

# The Underserved Constructor: We Need Technology Too

— Driving Safety Through Innovation —

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# SOLVING INDUSTRY CHALLENGES

Driving Safety Through Innovation

- 1 Dramatically Improve Safety**
- 2 Reduce Damages**
- 3 Leverage Data and Information**
- 4 Improve Site Accuracy**
- 5 Utilize Best Practices From Other Industries**
- 6 Software that is Seamless, Straightforward and Scalable**
- 7 Expand Mapping and GIS Services**
- 8 Improve Communication Close - the - Loop**
- 9 Socialize - Protecting People and Infrastructure**
- 10 Field Service Management & Optimization**



# THE DATA CHALLENGE

Driving Safety Through Innovation



18% OF BUSINESSES  
RELEVANT DATA IS  
USED FOR ANALYSIS



44% INACCURATE  
OR MISSING DATA  
PROVIDED TO 811



73% LOSS OF  
OPERATIONAL  
EFFECTIVENESS

**>200,000**  
REPORTED DAMAGES

**71.4%**  
IDENTIFYABLE ERRORS

**\$30B+**  
ANNUAL COST OF BURIED  
INFRASTRUCTURE DAMAGES

# CONTINUOUS INTELLIGENCE

Driving Safety Through Innovation

## TRADITIONAL BI

- X Uses preconfigured, curated data sets
- X Lacks a governed, end-to-end analytics data pipeline that leverages automation to produce usable data
- X Designed to inform, not compel action

vs.

## CONTINUOUS INTELLIGENCE

- ✓ Based on active intelligence from real-time, up-to date information
- ✓ Establishes an intelligent analytics data pipeline enabling dynamic business content and logic
- ✓ Designed to trigger immediate actions

# ECOSYSTEM

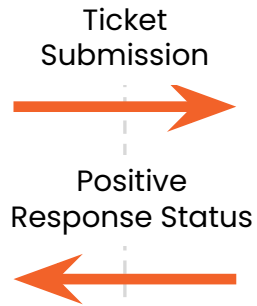
Improvements around communication and related solutions tailored for locators, excavators, and the 811 Center should leverage geofencing technology to streamline notification processes and enhance collaboration.



# TODAY'S TRADITIONAL 811 WORKFLOW

## — MAPPING & GIS —

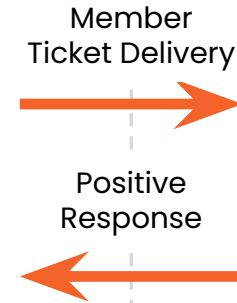
Excavator Ticket Creation and Management



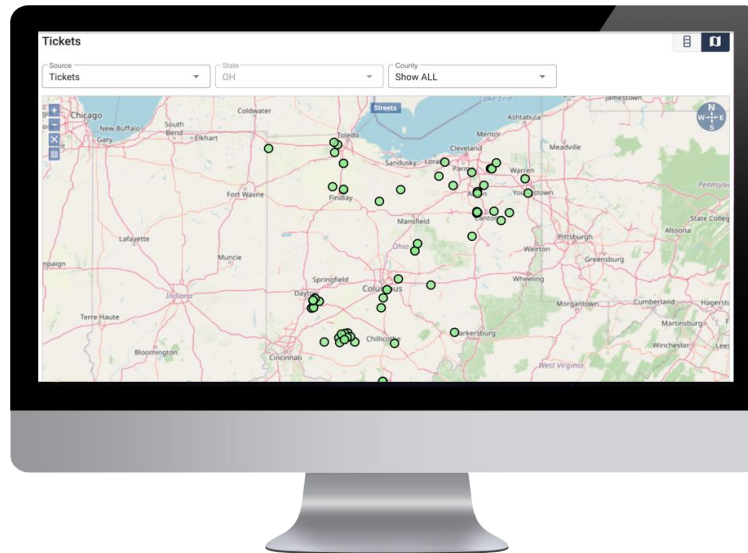
811 Contact Center



The 811 logo features the number '811' in a bold, green, sans-serif font. The '1's are stylized with a white outline. Below the numbers is a shield-like shape with a green top, a white middle, and a brown bottom, resembling a shovel or a utility symbol.



Utility/Locator Ticket Management and Positive Response





# TECHNOLOGY AT THE FOREFRONT

- Ticket Management Solutions
- Predictive Analysis & Insights
- Superior Locating Equipment
- Subsurface Utility Engineering
- Streamlined Communication Tools between All Stakeholders
- Advanced GIS Solutions
  - Geofencing
  - Augmented Reality







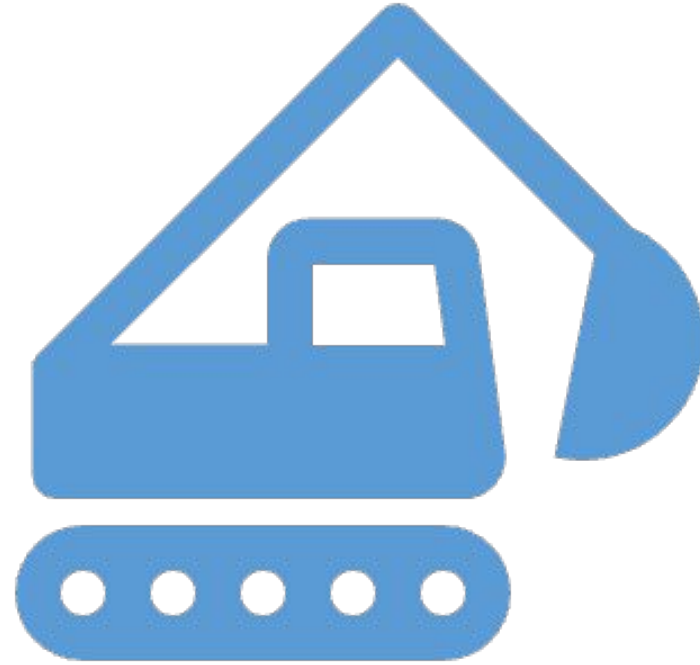
# ADVANCED GIS TECHNOLOGY

- Automate delivery of real-time notifications
- Optimize efficiency
- Reduce response times
- Reduce damages
- Improve overall operation coordination within the utility excavation ecosystem



We Ask  
We Listen  
We Solve

What do excavators/contractors need to streamline the 811 system and promote more communication among stakeholders?





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