



case study

“The industry has not yet embraced new digital technologies that need up-front investment, even if the long-term benefits are significant.”

MACI Innovation - Construction and its Digital Future

As an established client project management consultancy, MACI Innovation has generated a wealth of experience in the development and delivery of large scale, complex capital investment projects ranging across the Aviation, Transportation and Construction industries.

Part of the MACI ethos is to develop forward thinking solutions to complex issues and recently identified a growing issue within their client base in the construction industry around asset digitisation.

A recent McKinsey & Company report* on the Construction industry and productivity identified that investment in infrastructure is growing at a rapid rate, equating to over \$13 trillion by 2030.

'Megaprojects' will account for a greater share of these developments than ever before, however, research estimates that 98% of megaprojects have the potential to improve on performance and productivity through the increased use of data and technology - something other industries have to great effect.

The principle areas where these improvements could be met are well researched, they include:

- Improved organisation, decision making and innovations in procurement processes
- Consolidated, consistent and efficient approach to communication across locations, departments and suppliers
- Utilisation of technological advances in management of costs and finances
- Effective utilisation and management of data currently collated in line successes seen across other industry sectors

In an industry where digital device implementation is limited, it was imperative for MACI to choose an interactive display which delivered a familiar interface and applications and above all, is easy to use. With a Windows 10 operating system, the Avocor F series offers users improved functionality as well as opening a world of third party software applications such as Autodesk, Navisworks and Adobe PDF, digitising BIM and CAD drawings.

Simultaneously, Avocor Intelligent Touch using InGlass™ technology delivers extremely responsive touch and incredibly accurate annotations and enables more productive, smarter working on digital assets which captures version changes and can be shared virtually, anywhere in the world. Version control becomes quick and easy, enabling the quick approval of drawings.

Companies can also access their own pre-loaded content directly to the display via an OPS PC. The OPS PC (open pluggable specification) conforms to Intel's international standard and will allow cloud based video conferencing applications such as Skype for Business enhancing remote or multi-location communication and collaboration.

Because the Avocor displays are based on an open platform and not locked down to propriety software, this enables companies to build their own, bespoke integrated visual platform based on their own specific needs and requirements.

MACI Innovation has now deployed the Avocor F series into their offices and are positioning the solution as a key element in asset digitisation across their construction and design clients, leading to improved productivity in this rapidly advancing industry.