OBJECTIVE

TO UNDERSTAND HOW DEVELOPMENTS IN THREE RELATED TECHNOLOGIES ARE CHANGING THE WAY CONTRACTORS CAN USE DATA TO DRIVE BETTER BUSINESS DECISIONS

DISCLAIMER

WHILE I CANNOT PRESCRIBE THE TECHNOLOGIES THAT YOU SHOULD CHOOSE TO HELP MOVE YOUR COMPANIES FORWARD, I WILL DO MY BEST TO PAINT A BROAD-STROKE PICTURE OF THE TECHNOLOGY LANDSCAPE AND, HOPEFULLY HELP YOU DEVELOP A FRAMEWORK WITHIN WHICH TO MAKE SMART TECH DECISIONS.
THERE ARE 10 TYPES OF PEOPLE IN THE WORLD.
THOSE WHO UNDERSTAND BINARY AND THOSE WHO DO NOT.

TOPICS

1. BEHIND THE EXPLOSION IN NEW INFORMATION TECHNOLOGIES
2. THE POTENTIAL FOR NEW INFORMATION SYSTEMS TO IMPROVE YOUR BUSINESS
3. REALIZING ROI ON EMERGING IT
CONVERGENCE

TECHNOLOGY ADVANCEMENTS BRING CHANGE

TECHNOLOGY CONVERGENCE CAN BRING TRANSFORMATION
Human Social Development and Population Growth

Note on social development calculation methodology: The basis of this graph comes from the anthropologist Ian Morris. He defines social development as: "A group's ability to master its physical and intellectual environment to get things done." Interested readers can dig much deeper by reading his text *Why the West Rules--For Now*.

Source: The Second Machine Age, Eric Brynjolfsson and Andrew McAfee
BEHIND THE EXPLOSION IN NEW INFORMATION TECHNOLOGIES

COMPUTING
FROM CLOUDS TO THE CLOUD
A collection of connected computing resources that serve up applications and data storage for use by anyone with access to the collection.

FROM CLOUDS TO THE CLOUD
Anywhere access
From any device
With a dramatically increasing set of information and applications available
BEHIND THE EXPLOSION IN NEW INFORMATION TECHNOLOGIES

MOBILITY

AND NOW FOR ONE OF THE MOST OBVIOUS STATEMENTS EVER...

WE ARE SPENDING A LOT OF TIME ON OUR MOBILE DEVICES

80% OF US INTERNET USERS HAVE A SMARTPHONE

25% OF INTERNET USERS IN THE US ACCESS THE INTERNET ONLY THROUGH THEIR MOBILE DEVICES

AVERAGE TIME USERS SPEND ON INTERNET

2.8 HOURS PER DAY

2.4 HOURS PER DAY

Source: Google Ex Parte Filing (WDCA No. 1:17-MC-00759)

COMMUNICATION IS DATA

Information and Entertainment

Voice Traffic

Data Traffic

2000

2015

Information and Entertainment

Voice Traffic

Data Traffic

2000
DATA IS MOBILE

Global Mobile Data Traffic Growth / Top-Line
Global Mobile Data Traffic will Increase 8-Fold from 2016–2020

BEHIND THE EXPLOSION IN NEW INFORMATION TECHNOLOGIES

ANALYSIS

A little knowledge is a dangerous thing. So is a lot.
— Albert Einstein —
**Lead vs. Lag**

Lagging indicators tell us what did happen – they tend to be results.

Leading indicators predict what will happen – they tend to be actions.

**BUILDING INTELLIGENCE**

- A set of values
- Data put into categories and given context
- Information correlated to uncover new and useful relationships

**DATA**

**THE VALUE OF DATA**

Running your business based on data is being

Reflexive
THE VALUE OF INFORMATION

Running your business based on information is being Reactive

INTELLIGENCE
THE VALUE OF INTELLIGENCE

Running your business based on intelligence is being

Proactive

TOPIC 2: THE POTENTIAL FOR NEW INFORMATION SYSTEMS TO IMPROVE YOUR BUSINESS
THE CHALLENGE FOR CONTRACTORS

Nope

WHEN INTELLIGENCE FAILS

Six reasons why smart business people fail:

1. Feeling untouchable - taking success for granted
2. Equating one (or several) people with the company
3. Being the "smartest person in the room"
4. Being surrounded by "yes" people
5. Ignoring red flags
6. Relying on what has worked before

- Sydney Finkelstein, Dartmouth’s Tuck School of Business
THE 5 RULES FOR TECHNOLOGY INVESTMENT

1. Characterize your company’s workflows
2. Identify gaps and areas to improve
3. Get upfront buy-in across departments & paygrades
4. Use peer groups to help identify solution providers
5. Don’t be sold to – drive the process

IT INVESTMENT CONSIDERATIONS

1. Aim for one system of record
2. Know your exposure when integrating multiple IT solutions
3. Look at the user experience across your 3 categories of constituents: office – team – field
4. Buying technology is the easy part – your work really begins with implementation and training
5. Stay connected to emerging tech trends
REALIZING ROI ON EMERGING IT

CASE STUDIES

TRAINING

What is the fastest and most effective way to train project managers?

BIDDING

When should we go through the bidding process and when should we walk away?
GROWING

Where should I focus my efforts in growing new business?

OPTIMIZING

How long should I keep running a machine and what is a good number for fleet average age?

WHERE CONSTRUCTION IT IS HEADED

Take Aways:

1. Cloud computing delivers accessibility and connectivity across locations, devices, and team members.
2. Mobile data connects the office with the field and enables real-time, proactive analysis.
3. Analytic engines can help streamline processes and help you make data-driven, intelligent business decisions.
4. Data, information, and intelligence are independently valuable and mutually dependent.
5. One integrated system of truth for the Office, Team, and Field provides contractors with a significant advantage.
Thank you!

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Or

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