

Building Your Way to Digital Maturity

Proven Strategies for Long-Term Success in the Construction Industry

The construction industry rapidly adopts advanced technology, led by heavy civil and infrastructure contractors. From equipment tracking to robotics, drones, and machine vision, technology revolutionizes construction, enhancing safety, productivity, and profits. Real-time collaboration between field and office is crucial for maximizing these benefits.

Companies with higher digital maturity are three times more likely to report above-average net revenue growth and net profit margins.

Percentage of respondents reporting metric significantly above industry average, by level of digital maturity



Begin your digital maturity journey by assessing your current level

Digital Apprentice, Digital Craftsman, Digital Foreman, or Digital Master



Digital Apprentice

- Limited digital capabilities.
- Reliance on manual processes.
- Disjointed office-field communication.
- Decisions made without critical information.
- Outdated data used for decision-making.



Digital Craftsman

- Integrated digital tools and processes.
- Lack of a well-funded digitization program.
- Ad hoc digital efforts.
- Adoption of tools based on project owner demands.

Digital Foreman

- Long-term strategy with advanced digital capabilities.
- Eliminate manual processing.
- Integrate digital tools in the office and field.
- Real-time reporting and data-driven decision-making.
- Full visibility for C-Suite executives.
- Strategic planning based on comprehensive operational data.



Digital Master

- Maximize digital tools and processes.
- Include AI, automation, ML, predictive analytics, AR/VR, IoT.
- Positioned at the cutting edge of digital innovation.
- Industry expertise in digital technology.
- Preferred choice for project owners and developers.

	Digital Apprentice	Digital Craftsman	Digital Foreman	Digital Master
Project Management Control	<ul style="list-style-type: none"> • Primarily manual processes • Lack of real-time field-office connectivity • Delayed and reactive decision-making 	<ul style="list-style-type: none"> • Limited siloed systems • SMS-based field-office connectivity • SMS-based field-office connectivity 	<ul style="list-style-type: none"> • Integrated data sharing • Real-time field-office collaboration • Data-driven real-time decision making 	<ul style="list-style-type: none"> • AI-powered operations management • Collaborative project workspaces • Predictive systems for decision making • Real-time data-driven decisions
Data Analysis & Insights	<ul style="list-style-type: none"> • Disorganized data collection • Absence of data-driven insights • Lack of process metrics 	<ul style="list-style-type: none"> • Partial data collection & storage • Manual analysis of data for insights by specialised team • Delayed metrics verification 	<ul style="list-style-type: none"> • Centralized big data storage and sharing • Automated reporting of insights • Metrics for 360-degree operational view 	<ul style="list-style-type: none"> • Big data storage and analytics • Automated dashboards for multi-level insights • Metrics for 360-degree operational view
Leadership & Strategic Planning	<ul style="list-style-type: none"> • Missing digital transformation strategy • Company management prioritises technology leadership • Minimal technology leadership 	<ul style="list-style-type: none"> • Emerging digitisation strategy • Company management prioritises technology leadership • Minimal technology investment planned 	<ul style="list-style-type: none"> • Long-term digitization plan • Technology leadership in management • Yearly technology investment in budget 	<ul style="list-style-type: none"> • Fully digitized and integrated systems • Chief Digital Officer in executive management • Corporate strategy and digital decisions intertwined
Tech Advancements	<ul style="list-style-type: none"> • Limited utilization of technology to achieve strategic goals • Low awareness of emerging trends • Disconnect between goals and technology 	<ul style="list-style-type: none"> • Basic digital transformation strategy established • Understanding of technology's role in achieving strategic goals • Recognising digital transformation as a competitive advantage 	<ul style="list-style-type: none"> • Strategic evaluation of new technologies • Leveraging emerging technologies for competitive advantage 	<ul style="list-style-type: none"> • CTO in executive leadership • Leveraging emerging technologies for competitive advantage • Technology spending as staple in budget
Operational Procedures	<ul style="list-style-type: none"> • Minimal process automation • Lack of insights-driven decision making • Absence of tech-savvy field or office managers 	<ul style="list-style-type: none"> • Initiating automation of basic business processes • Transitioning to end-to-end process automation • Investing in technology training for manager 	<ul style="list-style-type: none"> • Fully digitized and automated processes • Integrated systems with security and control • Knowledge workers trained in technology use 	<ul style="list-style-type: none"> • Fully automated processes • ML and advanced technologies for operational support • Team of knowledge workers trained in technology use
Common Systems	<ul style="list-style-type: none"> • Reliance on Excel and Word • Usage of MS Project • Utilization of accounting software • Dependence on emails for communication 	<ul style="list-style-type: none"> • Excel/Word for estimation • Budget tracking with MS Project/P6 • ERP and dashboards for data analysis • Efficient communication via email/SMS • Cloud storage for seamless accessibility 	<ul style="list-style-type: none"> • Estimation, bidding, and project management • Operations control and scheduling • Budget and cost tracking with ERP dashboards • Communication through email and SMS • Cloud storage for data management 	<ul style="list-style-type: none"> • Integrated project and operations system • Real-time collaborative workspaces • AI-driven processes • Best-in-class solutions • Stakeholder dashboard

Ready to advance your digital ranking?

>>> **STEP 1**

Establish Your Vision, Roadmap, and Milestones

- Assess digital maturity level.
- Create vision aligned with company goals.
- Develop a roadmap with achievable milestones and action plans.
- Milestones may include BIM, GPS tracking, machine learning, or adopting cloud-based project management.



STEP 2 <<<

Determine Your Budget

- Simple integrations save time and money, e.g. automating payroll cuts costs.
- Only 60% of construction firms use tech for daily reporting and time management.
- Imagine saving 10 person-hours a week or 520 person-hours annually on payroll processing alone.



STEP 3 <<<

Assemble Your Team

- Build a team with strong leadership, IT pros, project managers, and subject matter experts.
- Ensure alignment on digital maturity importance and commitment to the vision and roadmap.



STEP 4 <<<

Define Your Schedule

- Digital transformation is a process; set a realistic schedule.
- Prioritize high ROI areas like data mastery and intelligent workflows.
- Data mastery leverages analytics for competitive advantage, while intelligent workflows optimize processes through automation.



STEP 5 <<<

Celebrate Your Progress

- Acknowledge and celebrate progress.
- Use streamlined processes to save time and money, and inspire your team.
- Stay updated with emerging technologies and adapt your roadmap accordingly.



STEP 6 <<<

Implement Linarc

- User-friendly system enables easy planning
- Real-time scheduling and collaboration
- Keep project on-time and on budget
- Cloud-based accessibility for seamless on-the-go operations



Elevate your construction company's project and operations management with Linarc. Our user-friendly system enables easy planning, scheduling, collaboration, and on-time, on-budget project delivery. With cloud-based accessibility, Linarc keeps your operations seamless even on the go. Experience the convenience and efficiency of Linarc for your team and customers. Try it today and unlock advanced project and operations management.

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