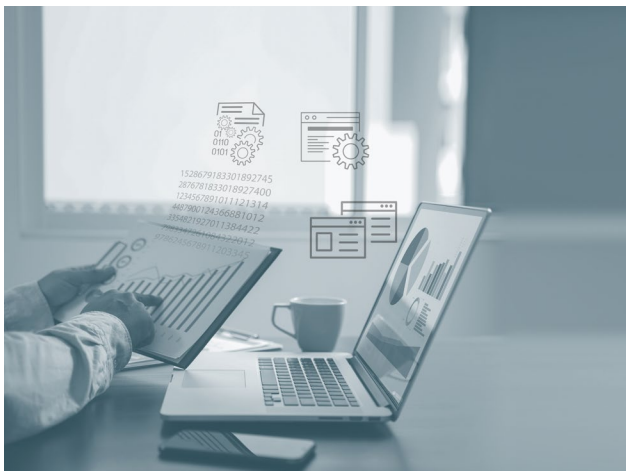


Three Ways to Accelerate Digital Transformation in the Construction Industry

Introduction

Organizations of all sizes and types are under increasing pressure to digitally transform. As the race to define success in ‘the new norm’ heats up, organizations that continue to rely on last-century ways of working risk being left in the cold by their more nimble, digitally-transformed competitors.

One of the pressure points for digital transformation is the overwhelming amount and variety of information organizations must manage every day. Many are losing the battle as a result. According to our [AIIM 2021 State of the Industry Report](#), nearly 70% of respondents say that their organization’s efforts to digitize information-intensive processes are only “average” at best.



Constructing a Case for Digital Transformation

Nowhere is the pressure to digitally transform felt more acutely than in the construction industry. For construction, that means implementing digital tools that harness the power of data to make operations more efficient and provide an edge on the competition. More and more companies are embracing process automation to get rid of the paper and push analog systems to the side for good.

Naturally, these challenges are also found in many – if not all – industries including Education, Healthcare, Manufacturing, and others. But new research conducted by FlowForma points to a particularly compelling opportunity in Construction. According to the study, 64% of construction companies were actively working to improve their digital approach prior to COVID, now 75% of respondents state that they have redoubled their efforts in response to the pandemic. The primary reason is cost-efficiency; 69% of respondents said that project over runs have impacted their business in last 12 months and the need for mobile/paperless processes is a motivator for moving processes online.

The Impacts of Remote Work

The construction business involves dozens of companies, contractors, and workers. Tight schedules and even tighter margins are common. These are even more pressing when “the new norm” replaces onsite workers with remote workers. The challenge is to adopt a new way of working and communicating with remote teams in an industry that has traditionally been a very hands-on business. More and more companies are turning to process automation and team collaboration tools for processes like supplier onboarding, external approvals, contractor agreements, and much more.

A no code approach is an ideal foundation to build construction processes that accelerate digital transformation and bring about bottom-line improvements in organizational performance.

Three Ways to Accelerate Digital Transformation

How can you digitally transform quickly and begin to build a competitive advantage? Consider these three best practices as a place to start.

1 Eliminate Spreadsheets

[According to Forrester Research](#), 82% of organizations still use spreadsheets to manage third parties. Almost two-thirds

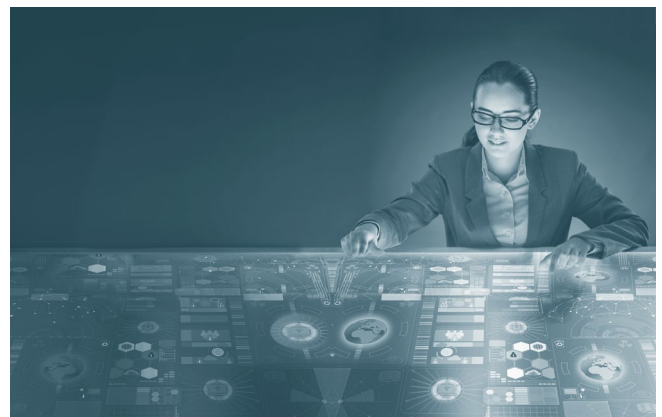
(64%) of companies use spreadsheets to support their payment processes. Nearly 90% use spreadsheets in their planning, budgeting, and forecasting processes. Organizations pay the price in things like human error, poor collaboration, and data that is hard to find and often hidden.

2 Remove Paper

Many firms continue to be buried in paper. Indeed, paper is found in essentially every aspect of doing business; from ordering supplies, paying vendors, managing contracts, and more. This impacts the bottom line and makes the firm less competitive.

3 Adopt No Code

In a highly competitive, high-paced industry with low margins, construction firms can find themselves behind the curve. One solution is to use a no code approach. “No code” means that solutions don’t require custom programming. Regular users can do the work more quickly with less cost.



Moving Forward

There has never been a better or more pressing time for organizations in the construction industry to digitally transform. The pandemic uncovered many of the shortcomings in remaining rooted in outdated processes and systems. Organizations that continue to rely on paper-based workflow, antiquated spreadsheets, and other outdated systems will find themselves at a disadvantage. A no code approach is an ideal foundation to build construction processes that will accelerate digital transformation and bring about specific bottom-line improvements in organizational performance. Look for providers and partners with the right mix of expertise, capability, and vision in order to make the most of your efforts.

Authored by:

Kevin Craine, MBA
Content Strategist, AIIM
Host and Producer of *AIIM On Air* Podcast



This Tip Sheet is sponsored by [FlowForma](#).

FlowForma is the leading provider of enterprise-class, no-code process automation tools, designed for construction businesspeople to digitize at speed.

Case Study

One good example of digital transformation in the construction industry is a recent effort by Morgan Construction and Environment Ltd. Morgan Construction's team of recruiters and coordinators relied on a shared Microsoft Excel spreadsheet to manage and track the onboarding progress of employees. This method was time-consuming, susceptible to human error, and was no longer an efficient tool considering the volume of individuals that were being onboarded at a time.

Morgan Construction used FlowForma Process Automation as a workflow solution that organized the onboarding process, reduced the likelihood of human errors, and allowed for automated, accurate progress reporting. "The digital workflow has helped bring automation into the recruitment onboarding process," says director Carolynne McCaughey. "Taking what was a giant excel spreadsheet with endless data entry that had outgrown its capabilities and combined it into a process flow that is very intuitive to use."

The company now has a digital workflow using Process Automation dedicated to each employee being onboarded. Given the success for digitizing their onboarding process, Morgan Construction has also digitized their fleet management system with the FlowForma Process Automation tool, with plenty more processes ready to be digitized such as project management and employee expenses.

Here at AIIM we've always focused on the intersection of people, processes, and information. We help organizations put information to work. AIIM is a non-profit organization that provides independent research, training, and certification for information professionals.

© 2021

AIIM

+1 301 587 8202
www.aiim.org