Win more business by effectively managing your relationships and business development activities

- Know and understand the relationships that Owners have with GCs, CM firms, Engineers, and Architects—leverage this business intelligence to better pursue new business
- Target active Owners by analyzing the type, size, and location of their projects and also the AEC firms with whom they have worked in the past
- Identify projects on the horizon for Owners you have targeted for business development

Assess the competitive landscape

- Create and tailor specific business development activities by knowing which competitors have a relationship with the Owners you have targeted
- Assess the Owner relationships of firms that you will compete against when expanding into new markets
- Profile your key competitors by the sectors and geographies in which they are most active

Strategically direct and manage your business development resources by evaluating market opportunity

- Understand the existing and future opportunity in the geographic markets and sectors you currently pursue
- Do the same for geographic markets and sectors which represent expansion and growth opportunities
Playing to Win

Today’s challenging construction marketplace requires laser-sharp focus and the ability to zero in, access, and influence key players with speed and accuracy. The winners in this economic climate are savvy firms that understand the need for superior market intelligence and can act on that intelligence to stay ahead of the competition.

McGraw-Hill Construction Dodge BuildShare arms you with the intelligence you need to understand the marketplace and the opportunities it can yield, develop strategic relationships in the market, and grow your business.

Where is the market headed nationally, regionally, by state, and at the local level? Who are the key players? What types of projects do they work on? Who are they working with? Who are your best prospects and partners? How can you best pursue and get in on the action?

Dodge BuildShare delivers the answers.

It’s All About Relationships

Dodge BuildShare leverages the comprehensive Dodge database to investigate the firms behind the projects. BuildShare is a simple-to-use online relationship intelligence tool that enables you to:

• Assess market trends—Identify the dynamics in your market that should shape your strategic planning and understanding of which sectors and geographic areas offer the best opportunities to build relationships and target your business development initiatives.

• Evaluate target clients—Identify the most active owners in existing or proposed new markets. Know with whom they’ve worked and their firm loyalties.

• Evaluate the competition—Identify the most active GCs, where and with whom they are working, and changes in their target markets and project types over time.

• Evaluate optimal potential partners—Identify the most active design and engineering firms with whom to establish a possible JV relationship.

• Elevate your “relationship IQ”—Select those targets where the chance to gain access and win business is the strongest.
The term ‘business intelligence’... encompasses a wide range of processes and software used to collect, analyze, and disseminate data, all in the interest of better decision making. Business intelligence tools allow employees to extract, transform, and load data for analysis and then make those analyses available in reports, alerts, and score cards.

- Thomas Davenport
“Competing on Analytics”
Sizing and Forecasting Your Market Opportunity: Understanding Market Trends

The foundation of any solid business development plan is a deep understanding of proposed target markets and sectors. You need to size the overall market opportunity by geography and building type to better understand where your current and future opportunities lie. Picking the wrong markets to go after can be costly. Choosing the right ones can ensure your success.

The Dodge BuildShare market trends dashboards enable you to see exactly where the opportunities exist. This actionable market intelligence can guide your business development efforts.

Identify Market Trends

1. Select your market sectors and regions
2. Evaluate past and future market trends
Prioritizing Your Prospects:  
Targeting Owners

Understanding the marketplace is essential to your success. Knowing in detail the owners who drive the work in your market and the relationships they have with AEC firms is critical—this business intelligence applies whether for an existing market or one you are considering for expansion.

With Dodge BuildShare you can quickly and easily analyze top owners to identify your best business development prospects. Target owners you need to know better, either in new or existing markets. Which owners do the most work? What kind? Do they work with the same GCs all the time? Some of the time? Rarely? What projects do they have in planning now?

Dodge BuildShare enables you to:

• **Understand the top owners in rank order**, by the value and number of their projects, during the time period you select—allowing you to prioritize your business development activities

• **Look at a top owner’s project profile** to understand their sector and geographic focus, along with those AEC firms with whom they have teamed—allowing you to better target owners to pursue

• **Review a top owner’s GC mix** to know their firm preferences over the specified time period—allowing you to gauge their loyalties to other GCs and the potential for you to “break through” and capture business with the target owner
1. Select target firms for customer profiling and competitive intelligence

2. Easily and quickly filter by geography and building sector over time

3. Compare multiple firms’ historical work experience

1. Identify key firms to evaluate their working relationships with others

2. Select specific firm roles to identify competitive or partnership opportunities

3. Quickly switch between firm types such as architects, general contractors, construction managers, engineers, etc.
Assessing the Landscape of Construction Firms: Knowing the Competition

To get ahead—or stay ahead—in your market, you need to have a good handle on the competitors in your space. What is the nature of their work? What relationships have they established with owners and others? Where are they most active, by building sector and geography? What owners do they have a history of working with? What specific projects have they been awarded? Are they loaded with work or hurting for work? Could they become a potential partner or an acquisition candidate?

Dodge BuildShare enables you to:

• **Understand the activity of other construction firms** and size up their competitive strengths in terms of work experience and owner relationships—allowing you to objectively view who’s doing the work in your market and at what volumes, and to clearly see the level of market penetration of construction firms

• **Review a top GC’s project summary** to see the project team on selected projects—allowing you to understand the types of projects on which the GC has worked and for/with whom

• **Look at the top GC/owner/project team relationship mix** to understand the target construction firm’s concentration of work by owner and its project team firm preferences over the specified time period—allowing you to objectively see where the deepest relationships have existed
**Understand Work Distribution**

1. Select key firm type for historical analysis
2. Identify top firms in specific geographies or market sectors
3. Compare multiple firms’ past work experience

**Access Firm Profile**

1. Choose target firms to investigate and uncover future opportunity
2. Drill deeper into their current project pipeline
3. Connect quickly to their project details
“The Dodge data has been instrumental in growing our revenues and establishing new relationships in a rapidly changing and competitive business environment.”

- Richard Guzman, Rosendin Electric

Building Relationships:
Targeting Design and Engineering Firms

Establishing the right alliances is another key ingredient in winning more business. Specifically, knowing the most active design and engineering firms and the work they are doing can give you invaluable access to your top customer targets. Which architects work with which owners? With which construction firms? Which firm is likely to design a project based on past owner relationships? Which firms focus on the project types you’re looking for?

Dodge BuildShare enables you to:

• Understand design firm relationships and their connections to your top owner prospects—allowing you to evaluate their JV/partnership potential
Dodge Business Intelligence

Dodge BuildShare resides on the Dodge Business Intelligence platform. BuildShare draws on the unique and proprietary Dodge database, offering accurate and comprehensive coverage of the construction market on a project-by-project basis, allowing for segmentation by type and location of work done, not just size of firm.

With Dodge BuildShare, you are connected to the active players in your market—owners, GCs, design and engineering firms—so that you can quickly assess and target the key relationships that you need to establish or build in order to gain access and win new business.

**Improve Your Relationship IQ with Dodge BuildShare**

BuildShare is easy to use. You access the service via a simple login and home page that displays the different reports available based on the service to which you subscribe and that also displays additional resources that add value to your service. From the home page you are connected to a series of dashboards that serve up data that is instantly converted to actionable intelligence about the firms active in your market—your relationship IQ. Drill-down screens provide detailed information that facilitates informed decision making. You see only the information you need, filtered by criteria you select.

**Dodge BuildShare enables you to target and develop strategic relationships and grow your business.**

Play to win. Contact your account manager today or call 800.393.6343. Or visit us online at http://dodge.construction.com/Analytics/
About McGraw-Hill Construction Dodge
McGraw-Hill Construction Dodge provides access to the largest project news database available in North America, powered by Dodge data. Plans and specs are fully searchable by keyword to uncover new specification opportunities. Project news is reported from the pre-planning, to planning, to bidding and start/construct phases. Let Dodge empower your sales and marketing teams to make better business decisions, focus on profitable opportunities—and increase sales.

About McGraw-Hill Construction
McGraw-Hill Construction connects people, projects and products across the construction industry. For more than a century, it has remained North America’s leading provider of project and product information, plans and specifications, and industry news, trends and forecasts. McGraw-Hill Construction serves more than one million customers in the global construction industry through Dodge, Sweets, Architectural Record, Engineering News-Record, and GreenSource. To learn more, visit www.construction.com or follow @mhconstruction on Twitter.