

## In Search of the Integrated Advantage



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In these challenging economic times, construction companies must find ways to strategically allocate resources and maintain competitive advantage. Technology is a strategic component, helping deliver unprecedented operational efficiency and productivity improvements.

The future has never looked brighter to find solutions that support information management, communication and process automation. Contractors today have access to a wide range of sophisticated and innovative technologies that support financial, job cost, project management, human capital and service management disciplines while incorporating advanced productivity tools such as document imaging, electronic workflow, electronic forms and business intelligence.

Before you choose, look carefully at how these solutions interoperate and integrate. Can they facilitate seamless and real time communication from the field to the office and vice versa?

With a fully integrated solution running in a single database environment, companies eliminate duplicate information and gain immediate productivity. One all-encompassing solution allows for a single point of data entry, free flow of data from one application to another and real time access to business critical data for intelligent decision-making. In the near future, advanced dashboard and portal solutions will further tighten the business connection, creating a single access point to project and financial information driven by rule-based alerts, Web camera access to project sites, project and financial data analysis, standard e-mail and Internet communication and much more.

It's well documented in the industry that those who invest in the right technologies and build advanced skills for their labor force will sustain their business efficiency and be well prepared when the economy recovers.