

What the Construction Industry Can Learn from Amazon, Uber and Google

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Data-driven technology provides a means to streamline cross-process operations, support the capacity to scale non-linearly and reduce the marginal costs of each additional customer or engagement.

- » Data can be captured from large-scale repetition of processes, then used to pinpoint and test variations that allow for continuous improvement.
- » Connecting integrated supply chains to customers and other end users, then using data both about and for customers can facilitate the development of long-term relationships and loyalty.
- » Traditional one-off purchases can be delivered through ongoing procurement and services.

Digital transformation gives companies the impetus to get laser focused and develop their own “sweet spots” by construction type, region, or method, where they can then

optimize the supply chain and process. By honing in on their specialties, companies can become valuable free agents. Similar to the Uber model, but for construction, highly skilled or specialized resources could become decentralized and shared for better utilization and valuation.

This need for disruptive process changes in construction can be addressed using a constructible process model that connects and integrates the complete building lifecycle to better manage construction activities, foster collaboration and improve overall productivity.

The constructible process holds the key to successfully navigating digital transformation and reaping its rewards. Using constructive data and real-time collaboration, the constructible process ensures that every person, phase and process is working together seamlessly to optimize the entire design, build and operate lifecycle.

The constructible process is powered by three key main concepts:

Connected construction ensures information is easily shared, understood and available throughout the project. Connectedness happens when technology—software, services, “Internet of Things” and machines—is integrated and replaces disconnected silos of data.
