

Member Communication Experience

The Right Partnership Can Leverage Software to Improve Operations

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The construction industry continues to rise to new heights, even in the face of shifting foundations.

The industry is transforming rapidly to support this momentum, driven by technological advancements and evolving market demands. However, this transformation brings unique challenges that construction firms must navigate to remain competitive and efficient. Among the most pressing issues are overcoming the limitations of outdated systems in managing diversifying project portfolios, the complexity of adhering to ever-changing regulatory requirements, and the challenge of attracting and retaining a new generation of tech-savvy talent.

Many construction firms are turning to modern business management solutions that offer enhanced capabilities to streamline operations and create a more attractive work environment for the emerging digital workforce. However, effectively implementing these solutions requires more than just the right technology – it requires the expertise of experienced implementation partners. Implementation partners are specialists who ensure that the chosen technology is effectively integrated and optimized for your business needs. These experts are pivotal in helping firms select the tools best suited to address challenges while adding tangible business value.

MANAGE EXPANDING PROJECT PORTFOLIOS

As construction firms grow and take on more complex projects, the limitations of legacy project management systems



become increasingly apparent. Outdated software can lead to inefficiencies such as fragmented data, communication breakdowns, and delays in decision-making. These issues can result in costly overruns and missed deadlines, jeopardizing the success of large-scale projects that firms rely on to meet revenue goals.

Modern project management tools offer a solution by providing real-time collaboration, integrated data systems, and advanced analytics that empower project managers to make informed decisions quickly. Features like centralized project tracking, automated workflows, and mobile access allow teams to stay connected and responsive, even when working across multiple sites.

Selecting the right project management tool is crucial. An implementation partner can assess a firm's specific needs, recommend the most suitable software, and ensure that it

integrates seamlessly with existing systems. Doing so, they help construction firms maximize operational efficiency, reduce risks, and maintain control over their growing project portfolios. Investing in the right software can make all the difference in achieving growth and effectively meeting client expectations.

NAVIGATE A COMPLEX REGULATORY ENVIRONMENT

Regulatory compliance is a significant challenge for today's construction firms, which must navigate a web of environmental standards, building codes, labor laws, and safety regulations. Failure to comply can result in hefty fines, project delays, and damage to a firm's reputation.

Modern software solutions are designed to simplify compliance by automating the tracking, documentation, and reporting processes. These tools can monitor regulation changes, alert teams to compliance risks, and generate the necessary reports to ensure projects adhere to all legal requirements.

Implementation partners are invaluable in this area, as they deeply understand the regulatory landscape. They can customize software solutions to meet specific compliance needs, ensuring construction firms comply with all legal obligations and optimize their operations to prevent costly errors or fines. By partnering with technology experts, firms can stay ahead of regulatory changes and focus on delivering high-quality projects without the burden of compliance.

ATTRACT AND RETAIN TECH-SAVVY TALENT

McKinsey & Company claims the construction industry faces a talent shortage, particularly among younger workers who prefer a modern, tech-enabled work environment. Productivity issues compound the challenge, threatening a shortfall in construction output of up to \$40 trillion, according to McKinsey. Outdated systems make day-to-day tasks more cumbersome, deterring potential new hires and increasing turnover rates among existing staff.

To attract and retain the next generation of workers and boost productivity, construction firms must embrace modern technology that streamlines operations and enhances collaboration. Cloud-based and artificial intelligence (AI)-enabled solutions, for example, appeal to young talent and automate time-consuming processes. These solutions empower

team members to develop new, high-value skills, and mitigate the impact of labor shortages.

Implementation partners are vital in ensuring construction firms effectively integrate these tools into workflows and adequately train and prepare their employees to use them. Through comprehensive change management programs, these partners help establish a culture of innovation that appeals to tech-savvy talent, making the firm a more attractive workplace and better equipped to address the industry's productivity challenges.

ENSURE LONG-TERM SUCCESS THROUGH STRATEGIC TECHNOLOGY INTEGRATION

Given the demands and shifting challenges and obligations facing construction firms today, implementing modern technology is a critical step toward enhancing efficiency and staying competitive. However, the actual value of these technologies lies in their ability to evolve with the business and continue delivering results as challenges and market demands change.

The ability to adapt and maintain effectiveness over time is where implementation partners become essential — not just as facilitators of initial setup but as long-term collaborators in a firm's success. These partners work alongside construction teams to assess and adapt the technology to help future-proof operations by ensuring that the chosen solutions can scale with the business. Whether integrating new features or expanding to additional project sites, these partners provide ongoing support to ensure that the technology continues to add value over time.

In an industry where the stakes are high and the margin for error is slim, having a trusted partner who can guide your firm through the complexities of technology adoption and help sustain tech benefits is invaluable. When choosing an implementation partner, construction firms should consider the following qualities:

- » **Technical expertise** — Your partner should demonstrate the ability to implement and manage technology solutions. This skill set includes not just the installation, but also the partner optimizing technology to meet your business's unique needs. Researching reports from analyst firms can help determine a partner's level of proficiency.

- » **Construction industry experience** — Opt for partners who have extensive experience within the construction industry. Their knowledge of specific challenges and regulations can provide targeted and practical solutions. Additionally, ask which verticals, such as commercial, residential, or infrastructural construction, the partner specializes in to ensure their background aligns with that of the firm's.
- » **Reputation for customer satisfaction** — Consider the partner's track record for delivering strong customer service and maintaining high satisfaction levels among their clients. Reviewing customer reviews and success stories can help to understand the partner's reputation and credibility.
- » **Ongoing support and training** — Successful implementation doesn't stop at deployment. Ensure that the partner offers continuous support and comprehensive training to help your team fully utilize the new systems.
- » **Cultural compatibility** — The partner's culture must align well with your company's values and operational style to foster a smooth and productive working relationship.

The construction industry is at an inflection point, facing significant challenges that require innovative solutions. Managing large project portfolios, navigating regulatory complexities, and attracting a new generation of workers are all crucial to a firm's success. Modern technology offers powerful tools to address these issues, but effectively leveraging these tools demands the expertise of experienced implementation partners. 



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