

THE RIGHT INFRASTRUCTURE FOR THE CONSTRUCTION INDUSTRY



Construction professionals need effective IT solutions to be productive and efficient, but research shows the construction industry lags behind many others in its ability to take advantage of the latest technology. The primary reason for this disconnect is that technology adoption is not top of mind in the industry because of a lack of IT knowledge and dedicated IT support staff.



58.8%

OF SURVEYED CONSTRUCTION COMPANIES HAD FEWER THAN FIVE DEDICATED IT EMPLOYEES

According to a recent [Construction Technology Report](#) from JBKnowledge, 58.8% of surveyed construction companies had fewer than five dedicated IT employees and cited a lack of IT support as the primary factor limiting their ability to adopt new technology. With limited IT support and leadership buy-in, it's clear that projects come first in the construction industry, and the technology powering it all is an afterthought.

This lack of IT support translates to problems in the field. According to a report by FMI, while 52% of companies reported that the needs of field staff were a top consideration when investing in technology, only 28% of companies actually took field worker's input into account. This failure to take field staff seriously means three conclusions when it comes to integrating technology into the construction business model:

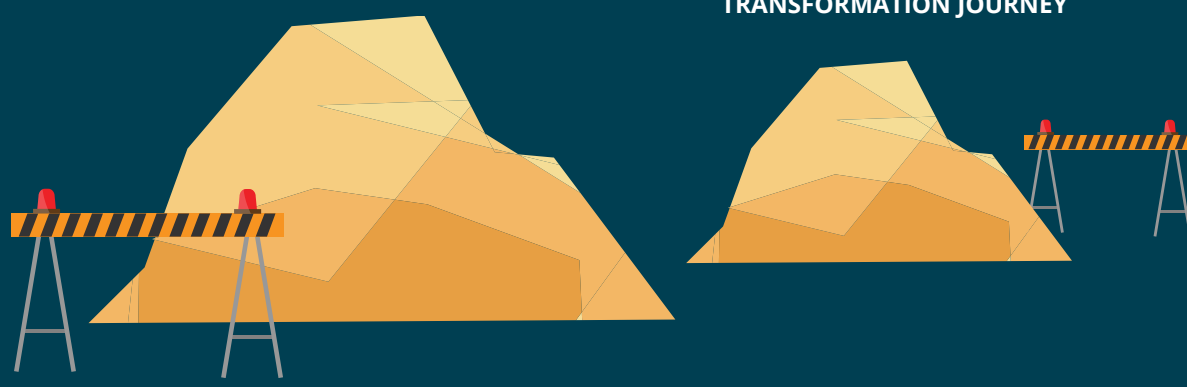
- Field staff view new technology as a roadblock because it's hard to use and they can't see the value in it.
- Workers aren't adopting the latest technology or using it correctly.
- The current technology is a poor fit with companies' current processes, procedures or environments.

70%

OF CONSTRUCTION COMPANIES THAT FAIL TO ADOPT DIGITAL TECHNOLOGIES WILL GO OUT OF BUSINESS

46%

OF COMPANIES SURVEYED HAVE EITHER NOT STARTED, OR ARE JUST STARTING, THEIR DIGITAL TRANSFORMATION JOURNEY



And while leaders in the construction industry are focused on projects and bottom lines, adopting and successfully using technology is paramount for their success. Studies show that 70% of construction companies that fail to adopt digital technologies will go out of business, and 46% of companies surveyed have either not started, or are just starting, their digital transformation journey.

Given these facts, it's not surprising that the construction industry lags behind in productivity increases compared to other industries over the same time period. A study by Deloitte shows that, across all industries, productivity has risen by 25% over the past 25 years, but construction productivity has increased only 5% during that same period.

WHY HAS THE INDUSTRY FALLEN BEHIND?

Most construction industry employees are Baby Boomers who are more hesitant to make technological advances than any other generation. This resistance to change has left most companies with outdated systems. After the 2008 financial crisis, only half of those who left the industry came back to work in construction, creating a labor shortage that persists today. Younger generations are attracted to technology and look to it to help them optimize the way they work. Because the construction industry is not keeping pace as technology advances, younger generations are seeking careers in other industries or with construction companies that have fully embraced a digital transformation, gaining them more market share.

Along with a resistance to change and challenges recruiting technologically savvy generations, other barriers the industry faces when it comes to adopting technology, according to [Raconteur](#), are:



38%

LACK THE STAFF TO SUPPORT THE TECHNOLOGY THEY ALREADY HAVE.



38%

LACK THE BUDGET TO ACCOMMODATE THESE TECHNOLOGIES.



34%

OF EMPLOYEES ARE HESITANT TO ADOPT DIGITAL TECHNOLOGIES.



30%

OF MANAGEMENT PERSONNEL ARE HESITANT TO ADOPT DIGITAL TECHNOLOGIES.



29%

OF COMPANIES SURVEYED HAVE INSUFFICIENT KNOWLEDGE OF AVAILABLE NEW TECHNOLOGIES.



The result of these barriers left unbroken by technology are:

- Employees working in disparate locations on different projects face a lack of reliable communication channels. This makes information flow and data tracking virtually impossible and hinders collaboration when it comes to project management.
- Data collection and monitoring are insufficient. Data is often inaccurate or even lost because of reliance on multiple software applications and tools for essential tasks.
- Application and network speeds are slow, especially out in the field.
- Decreased employee productivity coincides with time wasted on unproductive administrative tasks.
- There is increased spending on technical maintenance and large gaps between the estimated IT budget and the actual cost of projects.

HOW WE CAN HELP

Leaders of construction companies need a hands-off solution that can help them compete, cut costs, manage labor shortages, collaborate, communicate and deal with data. They want to focus on their projects, not the technology behind them. They just want their technology to work, without having to touch or maintain it. As a managed services provider (MSP), we can step in and help construction companies adopt, implement and manage the modern digital technology solutions they need to meet their goals and eliminate their current challenges.

Construction companies like yours rely on us as their IT partner because:

- We provide you with predictable spending for your IT budget. With a sound technology infrastructure in place, you are able to provide your clients with more accurate project estimates to reduce lost revenue.
- With our cloud-based system, there's always availability, so your employees can access the information, files, communications and data they need anywhere, anytime.
- We will deploy — and more importantly, train your employees on — collaboration software such as Microsoft Teams to help support effective, reliable communication and collaboration to boost your organization's productivity.
- We implement all new, fully compatible systems that are interoperable and easy to manage with your applications.
- We give you a complete hardware refresh and evaluate software options related to your business goals so you're always up to date with the latest technologies.
- You no longer have to manage your vendor relationships; that becomes our job. It's our goal to give you more time in your day and to eliminate communication bottlenecks.
- We help iron out any latency issues with applications such as Sage, Bluebeam, Procore, etc. When you want to bring on new tools, we'll work with you and your team to make sure the tools are a good fit with your environment and that you'll get your needed ROI.
- We eliminate the need for you to hire IT staff. We provide you with a team of well-rounded IT experts, so you can focus on pushing your business forward, not on technology.
- Finally, and most importantly, we provide IT support to our construction customers 24/7. If something goes wrong, we will be there to help your team focus on its job, wherever they might be located.



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