I.C.I.S Conference, BPM Business Intelligence Discussion:

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Portland Maine

Doug Bevill – Director, Sales & Product Strategy, Manufacturers Solutions.
I.C.I.S Conference BPM Business Intelligence Discussion: Introduction

Doug Bevill: Director, Sales & Product Strategy – Deltek

Previous experience as:

President & CEO – BIMobject, Inc. – 2 + Years

Chief Economist & Director, Enterprise Solutions – The Blue Book Building & Construction 2Network – 2 + Years

Director of Marketing – Flaktwoods – 2 Years

Executive VP, COO & Chairman of Hager Asia – Hager Companies – 9 Years

Sr. Director of Enterprise Marketing & Product Development – McGraw Hill Construction – 18 Years

Deltek.
The Sales & Marketing Workflow for Manufacturers

Tactical

Sales

Regional Sales Managers

Channel Specialization

Direct & Independent reps

Strategic

Marketing

Owner

End User

Architects

Design Build

Engineers

General Contractors

Sub Contractors

Dealers & Dist.

The Building Team & BPM Channel Partners

Market Analysis

Development & Management

Identificati on Segmentati

Branding & Marcom

All Marketing Solutions offered by Outside Consultants Will Need to Complement this Workflow.
Reaching Influencers/Specifiers & Buyers Requires a Multi-Channel Solution

Building Product Manufacturers

Indirect Influencers
- Architect
- Engineers

Spec = Quote

Direct Influencers
- General Contractor
- Subs Suppliers
- Facilities Pros

Deltek.
The Architectural Market & Primary Drivers

Private Income Properties
- Office Buildings
- Lodging
- Commercial/Retail

Owners
Architects
General Contractors
Distributor Supplier

Institutional Buildings
- Schools
  - Elementary/JR & SR HS
- Hospitals

Politically Driven
Taxes, Lotteries, Charities

Business/Profit Driven
Private Investment

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Quantitative Data = Hard numbers:
- Sales:
  - Measure sales performance
  - Set goals/quotas
- Finance:
  - Set budgets
  - Measure company performance
  - Sales & Operations Planning (S&OP)
- Marketing:
  - Market strategy
  - How many sales people & where
  - Product distribution
  - Measure market share
  - Product demand modeling
    - Product Use Factors
- Manufacturing:
  - Raw material
  - Labor
- Distribution:
  - Inventory
  - Labor

Type of Construction Statistics:
- Construction/Spending or Construction Put in Place
- Construction Starts
Sources:
- US Government
  - Census Dept. Construction Spending, or put-in-place.
  - ConstructConnect. Construction Starts
- Dodge Data & Analytics
- FMI
- Moody's
- IHS

Early in my career, most manufacturers did not use this data because they did not know how and it was laborious. As tech tools became more available to both the vendor and BPM it’s usage has increased impressively.
Qualitative Data = The Who, What & Where:
• Sales:
  • Target projects with their products in the specifications.
  • Target the A & E to get their products either specified, or approved.
  • Many use it to quote/bid projects
• Marketing:
  • Product development
  • Email marketing to high qualified targets
  • Database marketing

Type of Construction Information:
• Project Based Information
  • Project name
  • Project location
  • Project type
  • Project stage
  • Firm Name
  • Firm type
    • AEC-O & Subcontractors
    • Specifications
• Firm Based Information
  • Inverted data with some quantitative attribution.

Sources:
• US Government.
  • ConstructConnect. Construction Starts
  • Dodge Data & Analytics
  • The Blue Book Building & Construction Network

Deltek.
Buildings That Go Up By Segment

K-12 vs. College/Universities

SOURCE: U.S. DEPT OF CENSUS
Architectural Construction Spending Percent Change 2008 - 2017

Source: US Dept. of Census