GILBANE CASE STUDY

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Gilbane

Since its founding in 1870, the Gilbane Building Company has grown to become an industry giant with over $6 billion in revenue in 2021. Gilbane can claim a veritable who's who of prestigious projects under its belt including the 1964 New York World's Fair, The Vietnam Veterans Memorial, and the Smithsonian's National Air and Space Museum in DC. Gilbane is also an early adopter of Smartapp.com™ software to help manage its broad project portfolio. For the past two decades, many of Gilbane's projects have been managed by Connecticut-based Patrick (Vinny) Lynch, general superintendent for Gilbane.

Lynch describes his relationship with Smartapp.com as "love at first sight." "We were going to use Touchplan.io, we even had a relationship with them, but then the Smartapp.com team showed us PLANNER™. We really liked that we could use it for all of our scheduling, digital pull planning, and data organization," says Lynch. "I believe our project was one of the very first adopters of Smartapp PLANNER™ in Gilbane," he adds.

Like many construction firms, Gilbane was struggling with compliance. "In some ways it has to do with a generational change. As more tech savvy employees enter the workforce using technology will naturally become easier for us, but now we have a majority of Boomer and Gen-X staff. The simpler technology is to use, the better," says Lynch. "The fact that all of our important information and tools are at our fingertips in one place with Smartapp.com makes our entire workforce more productive," he adds.

50%
faster meeting prep

35%
faster pull planning

15%
faster daily field updates

50%
faster weekly schedule reviews

Another challenge is the wide disparity of tools and software that have permeated the construction industry over the past decades. "Not only do many different companies use different tools, sometimes each project within an organization uses different software, that makes it difficult for staff to move from project to project without a big learning curve," says Lynch. "The ubiquity of Smartapp.com throughout Gilbane means we can move staff to whichever project they are most needed on without the need for retraining or additional education. Sticking to Smartapp.com is no different than wearing a hard hat on a project site, *it's just what we do,*" he adds.

Jason Pelkey, Gilbane's Senior Vice President and Chief Information Officer, echoes Lynch's sentiments. "People don't like logging into five different places to get answers," says Pelkey. "A classic pain point is having too many systems, too many places to go for information, and not knowing who had the latest source of truth. Smartapp.com eliminated all that," he adds.

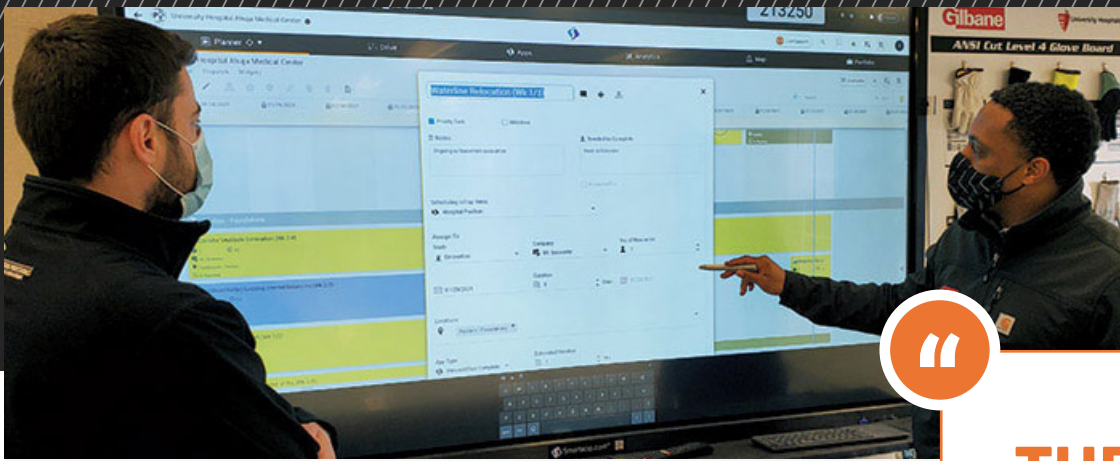## PEOPLE DON'T LIKE LOGGING INTO FIVE DIFFERENT PLACES TO GET ANSWERS.

The current Covid pandemic has changed the way Gilbane works, as it has for many organizations. "Although my projects have not had a large impact, Covid gave a universal excuse for missing deadlines at first, and on paper nobody had to substantiate their claims of how the pandemic impacted projects," says Lynch. "Thanks to Smartapp.com we have done a great job maintaining compliance with health and safety practices and thus managing the pandemic with just a short setback on revenue," he adds. "Many of our projects during the pandemic were considered essential," says Pelkey. "Essential staff continued to have the ability to work from anywhere in large part thanks to Smartapp.com's real time multi-party collaborative features," he adds.

In fact, the pandemic has had a silver lining. "We no longer need to have advanced planning and scheduling sessions in person anymore, which is a big time-saver," says Lynch. "Once we all started working remotely we saw how easy it was to use Smartapp.com's digital plan board tools for scheduling instead of sticky notes on whiteboards, and it has also given Gilbane the ability to manipulate the schedule data much more easily, speeding up report and log generations. It has proven to be a great convenience overall," he adds. "Now, if I want a report I can just manipulate the data myself, generate the report, and send it to everyone with a click of a button."

For Gilbane, safety is always the most important factor on any project, and Smartapp.com has been a great help. "We use Smartapp SAFETY™ in our safety program exclusively," says Pelkey. "It has helped us understand our safety metrics, communicate safety processes throughout the organization, and enhance safety overall. That's a big focus area for our Smartapp.com deployment," he adds.

Lynch believes that the relationship with Smartapp.com provides a competitive advantage for Gilbane. "If I need something customized or have some new need I can call the Smartapp.com team, and they can leverage their flexible no-code capabilities to quickly tailor something specific for our needs," says Lynch. "Their customer service and support has been second to none," he adds.

For Lynch, Smartapp.com enables better decision-making. "The way Smartapp.com is designed makes it easy for me to sort and manipulate schedules by company, specific location, overdue tasks – every way I need to analyze the data to understand where the job really is," says Lynch. "Smartapp.com lets me refocus and redirect manpower on the fly, to build a plan somewhat reasonably. Even if I'm working on a 20-week plan, I can instantly see if we're overtasking a specific contractor in a way that would impact delivery. That's a huge advantage that adds to our success," he adds.

A mason by trade, Lynch began his career in an industry that often lagged behind innovation. "That's what has made me successful as a superintendent. Smartapp.com aligns with the way I think. Bringing everything together in one platform and bringing outside vendors together in one place puts everything at your fingertips," Lynch says. "Smartapp.com connects everything together in one place and makes it all communicate, which benefits the entire industry flow," he adds. Pelkey agrees wholeheartedly, "I think what surprises people the most once they get into Smartapp.com is the breadth of what's covered in one product. What comes right out of the box is surprisingly comprehensive," he says.

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