

# Case Study

## *Jacobsen: Digitizing the Planning Process*



**JACOBSEN**

### **The Client**

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Based out of Salt Lake City, Utah, Jacobsen Construction has been an industry leading builder for the last 97 years. Their emphasis on collaboration and improvement has allowed them to consistently take on a wide scope of projects and execute them efficiently.

### **Issues Jacobsen Faced**

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Starting in 2016, Jacobsen began the traditional process of pull planning with a white board and sticky notes. This process was difficult for their project teams to commit to because of its general limitations. Layne Hess, Jacobsen's Corporate Director of Scheduling and Planning explained the drawbacks of using sticky notes as overall hard to comprehend. "In order to view the plan, you physically have to be in the trailer, not where you actually need to be on the jobsite. We needed an easier way to get all of our guys involved with the schedule in order to better who we were in our process." After recognizing these issues, their Lean journey began. This sparked the internal conversation of a digital tool that can support the volume of projects in a collaborative/easy to use fashion.conversation of a digital tool that can support the volume of projects in a collaborative and easy to use fashion.

**"We feel confident taking on tougher projects because we know everyone down to the subs and trades will be on the same page when using Touchplan."**

***Layne Hess, Corporate Director of Scheduling and Planning***

## Solution

Starting in August of 2018, the Jacobsen team was introduced to Touchplan, a fully collaborative tool that allows project teams to update their plans on a live basis, no matter where they are on the job site. With the implementation of Touchplan across their company, not only are Jacobsen's project teams able to collaborate down to the subs more efficiently, they now are able to oversee every project's overall health with Touchplan Insights. Layne describes his experiences with Touchplan as "Taking the information from the people that actually do the work, plumber, drywall ect, and hearing what the real problems are, allowing us to solve them with real efficient actions." Touchplan has also allowed Jacobsen to develop better communication with their trade contractors. "With the project dashboards, we are able to see what is and isn't going well with the trades, that has allowed us to further collaborate more efficiently and reach solutions in the field faster." Giving your teams the power to fully collaborate on projects is a huge advantage in the construction industry. With Touchplan, you can give everyone involved in the project an easy to use digital interface that not only allows tasks to be updated on a live basis anywhere in the field, but creates a comprehensible format of what really needs to happen within the master schedule in order to finish the job on time.



**“Our updates are now faster and more realistic, we were able to complete 100% of our projects on time this year.”**

*Layne Hess*



## Results

A major benefit Jacobsen has seen since their implementation of Touchplan in 2018 is their ability to be confident when taking on larger and or tougher projects. Knowing that everyone involved in the project down to the subs and trades will be able to efficiently communicate the plan ensures that the project will be done on time. Jacobsen prides themselves on efficient workflow and hitting milestones on time. The tradeoff Touchplan has been able to provide for their entire organization revolves around the flow of knowledge between project teams. "We have Senior PM's, Projects Executives ect. that have years of knowledge in the construction industry, but are not privy to technology, we also have a younger generation of workers that understand and see the value of technology in the field, but don't have the same experience." With the younger guys using their technological knowledge to push the Senior PM's and Executives to bring their knowledge in planning and construction to Touchplan, they are able to not only maximize team collaboration, but bring such expertise to a digital platform like Touchplan and truly run their projects efficiently.