



Notes Template for Moderators - 2018 Business Round Tables

Committing to Continuous Improvement

Nashville, Tennessee; Friday, November 2, 2018, 3:20 to 4:45 PM

Table No. (1 to 13): 10 Topic: Leveraging IT for Profit

Moderators: Derrick Shelton and James Attaway

Number of participants at 1st session: 6 Number of participants at 2nd session: 2

Insert an abstract of the topic here.

The development of new information systems, technologies and inventions is greater than it ever has been. Balancing the ever-increasing technology demands and their expense with cost-effective client services is a challenge facing geoprofessional organizations. The geoprofessional community has traditionally used IT to enhance client service and value but has been challenged to obtain a return on IT investment. This round table will focus on identifying ways that IT could be leveraged for profit and the associated challenges.

Briefly summarize the ten things from the discussion that were of most interest. This might include points discussed, concerns expressed, lessons learned, advice given, solutions offered, case histories presented, or anything else related to the topic. Expand the boxes as needed.

1	Often IT from an ROI standpoint is thought of in terms of non-billable labor savings. Sometimes it is thought of in terms of true ROI when specifically used on lump sum projects. One example is using IT to perform a task and free up an admin to perform a more valuable task.
2	Our group discussed the use of drones as an example of using technology for a ROI. However, there was an opposing view that there are many civil engineering firms that can have more experience with drone technology than geotechnical engineers do and that it may make better sense for geotechnical engineers to use a drone company to gather the data so that the geoprofessionals can analyze the data.
3	With respect to outsourcing as a way to take advantage of technology for profit, the primary concerns are risk and reliability associated with not being able to have full control over the individuals performing the work. There was an opposing view that once you can get through the hurdles of legal and comfort, things flow smoother for outsourced services.
4	Alignment with respect to future business strategy is necessary between leadership and IT. Similarly, innovation and technology should be part of the company strategy and top down driven. Business strategies will increasingly be implemented by IT solutions customized to the business strategy as opposed to the current approach of modifying business strategies to conform to available software and hardware.

5	Geopprofessionals are a little more reluctant to adopt newer IT technologies; it may be an aged-based reluctance or due to small company size.
6	Geopprofessionals should consider using sensors and implementing them during construction for long-term asset management. Possible topic for a future speaker.
7	3D (visualization, etc.) technology can be incorporated more in projects, may need to convince design team (owner, structural, architect, etc.).
8	We can develop technology to log rock core holes digitally and more accurately. The fact that this is not common may be an example of reluctance to adopt new technology.
9	Gathering information from students could help to create ideas.
10	Client facing IT such as portals and dashboards will need to be adopted and customized as a digital format is increasingly demanded by the market and to remain cost competitive.

Summarize the three most important items from the discussion that should be shared with GBA members:

1	The reluctance of geopprofessionals to adopt newer IT technologies could potentially be holding back the geopprofessional profession. Understanding if this is truly happening, why, and how to overcome it could be beneficial.
2	Geopprofessionals should consider using sensors and implementing them during construction for long-term asset management. It is a po Possible topic for a future speaker.
3	A void to be filled will be digital consolidation and storage of expanded available data such as subsurface information, surface survey data, and additional available data derived from other sources such as drones /LIDAR/ sensors