



CASE STUDY: Eos Advisor & Preconstruction Presentation Tool – Barton Malow Company

Historical Project Data Creates Compelling Stories that Attract New Business

Using their new presentation tool, Barton Malow can:

- Produce presentations *on-the-fly* in a fraction of the time during client meetings and give clients a printed copy or Adobe Acrobat .pdf file of the presentation.
- Combine multiple budgets that represent project components into a complete project.
- Run analytics and develop future cost estimates for each component in the project.
- Specify which project attributes to include in presentations and normalize the project costs, adjusting them for time, location, and any other factors that need to be considered.
- Deliver high-quality presentations that include images, charts, and project data for up to four comparable projects.

When Barton Malow Company contracted with Eos in 2009, they wanted a system for managing their vast collection of historical budgets and cost estimates. With over 86 years of project data contained in a variety of document formats dispersed across 15 domestic locations, it was extremely challenging to access and use their data effectively.

The lead time required to perform value analysis and create project comparisons, feasibility estimates, and client presentations ran from days to weeks.

“Before working with Eos Group, our historical data lacked consistency, was difficult to access, and was stored in numerous computers and file cabinets.”

~ Jeff Baxa, Vice President

Barton Malow quickly confirmed that the ability to efficiently capture and store project data was just a means to an end. Ultimately, they wanted to be able to use their rich history to engage directly with prospects and clients. In conversations with others in the industry, Eos has heard similar comments:

- Many organizations fail to effectively manage a library of historical costs, which is a critical prerequisite for data analysis.
- Most organizations see the value of benchmarking and project comparisons.

Very few preconstruction departments can deliver a consistent, compelling message to clients.

Delivering Client Presentations with Advisor

Initially, Barton Malow thought [Eos Advisor](#), a web-based project history and benchmarking solution, was the answer. Once it was properly configured, Advisor definitely provided the necessary framework for storing the company’s project history.

Next Barton Malow focused on how to present their extensive data set in a compelling way. They needed a single comprehensive presentation report—and Eos was there for them. Eos developed a custom preconstruction presentation tool that any Advisor user can use to easily produce and deliver client presentations.

What’s Different at Barton Malow Company?

“After working with Eos Group, our historical data was taken to a whole new level. The Eos solution has created significant efficiencies in collecting data, referencing and trending it, as well as creating deliverables to present the data. Our data is now much more credible, consistent, centrally located, extremely user friendly, and easy to access by all users from virtually anywhere in the world.”

~ Jeff Baxa, Vice President

The solutions provided by Eos showcase Barton Malow’s considerable industry experience and expertise, which promotes increased client confidence.

The company recently used Advisor in three different presentation opportunities and was awarded two of the three contracts. In one case, the first estimate was generated six months after the negotiated contract was awarded because the client placed such a high value on Barton Malow's benchmarked data.

Other clients interested in employing these types of solutions in their companies could also expect to experience:

- Branding that separates them from their competition.
- Peer relationships with clients that provide relevant information in a timely manner.
- An output-driven process that eliminates unnecessary waste.

After seeing the success of the solutions' pilot implementation in their Detroit HealthCare office, Barton Malow decided to integrate with their FileMaker Pro business development system to leverage project information used by both the preconstruction and business development departments. Looking ahead, Barton Malow is making plans to deploy the solutions in other company offices and anticipates that those offices will experience gains in productivity, efficiency, and accuracy similar to those in the Detroit HealthCare office. □



A Barton Malow Company HealthCare project

About Barton Malow Company:

Established in 1924, Barton Malow Company is recognized as an industry leader in construction management with annual revenues exceeding \$1.3 billion.

The company provides full preconstruction services and coordinates projects from planning through close-out for diverse markets, including health care, education, federal, industrial, corporate, energy, and special event facilities. With headquarters in Southfield, Michigan and 15 offices located across the United States, Barton Malow Company employs a staff of over 1,300 and consistently ranks among the top 10 builders in the nation in their niche markets.

About Eos Group, Inc.:

Eos Group focuses on enterprise cost estimating and helps engineering and construction firms design, develop, and implement packaged and custom estimating solutions.

For more than a decade, Eos Group has built relationships with trusted names in the industry by focusing on the integration of systems and processes within each organization. With a combination of unique products and some of the top consultants in the industry, Eos Group assists companies with the implementation of enterprise systems that couple historical cost data with a standardized approach to produce accurate, defensible estimates.