

Ryder

**REINVENTION**  
FOR AN  
EXCEPTIONAL  
CONSTRUCTION  
INDUSTRY

**Data Rich, Data Why?**

# Introduction

**Reinvention was initiated by Ryder to help create an exceptional construction industry with much improved outcomes for all stakeholders.**

The campaign identified five key themes - leadership, training, technology, collaboration and research and development - and proposed using multidisciplinary focus groups to facilitate change.

In May 2019, we gathered a group of 24 industry leaders and experts to discuss data and technology in the construction industry. Questions considered where data is used well, where we could plug the gaps and the barriers to the uptake of data usage.

This document provides emerging themes and key findings of the discussion.

The event was kindly sponsored by F3, supported by BIM Academy and facilitated by Dr Angela MacOscar and Dr Chris Barclay from Evolve8 Consulting.



**bimacademy**

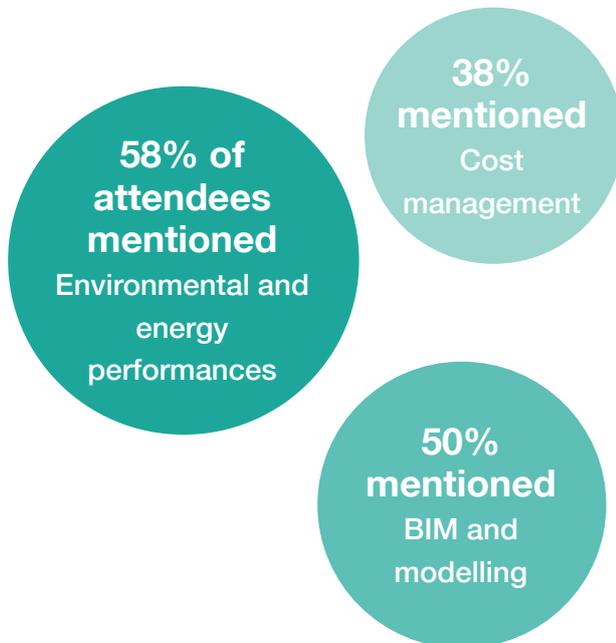
**“Ryder is on a mission to break the downward spiral of poor performance and failure which dogs the construction industry. We are not alone, as an industry we’ve spent too long tinkering at the edges or ignoring what’s happening around us. We need total reinvention. Our industry is barely fit for purpose and is certainly woefully inefficient, founded on principles of organisation no longer relevant. We spend far too much energy, time and money managing unnecessary divisions and interfaces and running away from responsibility. Effort is duplicated, and errors compounded. We have tired of generic calls for industry change. It will only happen if we all, in our own spheres of influence, make it happen. Mark Farmer is right. It’s modernise or die! We wouldn’t start with what we have if we were to design an effective AEC industry today, so let’s rethink it.”**

Peter Buchan, senior partner at Ryder



# Good and Poor Use of Data

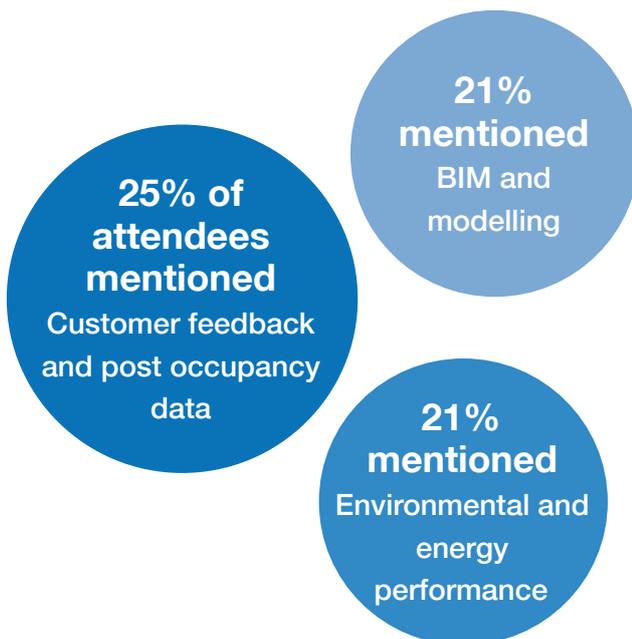
## Where is data being used well – or at least, used at all?



Participants were asked to write down as many examples they could think of for where data is being used both well and poorly.

The top three responses for where data is used well were environmental and energy performances, BIM and modelling and cost management.

## Where are the gaps – where is data being used poorly?



Interestingly, two aspects which were voted to have been used well - environmental / energy performance and BIM / modelling - were in the top three responses of where data is used poorly.

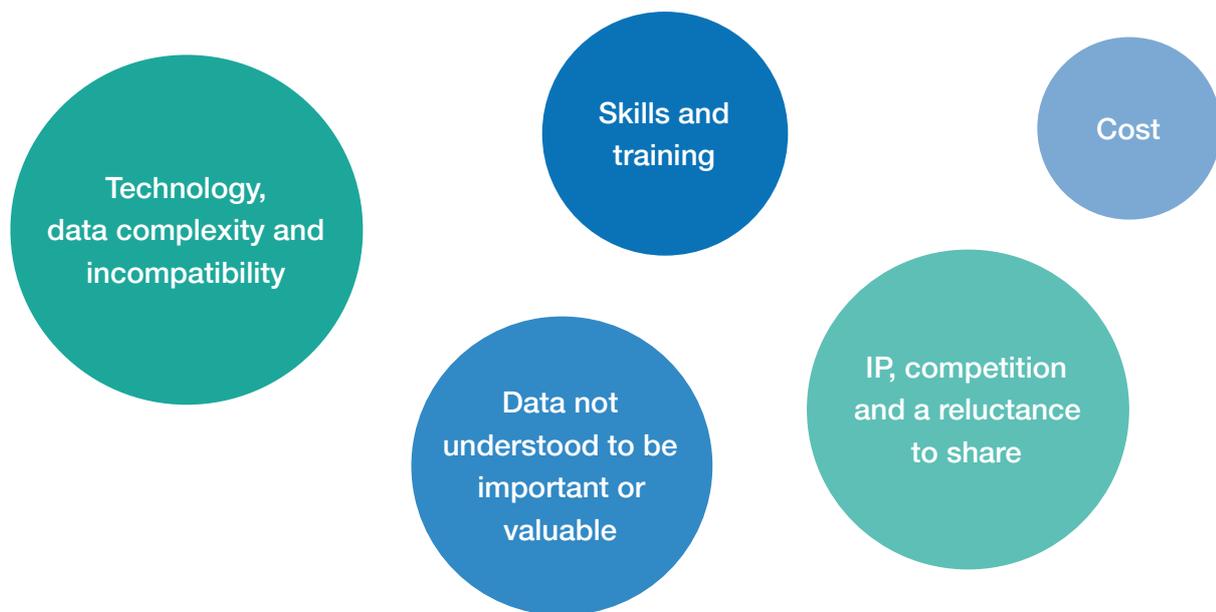
Customer feedback was top for where data is used most poorly, although the results were very close.

This shows that participants across the construction industry have had varying experiences.

# Barriers

## What stops data from being used well?

The top mentions included:



The highest number of responses cited issues around complex and unwieldy data sets and understanding what data is needed. Software interoperability and workflows were also frequently mentioned.

A contributing factor is a lack of skills and training to allow the industry to make use of data and available technology – this was the second most commonly mentioned barrier.

**“Lack of open source software talking to each other”**

**“Data too large, complicated to collect and use”**

**“Technology may not be accessible to analyse data”**

**“Lack of professional information management – practice emerges but often isn’t professionalised so little exposure to potential of data”**

**“Perception that it is ‘too techy’”**

# Next Steps

Further groups will be meeting in the coming months to discuss the remaining key themes as part of the ongoing Reinvention campaign.

Please contact [reinvention@ryderarchitecture.com](mailto:reinvention@ryderarchitecture.com) for more information.

[Download publication](#)

Reinvention for a Better Built Environment -  
*Data What, Data Why?* was hosted by the following colleagues:



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