

# AEC TRENDS

— AND WHY CRM MATTERS —

## THE AEC INDUSTRY

The architecture, engineering and construction industry is made of separate players that work together to bring one project to life.



The factors that will have the biggest impact to AEC in the next decade are:



**72%**

Software & Technology



**45%**

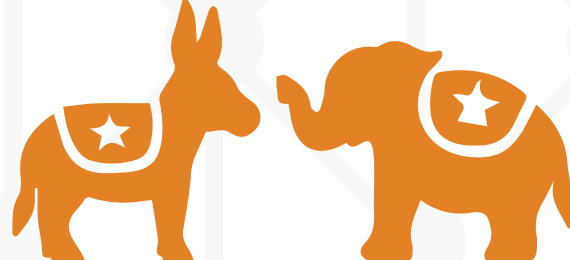
Relationships



**31%**

New Building Materials

Anticipated changes in government investments and regulations could bring billions of dollars to infrastructure projects that include a strong private-sector component



In 2015, domestic merger and acquisition activity in the AEC industry hit **record level**



The AEC industry will see more change in the next **10 years** than we have seen in our lifetime

Top AEC trends include:



Increased usage of custom software that houses, shares & measures critical data



Pressure to maintain ROI as construction costs rise



More focus on green: resiliency, sustainability & economic vitality

The most popular software helping firms stay on top of AEC trends is a CRM -

**Client Relationship Management**



## CLIENT RELATIONSHIP MANAGEMENT

CRM systems help gather all data on customers and centralize it to **one place**



CRMs are known to improve customer retention by as much as

**27 percent**

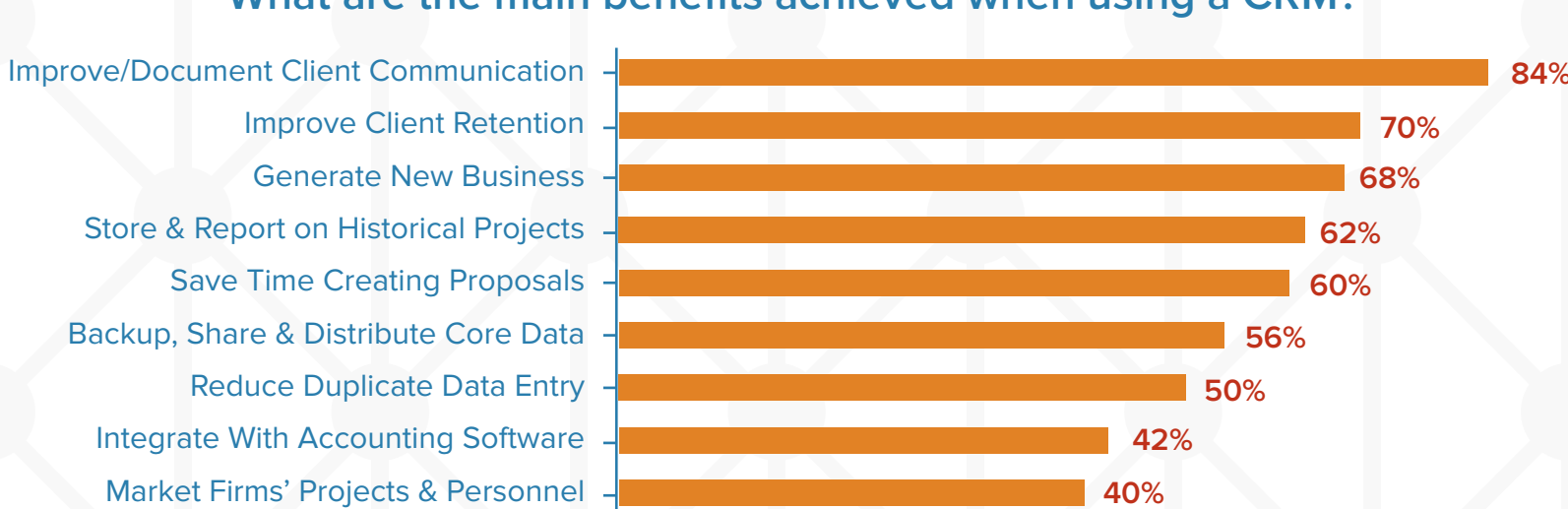
The CRM market is estimated to be worth

**\$36.4 billion**

For every \$1 a company spends, a CRM pays back an average of

**\$8.71**

What are the main benefits achieved when using a CRM?



## AEC + CRM – WORKING TOGETHER

With today's technology, adopting a CRM is becoming a necessity for AEC firms to:



Track project lifecycles



Ensure nothing falls through the cracks

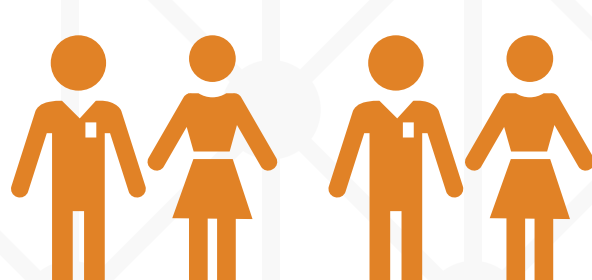


Store firm data in a centralized location



Increase Win Rates

Younger generations, who are taking leadership positions in firms, bring core values in technology and software



There are 10 features of a CRM that AEC firms cannot do without in order to grow:

Cloud based information platform with key metrics

Forecasting

Essential data point integrations

Custom reporting/search functions

Industry specialization

Mobility

AEC software integrations

Proposal automation

Email campaigns

Project based fields with workflows

Cosential's software will:

①

**Capture the info**

most valuable to AEC needs

②

**Provide the tools**

to manage business development/marketing/client relations/proposals

③

**Win more projects**

by reducing response times and duplicated work processes

Sources:

SuperOffice | vStacks Infotech | SKYSITE Resource Center  
Building Design + Construction | Beyond Design

**COSENTIAL**