

WHITE PAPER

4 Simple Tips to Save Time & Money on Site Visits

A practical guide to boosting business productivity with high-resolution aerial imagery

Introduction

Professionals in architecture, construction, and engineering rely on accurate and up-to-date data to effectively design, plan, construct, and maintain buildings and sites. They need more than just numbers and measurements. They need to be able to see the environment, what's on the ground now, and how it has changed over time. Yet, despite dramatic advances in technology in recent years, many of these businesses still rely on

highly manual approaches to collect, update, and report on terrain and site information. These methods usually require sending workers, vehicles, and equipment on-site multiple times throughout the lifespan of a project. Due to the high level of human interaction involved, not only do these methods introduce manual error and unnecessary risk—they require substantial investment of time and resources.

The US Department of Labor estimates the average annual salary of a construction site worker to be \$36,550 with vehicle running costs of \$0.54/mile¹. Assuming such a worker makes one site visit per day with an hour of travel time to the site, the business would have spent \$12,344 in a year on site visits². The demand on time and resources is easy to see—and this example only represents a single worker. Imagine a crew of workers spending several hours each day.

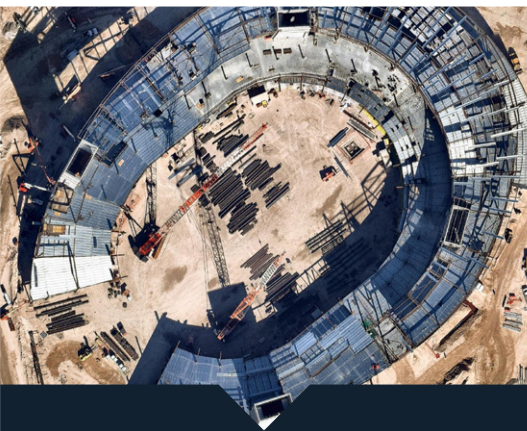
In an effort to improve productivity and rapidly expand business, leading firms are adopting technology that “virtualizes” some or all of these physical site visits. Solutions that provide instant access to current and clear imagery can drive significant time and cost savings. Nearmap is leading the charge with its cloud-based, high-resolution PhotoMaps™ that cover 70% of the US across urban areas. With Nearmap, users streamline project planning, quoting, estimation of time and materials, design, and inspection with immediate access to aerial imagery through their web browser, or integrated directly within their CAD or GIS applications. And unlike other imagery sources, Nearmap updates its PhotoMaps multiple times per year and maintains all captures in an online library, allowing customers to view and assess current worksite conditions and how they have changed over time.

Based on the previously mentioned example, if a business were to replace even a small percentage of a single worker's on-site visits with virtual visits aided by Nearmap's high-resolution PhotoMaps™, it will save significant time and money.

¹Figures based on data sourced by the US Department of Labor at <http://www.bls.gov/oes/current/oes472061.htm>, May 2015, and US General Services Administration at <http://www.gsa.gov/portal/content/100715>, January 2016.

²Calculation of figures based on: <http://go.nearmap.com/savings-calculator>, Nov. 2016

Image source: T-Mobile Arena, Las Vegas, NV, Nearmap



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Following are four simple, but highly-impactful tips to dramatically improve productivity and streamline operations using high-resolution aerial imagery:

TIP 1

Start with a Clear View of Your Worksite

In all phases of a project—but especially during planning—businesses need a clear view of existing site conditions. They use it to target sales and marketing, assess environmental impact, identify hazards and obstructions, estimate time and materials, plan infrastructure, and route worker and vehicle access points.

Nearmap's high-resolution aerial imagery transforms the way businesses do this by allowing workers to pinpoint critical details on the ground and make accurate decisions from the start—without needing to be there in person. Roofers, pavers, landscapers, and solar installers can target and quote faster using visual qualification criteria. For example, a roofer may look for older homes showing signs of damage or wear to identify high probability buyers and make remote estimates. Mark Craney, CEO of roofing company Authentic Restoration, emphasized this point saying, "I don't want my inspectors out on a 45° pitched roof, 40 feet in the air, on a 100° day, trying to snake a tape measure down the shingles, if they don't have to be." Being able to instantly access a high-resolution view of these worksites remotely saves businesses time, money, and unnecessary risk in uses like this.

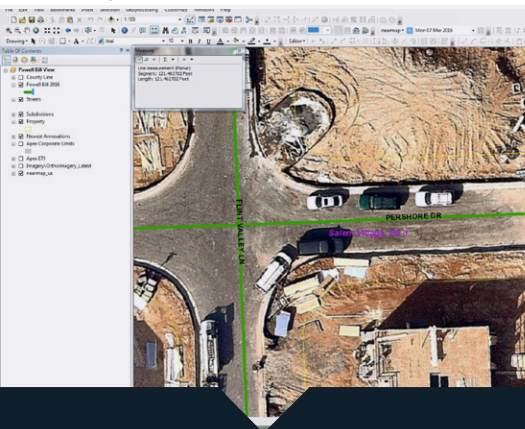
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TIP 2

Monitor & Validate Projects Over Time

During construction and development projects, workers frequently visit sites to inspect and monitor progress, ensure code & compliance regulations are met, and validate project milestones. Much of this work can and should be done remotely to improve workforce productivity and overall operational efficiency. The key is being able to identify and validate change over time.

Image source: Road development Apex, NC,
Nearmap within Esri ArcGIS®



Organizations that prioritize the integration of imagery into their day-to-day workflows reap the highest rewards in terms of reducing site visits and saving money.

Nearmap is uniquely positioned to address this need because it captures locations multiple times per year, publishes them within days, and stores timelines of imagery in an instantly accessible library. Other sources of imagery aren't updated frequently enough or aren't published fast enough to meet these requirements. John Hunt, Enterprise GIS Manager for the City of Grapevine, Texas explained, "We currently have a council of governments that captures aeriels for us but they only update them every 1-2 years, and usually take an additional year to publish them." The city of Grapevine turned to Nearmap to monitor the progress of the multi-year highway construction of State Highway 114. Prior to using Nearmap, the city was sending field workers to either walk or drive sections of the highway to identify areas still needing completion. With a clearer and more current picture of construction progress accessible via desktop computers, the city was able to more effectively and efficiently deploy project crews and traffic routing resources.

TIP
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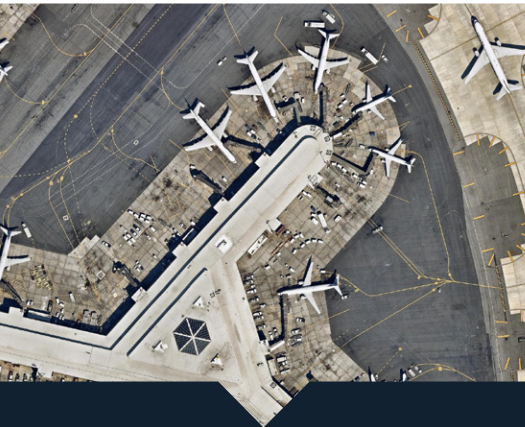
Integrate Imagery with Existing Workflows & Applications

As previously noted, imagery by itself serves a wide array of use cases that enable businesses and government organizations to make smarter decisions. However, these organizations also rely on proven tools for design, engineering, mapping and GIS. Architecture, construction, and engineering firms use imagery in CAD applications to create site plans, design building information models, and produce work orders. Local governments layer imagery with parcel and property details to aid assessment and appraisal, manage infrastructure, or respond to public safety needs. Organizations that prioritize the integration of imagery into their day-to-day workflows and critical applications reap the highest rewards in terms of reducing site visits and saving money.

Fortunately, Nearmap makes integration with GIS and CAD applications seamless and simple. No involvement from IT is needed. Steve Nelson, GISP for the city of Apex, North Carolina has seen tremendous value with the combined solutions. “Our ability to leverage our GIS operation improved dramatically with Nearmap. The flexibility of their cloud solution and ability to integrate with ArcGIS® has redefined how we rapidly respond to staff and citizen requests.” Using Nearmap and ArcGIS, the

city of Apex was able to reduce field visits and validate completion of new roads. By providing proof of completed road and sidewalk construction to the state of North Carolina, the city is able to request reimbursement through the State Street-Aid (Powell Bill) Program. Leveraging the integrated solutions, Apex isn't just saving time—they're literally recouping hundreds of thousands of dollars.

Image source: Salt Lake City Intl. Airport, UT, Nearmap



Sales teams and project managers spend less time in the field, earn more business and increase client satisfaction by including high-resolution imagery in proposals, design plans, and stakeholder presentations.

TIP 4

Enhance Communications with Visuals

A recent article in Forbes³ highlighted the increasing need for businesses to rely on visually rich communications in a media-centric world. This directive extends far beyond just marketing departments. Sales teams and project managers will spend less time in the field, earn more business and increase client satisfaction by including high-resolution imagery in sales proposals, design plans, and stakeholder presentations. The article notes some interesting data points that support this, for example:

- Visuals are processed 60,000 times faster than text
- 40% of people respond better to visual information than written text

Nearmap helps business take advantage of this emerging trend with its robust but simple imagery export features. Nearmap customer Richard Sheppard, Managing Director of National Height Safety & Access Solutions, said, "The value to our presentations is outstanding. We know, from having pitched for some fairly large tenders, that there is a visible qualitative difference in the professional packaging of our documentation."

To learn more about Nearmap, visit: <http://go.nearmap.com>

³Conner, Cheryl "The New Era of Media: Visual Public Relations" Forbes Magazine, Oct. 28, 2016 <http://www.forbes.com/sites/cherylsnappconner/2016/10/28/the-new-era-of-media-visual-public-relations/#3b13ee526e10>