able to streamline their operations and support their teams through the process will have a competitive

advantage over those that continue to apply old approaches to new challenges. To get the most out of a technology purchase, it's important to keep the following steps in mind.

1

Start with a clear goal in terms of what business challenges need to be solved.

2

Think about what could help address these challenges. Can they be addressed through improved data collection or access?

3

Make sure to dedicate sufficient resources not only to getting started with a new tool, but for ongoing training, updates, and feedback from the team.

4

Identify key individuals who can take the lead in mentoring others and maintaining momentum around the rollout. This will help boost return on investment and increase teams' commitment to a new solution.



**Above all, start now.
Talk to the [Touchplan](#) team today.**

About Touchplan

Touchplan is the award-winning construction collaboration tool that project teams actually like. Serving field teams, planners and stakeholders through an accessible-anywhere, web-based system, Touchplan is proven to grow businesses through substantial project-level efficiency gains.

Drawing on over 20 years of experience gained through affiliated services firm MOCA Systems, Touchplan is trusted by over \$22 billion of construction, 15,000+ users, 800+ global projects, 100+ general contractors and used by twenty-one percent of the ENR top 100.

“ Without technology, there’s a ton of paperwork for the superintendent and their team, and when we make the change to digital, a lot of their fire-drill type stuff and those tedious tasks of collecting weekly work plans and then synthesizing them and writing down a work plan from the sticky note board all go away, and they love that.

The trades are also more involved. They have input into the plan and a lot of them take it one step further and use software to track their manpower and do

some of their behind-the-scenes stuff that they need to do to report to their leadership.

I’ve also seen skilled teams that are preparing their work before the pull plan meeting asking questions like, ‘Hey, is this in my scope or is it someone else’s responsibility?’ Without software, these uncertainties would have stayed hidden for awhile and potentially then become a bigger problem.”

– Michael Sullivan

Vice President of Professional Services, Touchplan

“ A key thing I’ve noticed using software is that it doesn’t take too long before the trades are coming to the weekly work planning meetings prepared. This is something we’ve always struggled with when people do things at the last minute because they’re running around job sites. When they’ve done at least some thinking about the work that is coming up and they’ve prepared a plan things go much more smoothly.

In the paper world, individuals submit their weekly work plans, but there’s no time for the superintendent to produce an integrated weekly work plan that shows the handoffs from trade to trade. Software allows you to present the weekly work plan with its handoffs from trade to trade. Every week you see who you’re

handing off to and what work they’re going to do, and how many people they’re bringing in and that goes a long way in supporting what we call the customer mindset—viewing the next person or trade in line as your customer.

In an analog world, if they’re keeping a constraints log, they’re doing it in Word or Excel, separate from the pull plan and weekly work plan. But a digital tool broadcasts those unresolved constraints immediately so that everyone is aware of them. With paper-based work, we don’t have any of that kind of visibility on roadblocks.”

– Hal Macomber

Executive Vice President, Touchplan