AUTODESK CONSTRUCTION CLOUD™ | **SOBHA**

How Sobha Hartland Improved Site Collaboration and Productivity with Digital Construction Project Management

When your reputation depends on your ability to deliver the highest levels of quality with no compromises, across an extensive portfolio, details matter. Site collaboration, data sharing, performance tracking, and the ability to bring new workers quickly up to speed are all critical to delivering as promised, on time and on budget.

Digital construction management provides developers with the tools they need to meet the demands of a modern construction environment. No one knows this better than Olaf Wagner, Head of Quality and Technology for Sobha LLC in Dubai.

SOBHA

Customer Snapshot

FIRM SIZE: 500–1,000
FIRM TYPE: OWNER
REVENUE: 127 MILLION
FOCUS AREA: COMMERCIAL
HQ: DUBAI, UAE

PHASE:

DESIGN — PLAN — **BUILD** — OPERATE

PRODUCTS:

 PLANGRID BUILD
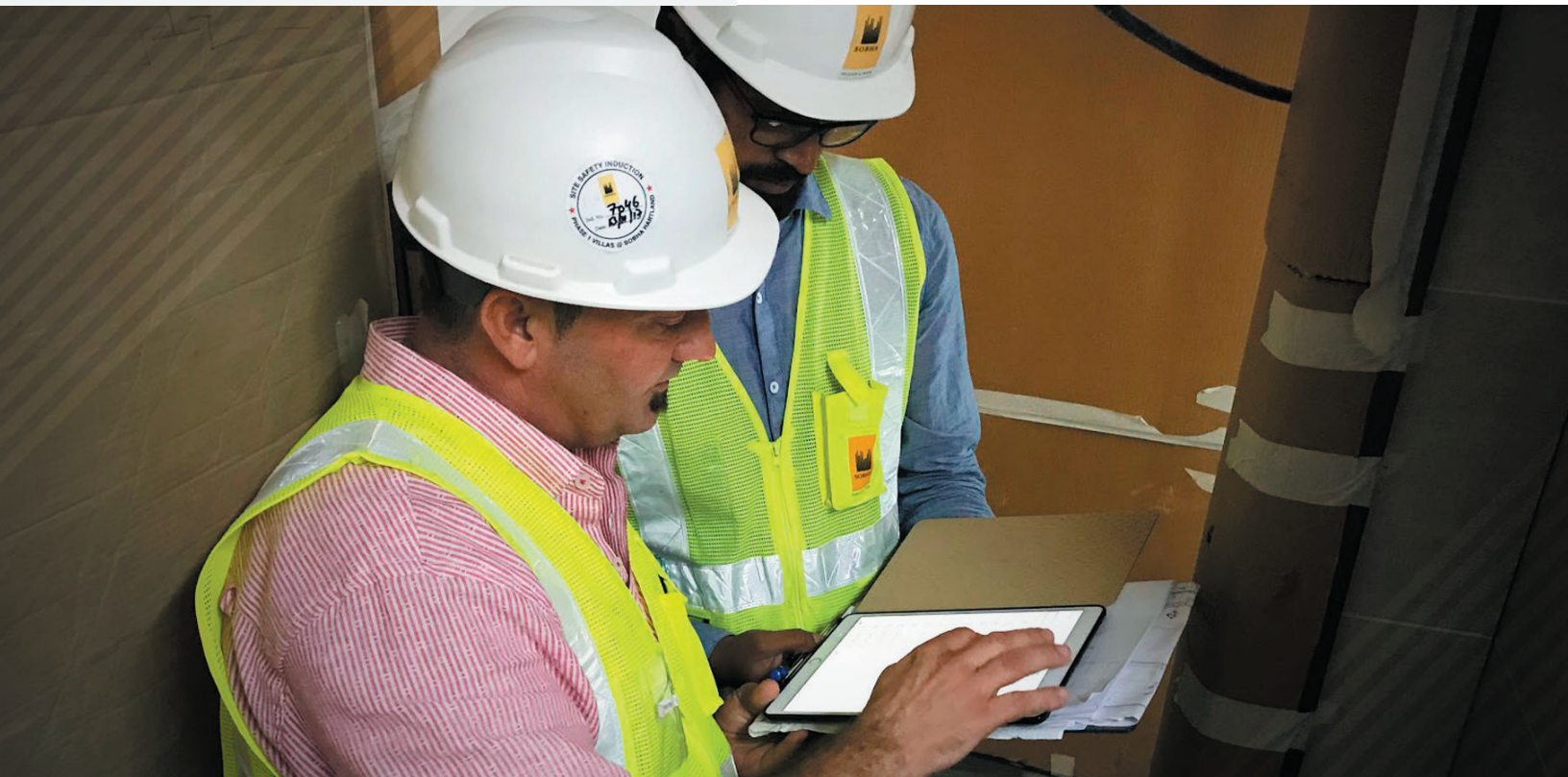
VALUE DRIVERS:

Quality   Schedule

How One of the World's Most Lavish Real Estate Developers Pioneered the New Digital Construction Quality Management Approach

Founded in 1976, the Sobha Group is one of the largest real estate organisations in India and the Middle East. The company operates as a backward integrated real estate developer, with a reputation for delivering uncompromising high quality on every project.

A division of Sobha Group, Sobha Hartland is located in Dubai and is concentrated on developing an 8 million square feet freehold community, which includes a school, lavish villas, townhouses, and apartments in Mohamed bin Rashid Al Maktoum City.

The company is bringing its renowned and highly regarded management of engineering, design, and manufacturing processes to create this world-class development along the Dubai Water Canal. Adopting a minimalistic design approach, the homes are constructed with premium materials and a keen attention to detail, which is in line with Sobha Group's philosophy of 'no shortcut to quality'.

Wagner is Head of the Quality and Technology Department for Sobha LLC. He manages a team of master craftsmen and engineers working on high-end property developments in the region. The Sobha Group Chairman established the department to operate as a quality assurance function, ensuring that all of their

construction projects adhere to the highest German standards, which have come to be expected.

Tackling the Paper Problem with Construction Data Management Tools

When Wagner was charged with heading up a new department at Sobha Dubai/Middle East in 2014, he was keen to ensure that his team used mobile business applications wherever possible. Wagner understood clearly the challenges of managing construction data with paper solutions: Critical information could get lost due to the challenges of sharing drawings and specifications manually through paper, or communicating site issues via handwritten notes, photographs, and emails.

The paper-based construction management approach requires that work and materials approvals be processed by scanners and archived via document controllers. Access and storage are big challenges, and reports are complicated and time-consuming to produce. Teams rely heavily on spreadsheets to provide insight.

Wagner believed that mobile technology offered a clear path for Sobha Hartland to break away from these inefficiencies, reduce emails, and share all relevant information in real-time and on one platform.

His colleagues were adept with personal mobile applications and Wagner was confident they would happily embrace the digital transformation he planned.

Implementing the Best Construction Quality Management Platform for Your Digital Transformation

Wagner discovered PlanGrid within Autodesk Construction Cloud™ in the App Store. On further investigation, he saw that it met Sobha Hartland's requirements for the project, and he downloaded a free trial.

Once he started using the software, he saw how easy and effective it was to apply and set up a pilot.

Wagner piloted PlanGrid on a project to complete the Hartland International School, which is a social, cultural, and learning hub for the community located at the heart of the growing Hartland development. This was the perfect opportunity to test PlanGrid before rolling it out to the wider team - resulting in 2,760 issues stamps successfully closed with 7,375 photos on record.

Adoption of PlanGrid was quick as the platform is intuitive and easy to use. The ability to filter

construction data collected via PlanGrid and visualize the areas of concern helped to drive implementation and has brought site collaboration and data sharing to a new level for Sobha Hartland.

The whole team is a fan of PlanGrid as it is easy to use and means they can spend more time onsite. They were quick to adopt the technology, helped by the clarity and speed with which information can be recorded and shared across several platforms and devices. One of the primary benefits has been reducing the volume of emails as the team can communicate with contractors right within the platform. Furthermore, drawings and specifications can be easily accessed while on site, reducing paper and energy costs, while also improving response times.

Raising Performance Levels Across the Organisation with Construction Data Management

PlanGrid has brought standardisation across the organization via the Sobha Hartland Quality and Technology Department. The team records issues as they arise and assigns them accordingly with photos and notes - all from within the application. Previously, issues were tracked via handwritten notes and emails, causing information to be frequently lost or miscommunicated.

PlanGrid has become a repository of valuable information for Sobha and is the single source of truth for all of their projects. All relevant data is recorded in the application and is easily accessible when required. This provides peace of mind and proof of the work to top management, clients, and external auditors.

Wagner has also seen benefits from a people management perspective. He can effectively track his team's performance, based on the number of stamps placed or updated, training and workshop time logged, and approvals. Furthermore, it has been easier to bring recruits up to speed with a project as all the information is stored in PlanGrid. They are visibly energised to work with a mobile, cloud-based application, which improves their productivity and drastically increases the amount of time they spend onsite.

Most importantly for Wagner, PlanGrid enables his team to deliver a uniform inspection process for Sobha across the project lifecycle, ensuring that the same attention to detail is given throughout the project. Because of PlanGrid, Sobha continues to deliver on their promise of uncompromising quality and lavish attention to detail.