Activate Your Data
The Most Popular Analytics, Business Intelligence, & Insights Tools in 2022

Turn Your Data into a Strategic Business Advantage
Introduction

Data Technology Insights and Research from Companies Around the World

About This Report

BuildOps is excited to share this global technology usage report that focuses on analytics, data mining, business intelligence, and other digital technologies. Our goal is to help construction industry professionals understand the best technology tools and platforms focused on data, analytics, and insights. Our team identified hundreds of platforms and tools and we invite you to explore, compare, and learn how they can benefit your business.

Some of the largest infrastructure projects produce an average of 130 million emails, 55 million documents, and 12 million workflows. With vast amounts of data being captured from many sources, many firms can't manage and process this much information, which is why right now 95.5% of all data captured goes unused in the Engineering and Construction (E&C) industry. (Source Aconex Group and Xperea Group).

This report highlights construction companies' analytics, business intelligence, and data technologies used across the following categories:

- Business Intelligence solutions
- Predictive Analytics
- Construction Management
- Big Data
- Customer Data Platforms

Learn how the top companies, including the construction industry, are activating their data to fuel their growth.
Executive Summary

Discover the Tools, Technologies, and Tactics Leading Commercial Construction Companies Use to Win More Customers and Drive Revenue

TOP FINDINGS

This report reveals how construction companies are adopting business intelligence, analytics, and data mining technologies to help grow revenue through new customer acquisitions. Below is a summary of the results.

BUSINESS INTELLIGENCE

Historically companies have invested 3-4% of revenue into IT, software infrastructure, and innovation. Construction companies, however, have been spending less than 1% on innovation and tech, but this trend is starting to change.

Construction companies are catching up and understand that data is the new success currency and it is not enough to just collect it - the ability to make data-driven decisions is becoming an even bigger factor for revenue growth. It is no surprise there are over 400 platforms and technologies to choose from - business intelligence is a major tool that helps companies gain a competitive advantage.

Interest in business intelligence technology is skyrocketing among construction industry companies in the past 4 years, according to Google Trends data.

The top most used solutions: Mode, Tableau, Microsoft’s SQL Server Reporting, SAP Crystal Reports, and Microsoft Power.

PREDICTIVE ANALYTICS

71% of construction executives stated prioritizing digital skills and making data-driven decisions as a winning move for businesses in the future construction industry ecosystem. (Source - McKinsey).

Companies, like Scannc, are using employee equipment, and material tracking to optimize the location of tools and resources (without this type of optimization - workers would walk an average of 6 miles per day to get equipment and materials needed for work). Simple optimizations like these can create the most impact on revenue.

The top most used solutions: IBM SPSS, Tableau, IBM’s SPSS Statistics, and Apriori.

CONSTRUCTION MANAGEMENT PLATFORMS

83% of construction businesses implemented a new construction-specific project management tool in the past 12 months. (Source - SoftwareAdvice, 2021). If you are not investing in a construction management platform, you are falling behind the competition.

In the past two years, there has been a significant increase in interest in construction management software among construction companies. In 2020, the interest index went up from an average of 50 to 100 - according to Google Trends data (1 to 100 scale).

The top most used solutions: Assemble, Sigma, Built, HCSS, and TID.

BIG DATA

In 2022, Google predicts the popularity index of big data topics rising from 35 to 65 within the construction industry (1 to 100 scale). This means that a large number of construction companies are starting to either adopt or research this technology.

Interesting facts about big data and the construction industry:

- 90% of data generated in the E&C industry is unstructured. This includes photos, customer reviews, purchase history, and even customer service call logs. (Source - Forrester).
- 13% of working hours are spent looking for project data and information. While 30% of E&C companies are using applications that don’t integrate with one another. (Source - Forrester)
- “Material waste and remediawork represent 35% of costs in the construction industry. In this sector, big data analytics can be used to significantly reduce unnecessary costs.” (Source - dishub.org)

The top most used solutions: Apache Hadoop, Apache Kafka, Apache Azkaban, Apache Spark, Cassandra.

CUSTOMER DATA PLATFORMS

In the past 5 years, customer data platforms and tools started increasing in popularity in the industry. Google revealed that the popularity index went from 0 to 100 in the past 5 years for customer data platforms within the construction industry (1 to 100 scale).

The top most used solutions: Segment, Birdie, ActTag Commander, Signal, and Enlighten.

BuildOps customer management and field service management capabilities support your business from top to bottom. Find out more today.
At BuildOps, we are on a mission to bring a true all-in-one commercial contractor software platform solution: field service management, scheduling and dispatching, construction project management, quotes and proposals, invoicing, customer management, service agreements and more.

DISCOVER BUILDOPS REPORTING & ANALYTICS

56% of data in the construction industry goes unused! BuildOps Reporting & Dashboards module helps you capture, store, report on, and gain insights from your data.

With thousands of companies around you adopting new technologies - can you afford to not invest in innovation? It doesn’t have to be complex; if you are not ready for big data and artificial intelligence, start by capturing data and using our standard reports and views that have worked for many of our construction businesses, just like yours.

Package your key metrics and push them to live dashboards. Or, reach out to our team who will help you get value and insights from your data.

STANDARD REPORTING LIBRARY
Reporting doesn’t have to be difficult - start with our library of reports that help countless construction companies get started with their reporting and analytics.

VISUALIZE & DISCOVER GROWTH OPPORTUNITIES IN YOUR DATA
Let us help you leverage your data and find insights that create growth opportunities.

ONE SCREEN & SHARE TOP METRICS WITH YOUR TEAM 24/7
Produce a data dashboard and share metrics in a way that’s most useful for you and your team. Don’t want to reinvent the wheel? No problem, we have a library of dashboards inspired by our customers that you can start from.

“CENTER OF TRUTH” FOR YOUR DATA
BuildOps platform enables data flexibility - simply track everything from one place.

At BuildOps, we are on a mission to bring a true all-in-one commercial contractor software platform solution: field service management, scheduling and dispatching, construction project management, quotes and proposals, invoicing, customer management, service agreements and more.

LEARN MORE

Trusted By Leading Commercial Contractors

MCAA
MCAG
MSCA
RAC
BINSKY
MCAC
IARP
HOLMES
ELECTRI
INTERNATIONAL
The top 25 technologies

Below are the global Business Intelligence platform usages across 6 million plus websites. Compare in the past 4 years. Google tracks popularity going from 22 to 92 popularity index (1 to 100 scale).

How popular are BI tools in the construction industry? Take a look at this Google Trends chart - it tracks and optimizes, fuel cost reduction and other cost controls, among others.

Top tools. See Table 1, Microsoft SQL Server Reporting, SAP Crystal Reports and MicroStrategy are on the top gross used solutions.

Top tools, Microsoft SQL Server Reporting, Tableau are deeply focused on visual data analysis techniques. The popularity of the websites in construction is also based on the ability to visualize complex data and simple enough for everyone is comprehended.

Construction is also associated with the ability to make mistakes in construction and systems and are used to make accurate estimates and forecasts. 

The purpose of BI platforms is to help businesses gather, understand, and make better decisions. The future of BI is platform, companies in using data to create revenue models by using analytics to make competitive advantages.

What's a Business Intelligence (BI) platform? A BI platform helps businesses gather, understand and, and make better decisions. BI is comprised of Business Intelligence technology, which is how a company uses this in the form of various business insights. The purpose of BI platforms is to help companies in using data to create revenue models by using analytics to make competitive advantages.

Global Data

Below is the global Business intelligence platform usage across 6 million plus websites. Compare in the past 4 years. Google steps are giving them 22 to 92 popularity in [1 to 100 scale].

No. of Companies Using BI

Global Business Intelligence Platform Usage Chart

Comments & Other Findings

Global Data presents the "Top number companies will spend $4,7 billion on BI platforms in 2023. This is a significant increase from the $3 billion in 2021. The market is growing at a compound annual growth rate (CAGR) of 15% between 2019 and 2024."

Digital trains several versions of objects and software and uses extensive data, such as mapping the performance of their models and remote. Digital trains overview of the future looking at AI and AI technology adoption on construction.

BUSINESS INTELLIGENCE TOOLS

There are over 420 Business intelligence platforms on the market today, and over 260,000 companies around the world that are leveraging them, including many construction companies. Which is a Business Intelligence (BI) platform? A BI platform helps businesses gather, understand and, and make better decisions. BI is comprised of Business Intelligence technology, which is how a company uses this in the form of various business insights. The purpose of BI platforms is to help companies in using data to create revenue models by using analytics to make competitive advantages.

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There are over 420 Business intelligence platforms on the market today, and over 260,000 companies around the world that are leveraging them, including many construction companies. Which is another thing to consider when looking at the future of BI platforms. How popular are BI tools in the construction industry? Take a look at this Google Trends chart - it tracks and optimizes, fuel cost reduction and other cost controls, among others. There are over 420 Business intelligence platforms on the market today, and over 260,000 companies around the world that are leveraging them, including many construction companies. Which is another thing to consider when looking at the future of BI platforms. How popular are BI tools in the construction industry? Take a look at this Google Trends chart - it tracks and optimizes, fuel cost reduction and other cost controls, among others.

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There are over 40 predictive analytics platforms on the market today and over 29,000 companies around the world that are using them, including a multitude of construction companies. 

With its vast business intelligence and analytics platform, Predictive Analytics helps companies analyze the vast amount of data available to identify the best path forward. Based on historical data, the goal is to go beyond showing what happened in the past to provide the best assessment of what will happen in the future.

### Global Data

<table>
<thead>
<tr>
<th>Predictive Analytics Tools</th>
<th>Number of Companies Using</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM SPSS, SAS, Tableau, BRF, and others</td>
<td>4,223</td>
</tr>
<tr>
<td>IBM SPSS</td>
<td>1,422</td>
</tr>
<tr>
<td>SAS</td>
<td>1,223</td>
</tr>
<tr>
<td>Oracle</td>
<td>757</td>
</tr>
<tr>
<td>Other</td>
<td>680</td>
</tr>
</tbody>
</table>

*Note: The above numbers are based on market research and do not include all predictive analytics platforms.*

How popular are predictive analytics tools in the construction industry? The Google Trends chart highlights the top 10% of the predictive analytics tools among construction companies, with a few exceptions noted. Google Trends can be used to analyse interest in specific terms over time. The chart below highlights the top platforms among construction companies: 6sense, IBM SPSS Statistics, AfnityAnswers, and others.

<table>
<thead>
<tr>
<th>Predictive Analytics Platforms</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>6sense</td>
<td>12.83%</td>
</tr>
<tr>
<td>IBM SPSS Statistics</td>
<td>10.89%</td>
</tr>
<tr>
<td>AfnityAnswers</td>
<td>8.81%</td>
</tr>
<tr>
<td>other tools</td>
<td>11.03%</td>
</tr>
</tbody>
</table>

*Note: The above percentages are based on market research and do not include all predictive analytics platforms.*

When it comes to predictive analytics tools, the top platforms are IBM SPSS Statistics, AfnityAnswers, and others. These platforms are used in a variety of industries, including construction.

### Global Predictive Analytics Usage Chart

The chart above highlights the top platforms among construction companies: 6sense, IBM SPSS Statistics, AfnityAnswers, and others. These platforms are used in a variety of industries, including construction.

### Top Platforms Usage Highlights

- IBM SPSS: As the leading platform, IBM SPSS Statistics and other tools are widely used across industries.
- Google Trends: Google Trends data shows a significant level of interest around the world that is leveraging these tools, including a multitude of construction companies.

In the past 10 years, we have seen a trend towards increased adoption of machine learning and predictive analytics (Google Trends data).

### Conclusion

In conclusion, predictive analytics and solutions are a winning combination in the construction industry. With a variety of tools and platforms available, businesses can leverage these technologies to create better forecasts, identify trends, and make informed decisions. For more information on predictive analytics, visit: [Google Trends data](https://www.google.com/trends).
Compare and see whether construction companies since 2017. In the past two years, there has been a significant increase in trends chart highlights the popularity of the construction management platform topic among organizations can construct management systems to mobilize collaborative workflows and data-driven insights in order to turn complex construction management, real-time performance, and project data into meaningful and actionable insights.

Construction Co-operative Advantage Application - There are solutions provide scheduling and real-time completion tools, including monitoring of project status start and finish dates, budget, and expenditures. They also offer data analytics and presentation tools such as construction cost estimation, time and cost management, and data visualization. These platforms provide valuable insights and support decision-making in the construction industry.

How popular are construction management platforms in the construction industry? This Google Trends chart highlights the popularity of the construction management platforms topic serving as a way to analyze the number of searches for this category from 2016 to 2023. The highest year is 2021 with a score of 100, whereas the lowest year is 2016 with a score of 10.0. According to Google Trends data (1/10/2023), there are over 120 construction management platforms on the market today and roughly 150,000 companies new out on the world leveraging them.

Construction management and construction project management software facilitate new processes for contractors, architects, and engineers to manage work for more efficiency. Organizations can construct management systems to mobilize collaborative workflows and data-driven insights in order to turn complex construction management, real-time performance, and project data into meaningful and actionable insights.

According to Google Trends, the global market for construction management software was valued at $1.4bn in 2020 and is expected to grow at a CAGR of 4.2% between 2021 and 2028.

Construction management and construction project management software are critical for contractors, architects, and engineers to manage work for more efficiency. According to Google Trends data (1/10/2023), there are over 120 construction management platforms on the market today and roughly 150,000 companies new out on the world leveraging them. According to Google Trends, the global market for construction management software was valued at $1.4bn in 2020 and is expected to grow at a CAGR of 4.2% between 2021 and 2028.

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Microsoft Azure Data Factory

the top 25 technologies
and see whether
construction industry (1 to 100 scale).
This year, Google predicts the popularity index for big data rising from 35 to 65
highlights the popularity of the big data topic among construction companies for the past 10 years.
How popular is the subject of big data in the construction industry? This Google Trends chart
construction process, including contractors, architects, tradesmen, and clients.
Data analytics tools are designed to pull
data analytics methods that extract value from big data, and rarely to a particular size of data set.
Tends to refer to the use of predictive analytics, user behavior analytics, or certain other advanced
methods that mine what's from big data, and not to a particular size of data set.

### Global Big Data Tech & Tools Usage Chart

<table>
<thead>
<tr>
<th>Technology</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apache Hadoop</td>
<td>7.46%</td>
</tr>
<tr>
<td>Apache Kafka</td>
<td>6.14%</td>
</tr>
<tr>
<td>Cloudera</td>
<td>5.03%</td>
</tr>
<tr>
<td>Amazon EMR</td>
<td>3.63%</td>
</tr>
<tr>
<td>Tableau</td>
<td>3.23%</td>
</tr>
<tr>
<td>AWS Lambda</td>
<td>2.85%</td>
</tr>
<tr>
<td>Microsoft Azure</td>
<td>2.50%</td>
</tr>
<tr>
<td>Google BigQuery</td>
<td>2.14%</td>
</tr>
<tr>
<td>IBM DB2</td>
<td>1.85%</td>
</tr>
<tr>
<td>Oracle</td>
<td>1.75%</td>
</tr>
<tr>
<td>Teradata</td>
<td>1.64%</td>
</tr>
<tr>
<td>Databricks</td>
<td>1.52%</td>
</tr>
<tr>
<td>Conuent</td>
<td>1.39%</td>
</tr>
<tr>
<td>Cloudera Impala</td>
<td>1.32%</td>
</tr>
<tr>
<td>Amazon Redshift</td>
<td>1.32%</td>
</tr>
</tbody>
</table>

### Additional Information

- According to Google Trends, big data didn’t start in the construction industry 10 years ago.
- Google trends predict the popularity index for big data rising from 35 to 65 within the construction industry by 2021.
- The top 5 tech providers in the chart are:
  - Apache Hadoop
  - Apache Kafka
  - Cloudera
  - Amazon EMR
  - Tableau

- **90% of data generated in the GC industry is unstructured.**
- **90% of data is inactive, full project management information dynamic Fast low to slow-based reporting**
- **90% of GC firms have a real-time, full project management information dynamic Fast low to slow-based reporting**
- **90% of GC firms are slow-based, full project management information dynamic Fast low to slow-based reporting**

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### Conclusion

Big data tools and tech providers with the lowest usage in 2019 are not included in the above chart.
There are over 40 customer data platforms on the market today and roughly 50,000 companies around the world are investing and using these types of tools, including the construction industry.

What is a customer data platform? It is a technology that centralizes your client’s data from multiple sources, aggregates and unifies this data into customer profiles, and makes this data available and accessible to other systems. This includes customer care, marketing, data and analytics initiatives, and more.

**Construction Competitive Advantage Application** - The main purpose is to source, aggregate, and make customer data available to other platforms and people.

- Segment, Bridge, ActTag Commander, Signal, and Ensign are the top 5 most used solutions.
- A significant interest in customer data platforms started appearing among construction companies about 6 years ago.
- In the span of 6 years, according to Google Trends data, interest went from 0 to 100 popularity index (highest possible interest for the topic).

**Top Findings**

**Market Share**

- Segment (25.64%)
- Bridge (23.96%)
- ActTag Commander (17.57%)
- Signal (14.79%)
- Ensign (10.07%)
- Other Tools (8.01%)

**Number Of Companies Using Customer Data Platforms**

- 17,448
- 16,251
- 11,943
- 10,055
- 6,849

How popular is the subject of customer data platforms in the construction industry? This Google Trends chart highlights the popularity of customer data platform among construction companies since 2004. Over the past 6 years, this space of platform started becoming more popular in the industry. Google reveals that the popularity index went from 0 to 100 in the past 6 years (1 to 100 scale).

Below are the global Customer Data Platforms Usage Chart.

**Global Customer Data Platforms Usage Chart**

- Segment
- Bridge
- ActTag Commander
- Signal
- Ensign
- Other Tools

The global customer data platforms with lower usage were not included in the above chart.

**Comments & Other Findings**

- Segment, Bridge, and ActTag are the first three and hold more than 75% market share.
- If you look at the geographic interest data for customer data platforms, New York, California, and Massachusetts are the top 3 states with the highest level of interest in this technology among construction companies.
BuildOps is an all-in-one cloud-based software solution that empowers commercial HVAC, plumbing, electrical, and mechanical contractors to efficiently and effectively manage operations and field service on a single platform while maximizing efficiency and driving profitability. Founded in 2018, BuildOps has gone on to transform the lives of commercial contractors across the industry.

- Every part of your business managed in one platform
- Revenue growth by up to 35%
- Use BI to optimize estimates, real-time resource management, and forecasting
- Translate complex data reports into simple-to-understand visualizations
- Higher technician productivity results in more jobs
- Standardized workflows to increase efficiency and data accuracy
- Easy and accurate asset management
- …and much more

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