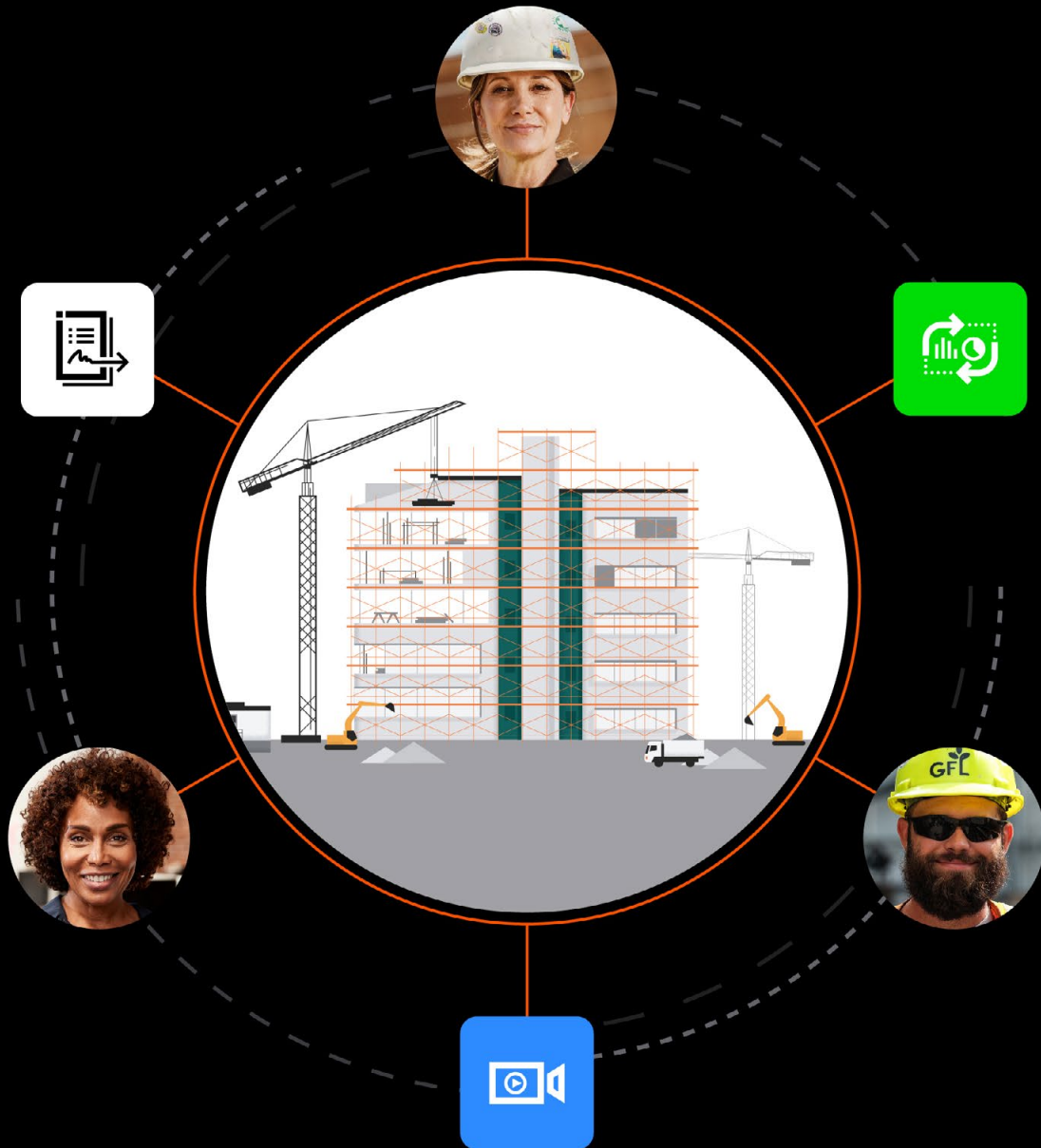


The Power of the Platform

Why Connecting Everyone and Everything Helps You Win Big



— INTRODUCTION

Construction in an Uncertain World

In early 2020, the global pandemic reshaped how the world and the construction industry conducts business. Now, more than ever, the industry is turning to construction management software platforms to provide a long-term solution to connect remote teams so they can continue building while staying safe from office to jobsite.

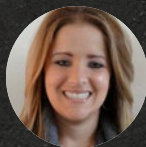
This ebook will take you through the advantages that a construction software platform can give owners, general contractors, and specialty contractors.

You'll learn what a software platform is and how it can connect everyone on your project to everything they need to build from concept to closeout. Most importantly, you'll get some resources to help you shop for the right platform for your business.

Ultimately, we hope this guide will help you do what construction has always done: navigate the challenges of building the world—and our future—together.



“We survived by adapting. My team built in hospitals, fire houses, and everywhere else COVID-19 was. They put on their masks, grabbed their tools and Procore, and went to work.”

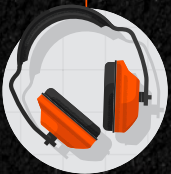


ATHENA CHIERA

VP of Business Development, Athena Engineering
Specialty Contractor, United States

Contents

01	The Complexity of Building Calls for Something New	04	→
02	Paper, Point Solutions, or Platform?	06	→
03	The Platform Advantage	10	→
04	Why a Platform Helps Every Stakeholder	13	→
05	Staying Ahead of Construction Trends with a Platform	16	→
06	What to Look for in a Platform	19	→
07	Meet the Procore Platform	22	→



— 01

The Complexity of Building Calls for Something New

In an industry like construction where change is the norm, teams navigate daily shifts in priorities, directives, and resources. The challenges onsite teams face every day range from rain, snow, and wind to technical and logistical issues like late arriving materials and unexpected labor shortages. Owners, face financial risk and uncertainty caused by delays and fluctuating markets. So the industry has a lot to consider when it comes to figuring how to build on time and on budget, including the following:



Projects are often customized.

In many areas of construction, projects are unique—each one has never-before-seen variables in the design, materials, teams, terrain, regulations, and schedules.



The workforce is decentralized.

Project stakeholders are often in multiple locations (on site, at the office, or somewhere in between), in various roles, and employed by multiple companies.



Stakeholder dynamics are complex.

Stakeholders often have different interests and operate in siloed systems from one another, yet all are interdependent and ultimately share project risks.



Change is constant.

Teams often run into unforeseen issues requiring modifications to the design, schedule, and other resources. COVID-19 is only the latest.

How you, your teams, and your partners work together through these issues will make all the difference in creating a successfully complete project. And that's where your choice in construction platform comes in.

“When you’re building at scale, the old methodologies are going to have inherent downside risks. The way to mitigate that is — technology.”



JOSH LAX
VP of Development
Mizrahi Developments
🇨🇦 Owner, Canada

— 02

Paper, Point Solutions, or Platform?

When it comes to managing construction projects, not all solutions are created equal. Typically, businesses primarily rely on one or more of the following methods.



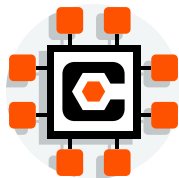
Manual (Paper, Spreadsheets, etc.)

Relying on manual processes often leads to data across multiple locations, delayed site-to-office communication and complex documentation. Not only is this method not mobile, but with no document version control, teams are often left using outdated drawings—It's an easy recipe for quality issues and rework.



Disparate Solutions

Data scattered across singular-focused solutions—one for estimating, one for billing, one for scheduling, and so on—mean teams must learn entirely separate systems and often risk losing information as it moves from one system to the next. Worse, you're likely to drown in third-party integration costs and administrative fees.



One Integrated Platform

A platform is a streamlined system that connects solutions instead of fragmenting them. All project information lives in one place. Stakeholders—from the site to the office—have one source of truth, helping ensure information is accurate, up-to-date, and efficient. Businesses also reduce the risk of error and rework throughout the course of a project—and that can protect profit margins in the long run.

Platform Benefits By the Numbers

50%

Integration is essential.

Half of all executives say lack of integration is the #1 obstacle to using data effectively.

31%

A platform is the tech solution of choice.

Almost 1/3 of all companies use platforms, largely because they integrate tools into a full-service offering.

10%

Platform users capture higher annual earnings.

Over 5 years, companies with platforms can capture an additional 10% in EBIT* growth over non-platform users.

*EBIT: Earnings Before Interest and Taxes





What You Need to Know About Construction Platforms

What is a platform?

A “platform” is an underlying system that supports third-party applications. Similar to a physical platform, these digital platforms provide a base structure, or scaffold, onto which multiple components can attach. Users are able to consolidate information into one collaborative and integrated ecosystem.

Who can benefit from a platform?

Platforms are designed for general contractors, subcontractors, and owners who want to seamlessly connect information across projects, teams, and processes.

Where have I seen a platform before?

You may be more familiar with a platform than you think—in fact, one may be in your pocket right now: the iPhone. This platform offers a specific operating system that acts as the foundation upon which third-party applications (or apps) are connected. For example, you may have an app for email, another for music, and another for photos, but all are connected on a single device. Other familiar examples of platforms include Google Search, Facebook, Amazon, Uber, and Airbnb. familiar examples of platforms include Google Search, Facebook, Amazon, Uber, and Airbnb.



“Procore is a platform that helps us have all the information in one place, so that everyone, wherever we are, can work with the most up-to-date data possible.”



**JUAN CARLOS
CASTAÑÓN CASTRO**
Administrative Work
Coordinator, IDEKA
 General Contractor, Mexico

— 03

The Platform Advantage

By implementing a streamlined platform, businesses have the support of a long-term solution that sets them up for success both now and in the future. It offers unique benefits that not only enables full integration but also helps optimize people and processes—not to mention, profits.

Top Reasons Construction Businesses Prefer Platforms



Integrated Data

All information is in one central location, not scattered across various systems.



Streamlined Customer Support

Teams only have to call one provider for support, saving endless hours and headaches.



End-to-End Visibility

Consolidated data means businesses have a comprehensive view of projects and teams.



Consistent Interface

One system improves implementation, boosts adoption, and reduces training costs.

Buyer Beware:

Learn How to Spot the Difference Between Fake vs Real Platforms

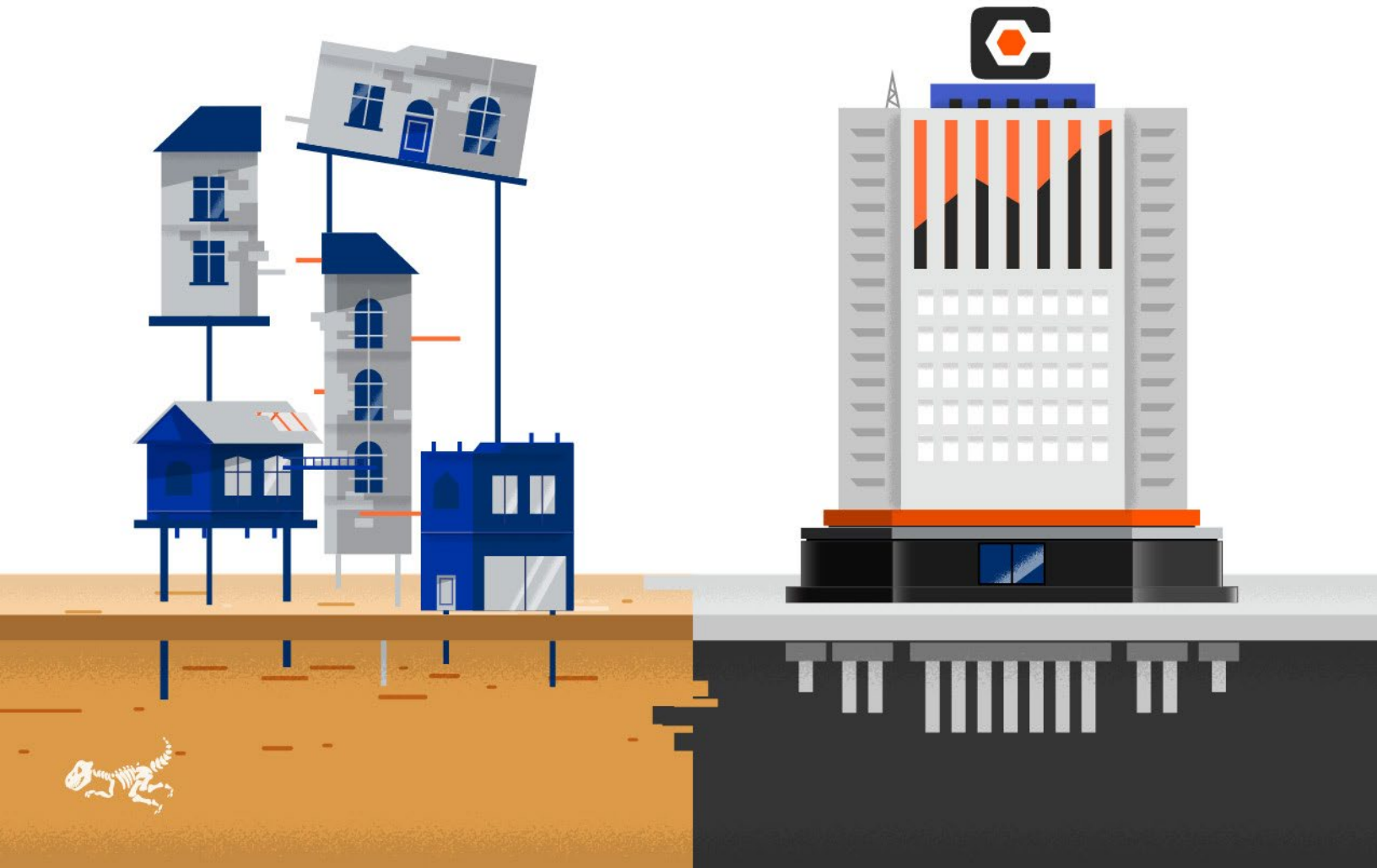
Many solutions claim to be a fully connected software platform but are really just point solutions in disguise. They acquire various solutions, stitch them together, call it a platform, and still leave you copying and pasting data from one app into another. Here's how to spot a platform imitator from the real deal:

Fake Platform

- ✗ Inconsistent user experience
- ✗ Disconnected Workflows
- ✗ Disconnected Products
- ✗ No analytics or Search
- ✗ No app ecosystem
- ✗ Siloed Data

Real Platform

- + Flexible Tools
- + Custom, connected workflows
- + Search across tools
- + Connected stakeholders
- + Complete app ecosystem



**“Whether you’re in
a pre-construction
phase or all the way
to closeout, with
Procore, you’re in a
single system.”**



PAUL WALKER
VP, Technology Division
Hoar Construction
 General Contactor,
United States



— 04

Why a Platform Helps Every Stakeholder

To build successfully, stakeholders must build together. Here's how a platform helps reduce the friction between them to get more done, faster.



Owners

Whether you're raising a skyscraper or streamlining manufacturing, Procore can help you take control of your construction portfolio and open doors faster. General and specialty contractors on your platform collect data every day whether it's logging labor hours, creating a change order, or performing an inspection. Procore's platform makes this data visible to you and turns it into actionable insights that help you make smart decisions, and avoid surprise costs & delays.



General Contractors

Manage your entire project more efficiently from the palm of your hand by replacing manual tasks with seamless and automated workflows. Ensure your owners have full visibility into daily operations so you can avoid time-consuming check-ins. See who your most and least productive specialty contractors are with visual dashboards and reports. Eliminate double entry, manual reporting, and information silos that pose a risk to project schedules and budgets.



Specialty Contractors

Increase upstream collaboration and boost your team's productivity by having real-time access to your general contractor and back office's most up-to-date information. Use historical productivity data to prove your team's ability to produce quality work, close out on time, and stick to the budget. Go fully digital to ensure no change order, RFI, or drawing update is missed and get paid for all the work you put in place.

Make your project the hub for continuous flow of information and collaboration between all stakeholders.



Labor activity is visible to PMs and back office staff

Real-time project updates mitigate the risk of rework

Customizable forms adapt to unique operating procedures and standardize data collection

Predictive analytics and dashboards help stakeholders see project progress

Digital RFIs streamline Owner-GC-Sub communication

Connected app integrations automate field-to-office data transfer

“Before Procore, owners, general contractors, and subcontractors were all working at odds with each other. Pulling all of this together allows us to be on the same page and work together as a team.”



RIC CLARK

Sr. Managing Partner and
Chairman

Brookfield Property Group



Owner, United States

— 05

Staying Ahead of the Top 5 Construction Trends with a Platform

While we may not have a construction crystal ball to tell us what the future will hold, we can look at current trends to better understand where the industry is headed. Here's a breakdown of the top five trends in construction.

TREND #1

The amount of data is growing.

As projects become more complex, the amount of data also increases—and managing that data efficiently is a necessity. Relying on manual processes or disparate solutions means information is often captured in siloed systems and data is fragmented.

TREND #2

Connecting people, processes, and data is a must.

Being data-driven will be critical for construction companies to survive—and thrive. A platform gives teams a single source of truth and creates better alignment across all stakeholders—from owners to general contractors to specialty contractors. It also allows executives to see a high-level overview of project health to identify areas of improvement to drive greater productivity.

TREND #3

Integration is more important than ever.

Managing data on multiple systems across multiple teams and locations cuts into schedules and budgets. By bringing all tools and information into one system, businesses streamline communication, reduce double entry, and gain access to robust reporting and analytics across projects. Automatic secure data sharing enables teams to collaborate and to do so safely.

**TREND #4****Greater project visibility is key.**

Although construction is a historically fragmented industry, platforms are changing the landscape. They offer greater transparency, providing stakeholders with more accurate, real-time access to data—leading to more efficient and informed decisions. They help teams identify trends, reduce risk, and minimize waste. In fact, 35% of total construction costs can be attributed to waste and remedial work.

TREND #5**Businesses are leveraging tech to gain a competitive edge.**

As the industry continues to grapple with a labor shortage and competition for talent remains high, it's more important than ever for businesses to set themselves apart. Many top candidates seek out companies that offer leading tools, and they bypass those with outdated systems that complicate their jobs. Businesses offering a top tier solution that maximizes efficiency while minimising headaches will tend to attract, and retain, those key candidates.

\$1.6T_{USD}

**value-added increase to the world economy
if construction productivity caught up with
other industries***

*SOURCE: McKinsey

“To have the best of breed systems that all talk to each other. You get to that dream where you can put one piece of information in over here and it filters all the way through the system.”



ELAINE BRADSTREET
IT Systems Manager, MPA
 General Contractor,
Australia

— 06

What to Look for in a Platform

Whether you're building a home or a high-rise, it takes countless stakeholders to come together to build something remarkable. But if everyone is operating in silos with their own tools that don't talk to one another, it only inhibits collaboration. Here are some key considerations when researching platforms.



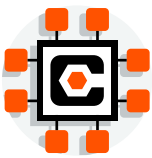
User-Friendly

Technology is useless if it's not adopted by employees. Look for a platform that's user-friendly and intuitive for all teams—both on-site and off.



Mobile

McKinsey claims construction businesses that leverage a cloud-based system for real-time information can increase on-site productivity by as much as 50%. A mobile platform enables businesses to connect teams, regardless of their location.



Offers Integrations

Unlike single point solutions that force you to get new software every time you run into a new business challenge, a platform allows you to easily connect additional applications to your existing system at any point. All your tools are seamlessly integrated for maximum efficiency and ease.



Unlimited User Licensing

Be wary of solutions that limit users and inhibit collaboration with seat licensing. What use is a solution that only allows certain individuals to access important project information? Instead, look for a platform that offers unlimited user licenses to maximize site-to-office communication.

Is a Platform Right for Me?

3 Questions to Ask Yourself

Selecting the right technology for your business is a big decision, and with so many solutions out there, it can be a challenge to decipher the right one for you. Here are a few questions to consider:

- + Do you want to be able to handle 29% more work?
- + Are you interested in saving 13 hours a week to get stuff done instead of doing paperwork?
- + Are you ready to work with apps right inside your construction projects?

Resources to help you find answers

Our [Construction Management Software Buyer's Guide](#) has detailed information on critical features and functionalities to consider.

Our [companion workbook](#) can also guide your discovery process.



“Procore is one of the best tools out there for the construction industry. Whether we like it or not, we have to start moving towards online platforms.”

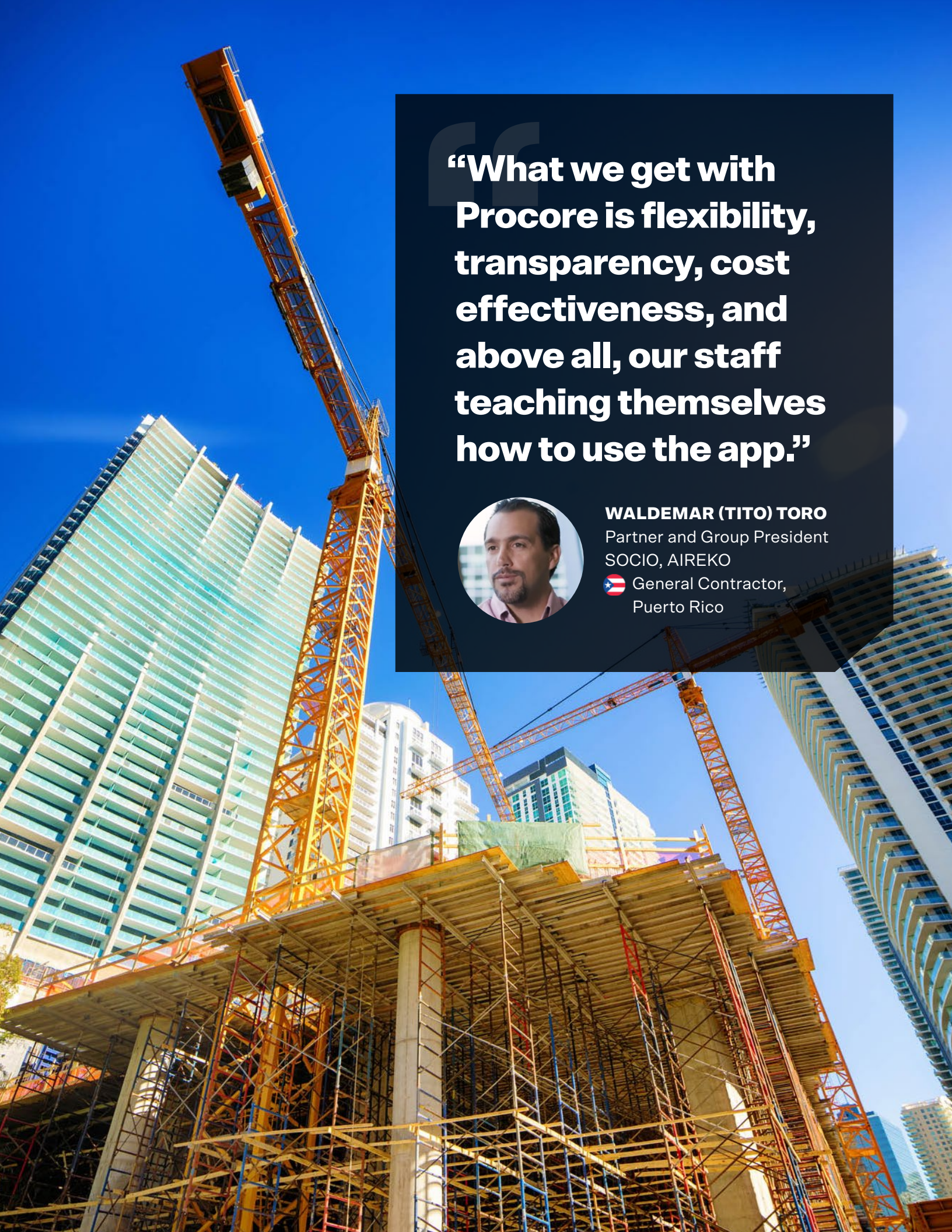


LAUREN KELLY

Office Administrator, Monami Construction, Ltd.



General Contractor, United Kingdom



“What we get with Procore is flexibility, transparency, cost effectiveness, and above all, our staff teaching themselves how to use the app.”



WALDEMAR (TITO) TORO

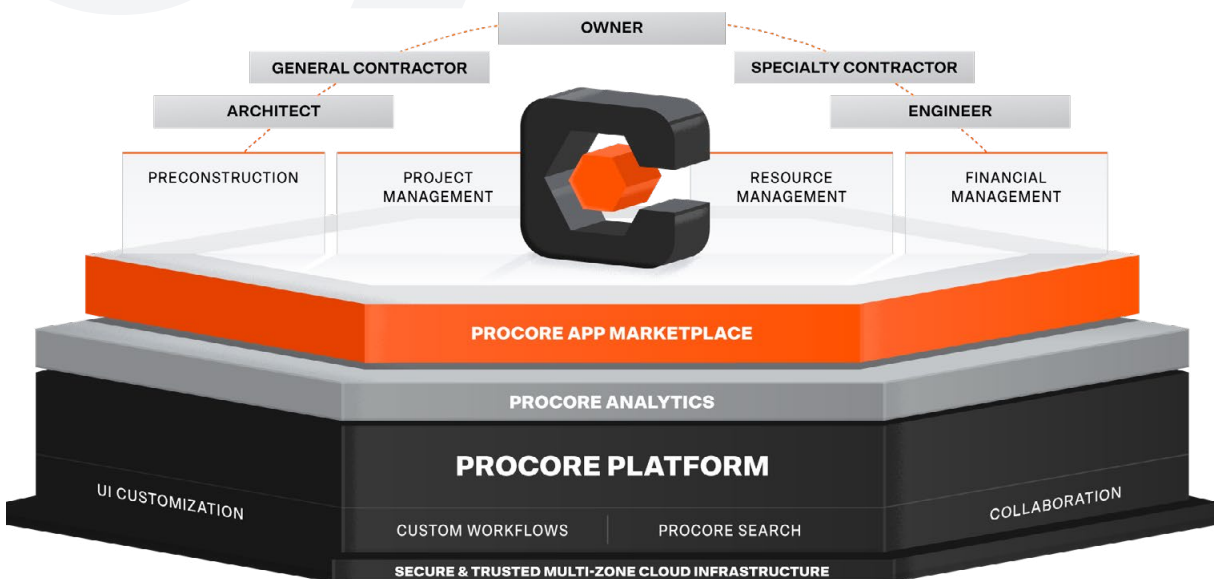
Partner and Group President
SOCIO, AIREKO

 General Contractor,
Puerto Rico

— 07

Meet the Procore Platform

The complete construction management platform that connects everyone on your project to everything they need, all in one place.



[Procore's platform](#) is the connecting foundation for everyone on your construction project—owners, GCs, and specialty contractors—to work together toward the shared goal of high quality projects built on time and on budget.

By combining the power of our real-time Preconstruction, Project Management, Resource Management, and Financial Management tools with over 300 [App Marketplace](#) partner integrations, you can manage your project from concept to closeout all on the Procore platform.

#1

In JBKnowledge's
Annual ConTech Report

300+

AppMarketplace
Partners

90%

Customer Support
Satisfaction



1.6M

Users Worldwide

125

Countries Served

1M+

Projects Built

**“Procore is the industry’s
leading end-to-end
construction management
software solution.”**

SOURCE: FROST & SULLIVAN

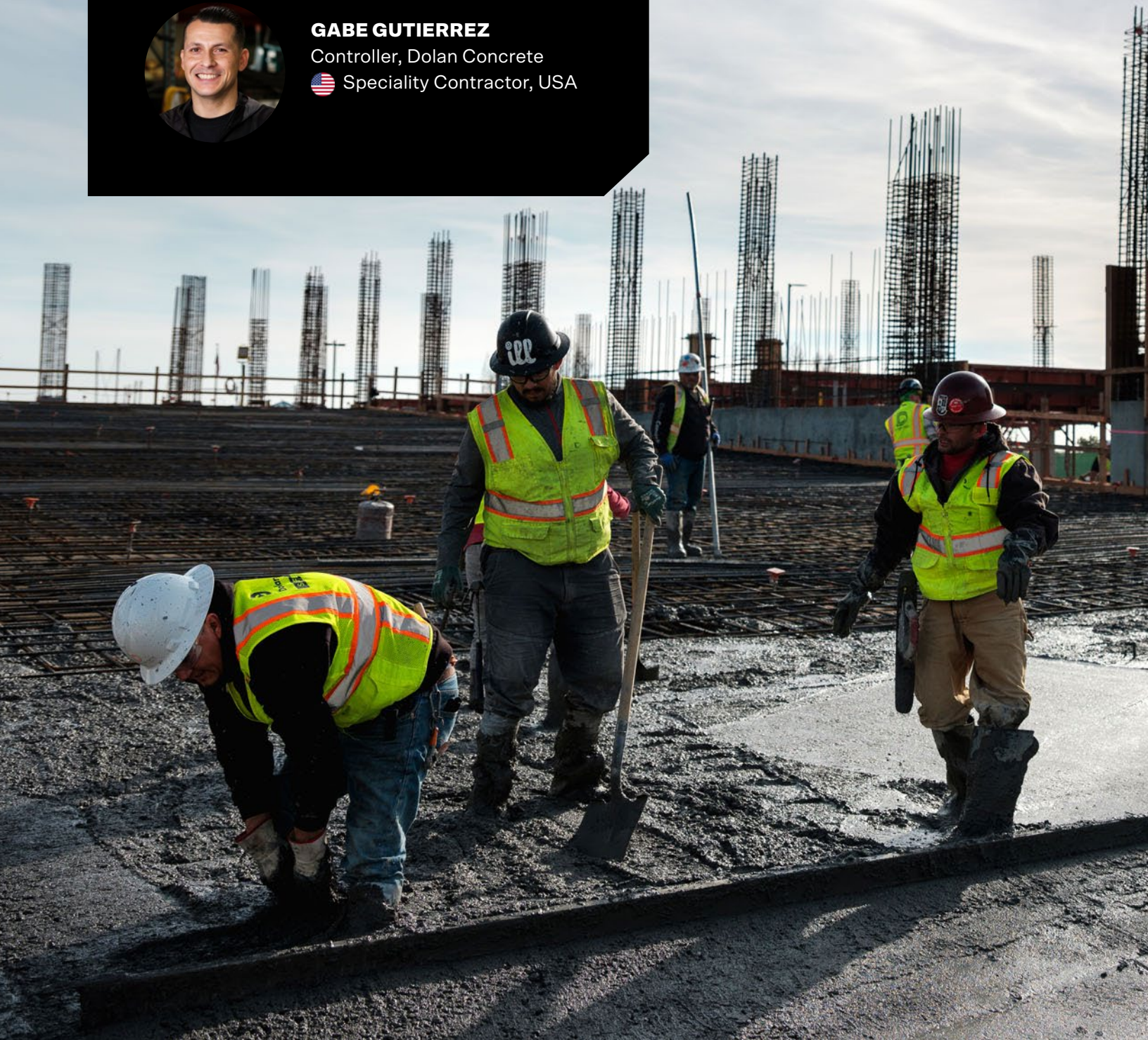
**“If we’re going to
speak the same
language, we
should do it through
Procore.”**



GABE GUTIERREZ

Controller, Dolan Concrete

 Speciality Contractor, USA



Produced by
PROCORE TECHNOLOGIES, INC.

Procore manages your projects, resources and financials from project planning to closeout. Our platform connects every project contributor to solutions we've built specifically for this industry—for the owner, for the GC, and for the specialty contractor. Our App Marketplace has over 150 partner solutions that integrate seamlessly with our platform, giving you the freedom to connect with what works best for you, even if we don't build it. The ability to easily communicate across disparate teams makes it easier to work together by eliminating silos and establishing a single source of truth. It's how Procore gives your team access to everything they need to know to get their job done.

Request a demo.

Learn how to run your entire business on one, connected construction platform.

[Contact Now](#)



[Visit The Jobsite >](#)

Procore's Hub for
Original Content



[Watch Procore TV >](#)

Procore's Official
YouTube Channel



[More Resources >](#)

Free eBooks &
Downloads