



## Centralization of data

The DAMAC Tower project, a residential development in Nine Elms on South Bank, began construction in 2017 under Multiplex Construction's flag. The project decided to adopt Qflow on a 3-month trial to help increase efficiency of data capture and analysis.

The challenge of centralized and shared data within construction has been discussed for a long time. It is something every industry player would like to have, but very few choose to take action to make it happen. Multiplex are making moves to change this in collaboration with Qflow.

### Business benefits

- **£186,000** savings in avoided risk and cost
- **26 alerts** sent to project team
- **30 hours** saved over the trial
- Data was centralized and shared across the entire project team

## DAMAC Tower – Multiplex Construction

### Residential development seeking to centralize data and share it across the project

Centralization and sharing of data is a major weakness for the majority of industry participants. Multiplex are attempting to tackle this weakness head on and take advantage of the hidden value that lies in complete and accurate environmental data.

*"The Qflow team were fantastic as they were always on hand to provide assistance where necessary! The Qflow platform trialed at our DAMAC tower project and provided us with a long list of benefits"*

**Joshua Davies**  
Sustainability Manager  
Multiplex Construction

## The challenge

The primary challenge Multiplex were facing is not exclusive to the DAMAC Tower project. Data is too scattered across projects, and the appropriate teams can't access the data they needed at the right time. Without having all data centralized in one platform, data management can become an outright nightmare. This is one of many reasons why construction companies have been shy to digitisation of their assets in the past.

The problems that occur when data isn't appropriately shared across teams can cost projects huge amounts of time and money. When critical data is not available to the teams that need it, the consequences can be costly. The main reason why critical data doesn't reach the right team on time is due to the shortcomings of current reporting procedures. It is too reliant on manual inputs and updates.

## Collaborate to innovate

Over the course of this trial Qflow worked closely with the sustainability team at Multiplex to help them digitize and centralize their environmental data. The team would provide Qflow with weekly feedback updates on the platform, to which the development team at Qflow would rapidly respond.

In collaboration with Multiplex, Qflow developed 6 new features over the course of the trial to help accommodate the needs of Multiplex. This proved to be highly beneficial. It helped the sustainability team at Multiplex transition to the central Qflow platform with greater ease and it helped the Qflow product evolve into a more robust platform.

This collaborative approach was key in the success of the trial and aided Multiplex in continuing to develop their approach to digitisation.







## The result

After a collaborative 3-month trial the project team saw a vast improvement in how data was captured, stored, and analyzed. Through frequent communication, Multiplex and Qflow were able to create the optimal solution for streamlining the process of monitoring the DAMAC Tower project's environmental risk. Automated data capture and analytics through Qflow enabled the team to stay on top of all material and waste movements to ensure full compliance. Once a discrepancy or compliance risk was identified, an immediate alert was sent to the project team along with the required course of action, making the entire process hassle-free.

The Multiplex environment team were alleviated of the heavy load of manually keeping track of all the required data, and the vital pieces of information were accessible to the entire team when they needed it.

## The benefits

Over the course of the trial, the DAMAC tower project saw commercial savings of £15,500 per month, equating to £186,000 in annual savings as a direct result of using Qflow. These savings came in the form of avoided costs and time saved from the administrative team. Approximately 30 hours of labour hours were saved over the course of the trial as a result of using Qflow over the regular reporting process and 26 alerts were issued to the team, notifying them of potential compliance risks that required their immediate attention.

**£186,000**

total savings

**30**

hours saved

**26**

alerts sent

# Moving forward

After a successful trial, Multiplex is exploring the potential for deploying Qflow on a wider range of the company's portfolio of projects to support their reporting process.

We are excited to be working with Multiplex and look forward to collaboratively making construction a more sustainable industry.

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*The Qflow platform provided our DAMAC tower project with multiple benefits including improved speed of collating waste and material data on the project, filled in data gaps and ensured all environmental risks were known to the sustainability team, and a reduced need for reporting on sub-contractors. The Qflow team were fantastic as they were always on hand to provide assistance where necessary!*

**Joshua Davies,**  
**Sustainability Manager at Multiplex Construction**

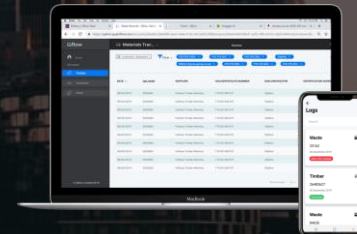
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