

SmartCraft
Digimeter



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The tech-friendly craftsmen?

A survey of the digitalization of the industry



Strong digitization, but not in every aspect

There is a widespread "truth" that Sweden's craftsmen are lagging behind in digitization. Now we have investigated the matter - and we argue that it is indeed a truth with modification.

Almost all managers and entrepreneurs use digital tools to simplify their administration. However, this does not apply in all areas of the business. Above all, there is a great potential for efficiencies in administration out in the field. Many use paper and pen or software tools such as Excel – which in many respects is a digital equivalent of paper and pen. Probably, more craftsmen would benefit from discovering systems available on the market simplifying mission-critical processes, for example check lists and project calculation. Including these aspects, digitization is only halfway through.

We hope this report can blow up the myth of construction industry as an anti-tech business. The discussion should instead focus on how to digitize other parts of the business, rather than if. It will be more rewarding, also for the end customers and suppliers.

As you will notice, business owners are quite aware of the benefits of digital tools. Maybe the service providers need to get better at marketing themselves or helping their customers to get started? We also believe that it is important for business owners to do a thorough investigation of "the digital market" before choosing a system. We suspect that some of them have tried infant solutions and therefore never really got onboard, nor seen the benefits.

Then, of course, it is relevant to ask if digital tools are needed at all? For us, it is crystal clear. A whopping 83.6% of our respondents answered that they have a lot of office work and administration to take care of. In that case, it is of course highly desirable to improve efficiency. But, as you will see, there are additional reasons – for example, increasing customer satisfaction.

Read on to get more interesting facts about digitization in the industry >>

More than half
of the respondents
plan to invest more
in digital tools

93.5%
would recommend
digital tools
to other companies within the industry

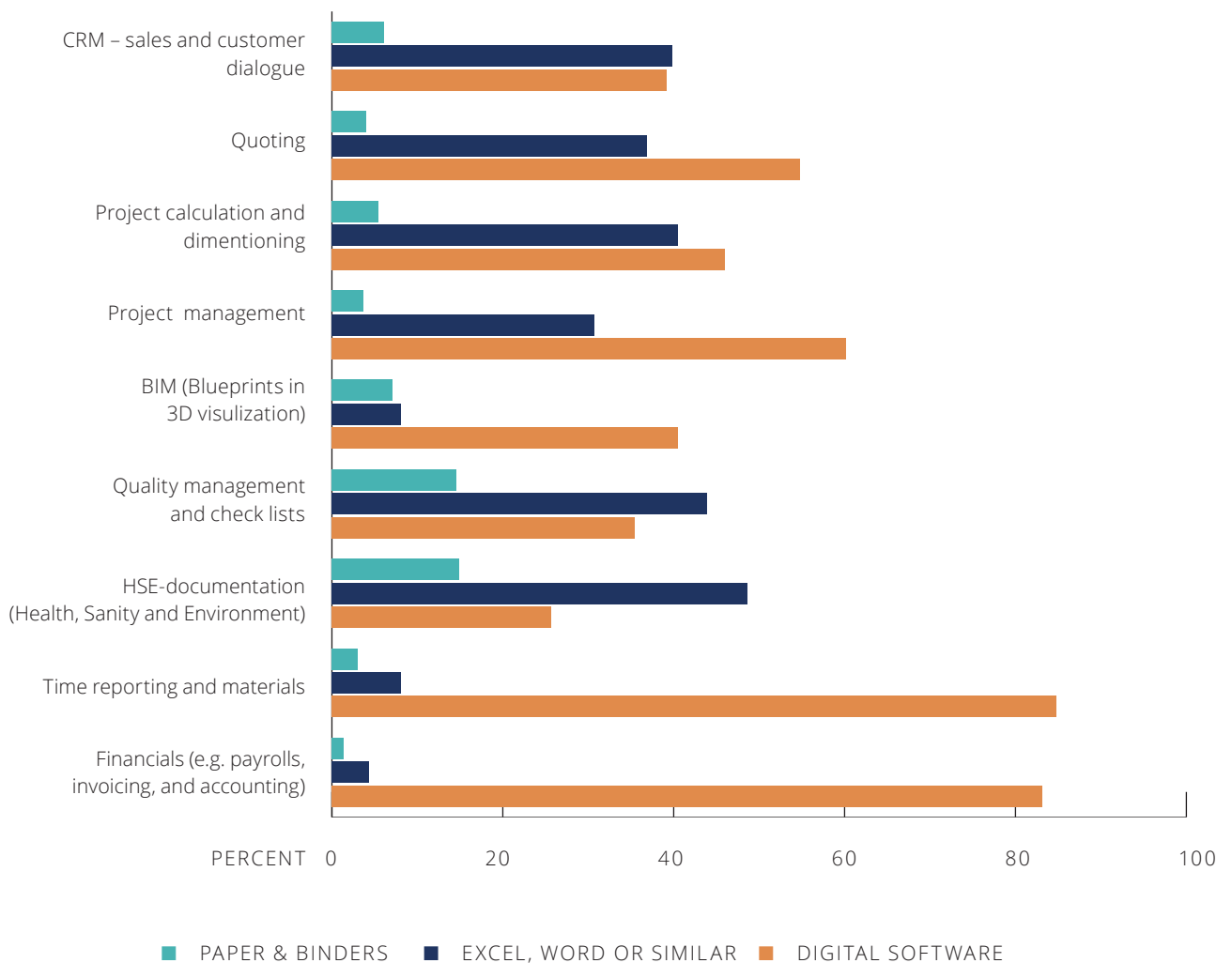
Two-thirds find it is easy
to digitize their business

The office is basically digital.

Among our respondents, more than 8 out of 10 state that they use digital tools in the office in order to manage time reporting, material purchases and finances. There are many well-established and industry-independent systems to choose from, which has likely made it easier for companies to get started.

When we come to more operational critical areas, such as project- and quote management, only about half of the companies use digital solutions. In very industry-specific areas, such as safety inspections and HSE documentation, Excel, Word and similar programs still are dominant. In other words, there are great opportunities for many companies to simplify their office administration – today there are digital tools that can handle all the aspects above.

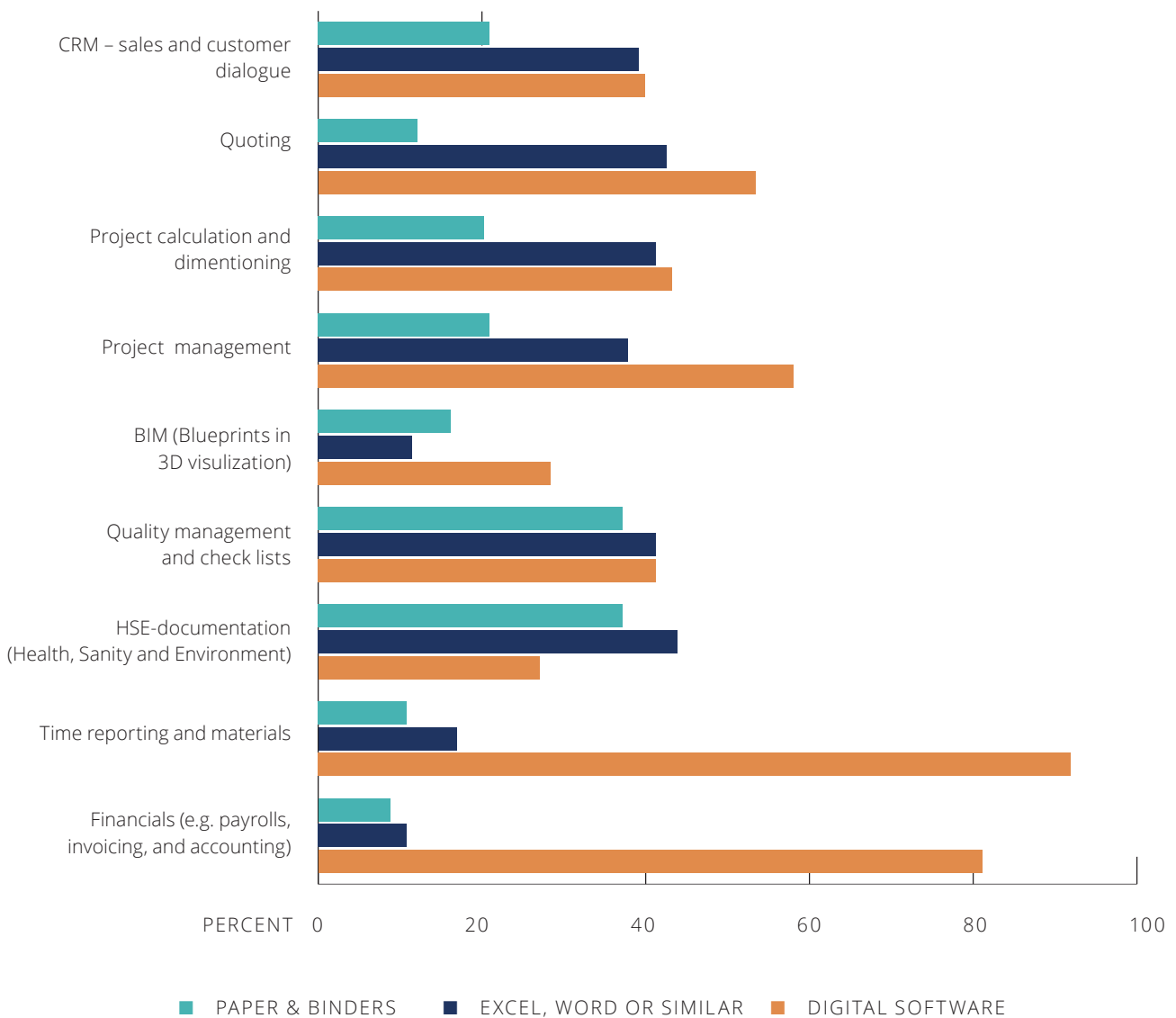
How are the following office work tasks solved today?



Many work tasks in the field could easily be more efficient.

Digital tools are used in a somewhat larger extent in the office than in the field. The principle “the more operational-critical tasks, the less use of digital solutions” is also valid in the field. This indicates that suppliers who have developed specialized software services specifically for craftsmen have a great market to win. Perhaps more entrepreneurs in the industry also need to discover the possibilities of using the mobile phone as an administrative tool?

How are the following field tasks solved today?

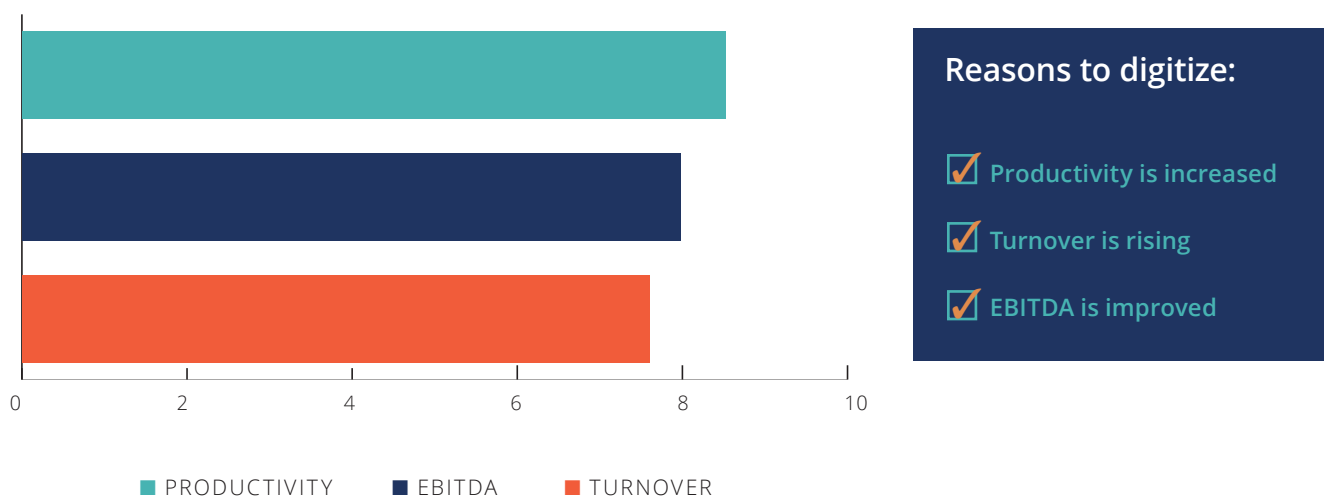


You won't regret a digitization.

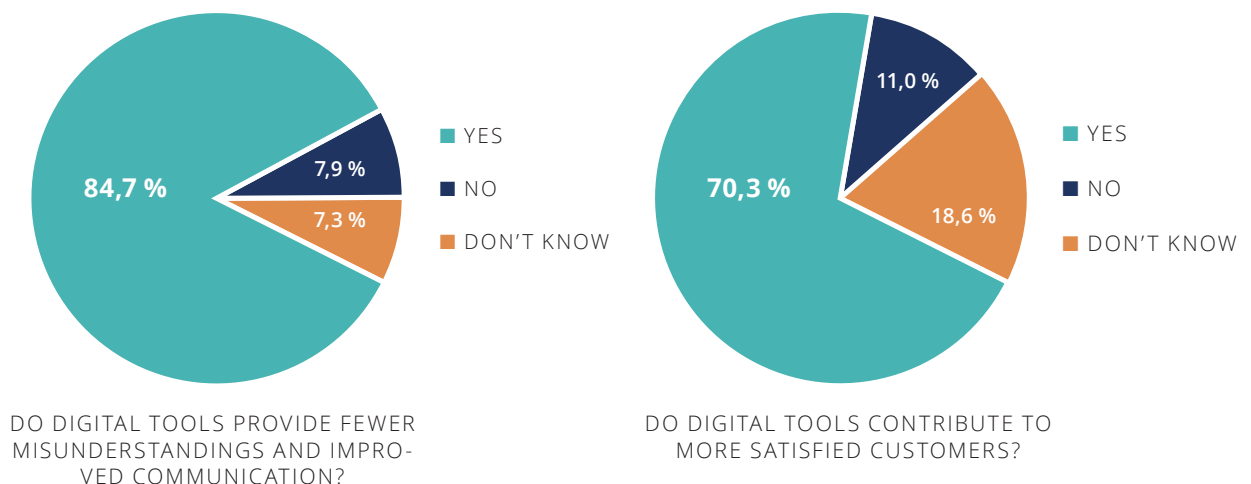
Summing up, the respondents using digital tools in their business are satisfied – or even very satisfied. They reveal that they become more efficient, avoid misunderstandings, gain better control and deliver better quality in their business.

This is not to say that the solutions they use are flawless. Many see potential for improvement, both in user experience and service offering. However, we see that the software services that are demanded often already exist on the market. We believe that many craftsmen might not have discovered the industry-specific services that actually exist. It is also supported by the results in the previous two sections. The next most likely digital step for the industry is to start using more software services that help out with the really mission-critical processes.

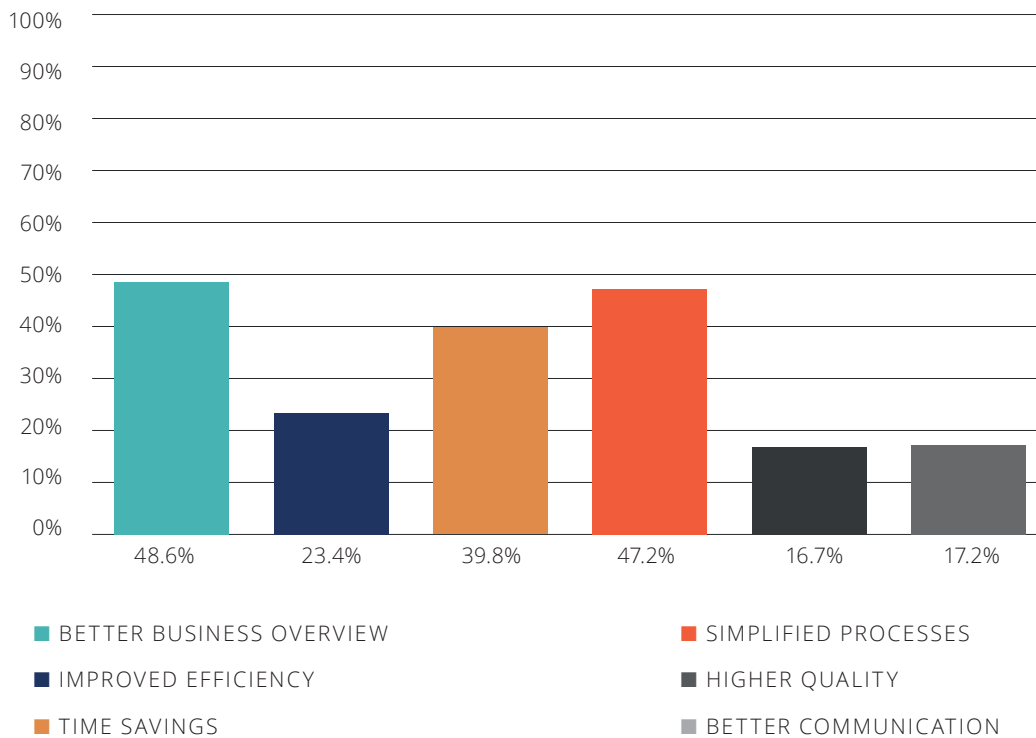
On a scale 1 – 10, is your business improved by using digital tools?



Better working environment and more satisfied customers

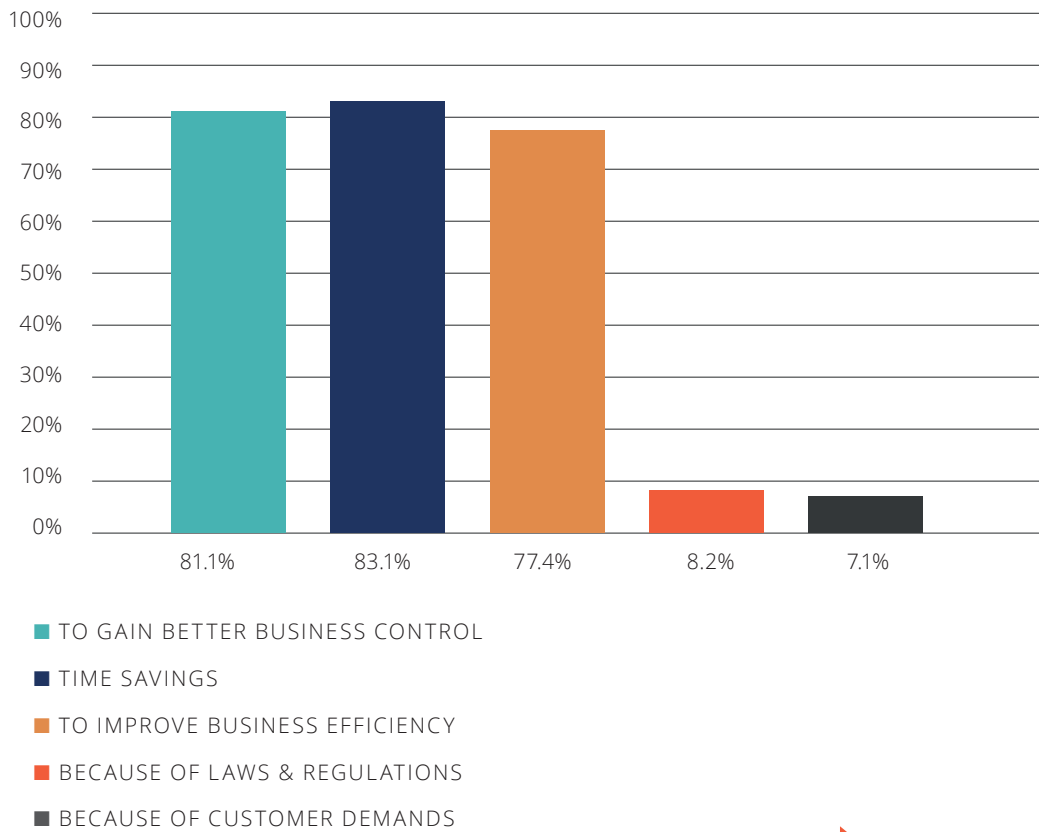


What other benefits are there by using digital tools?



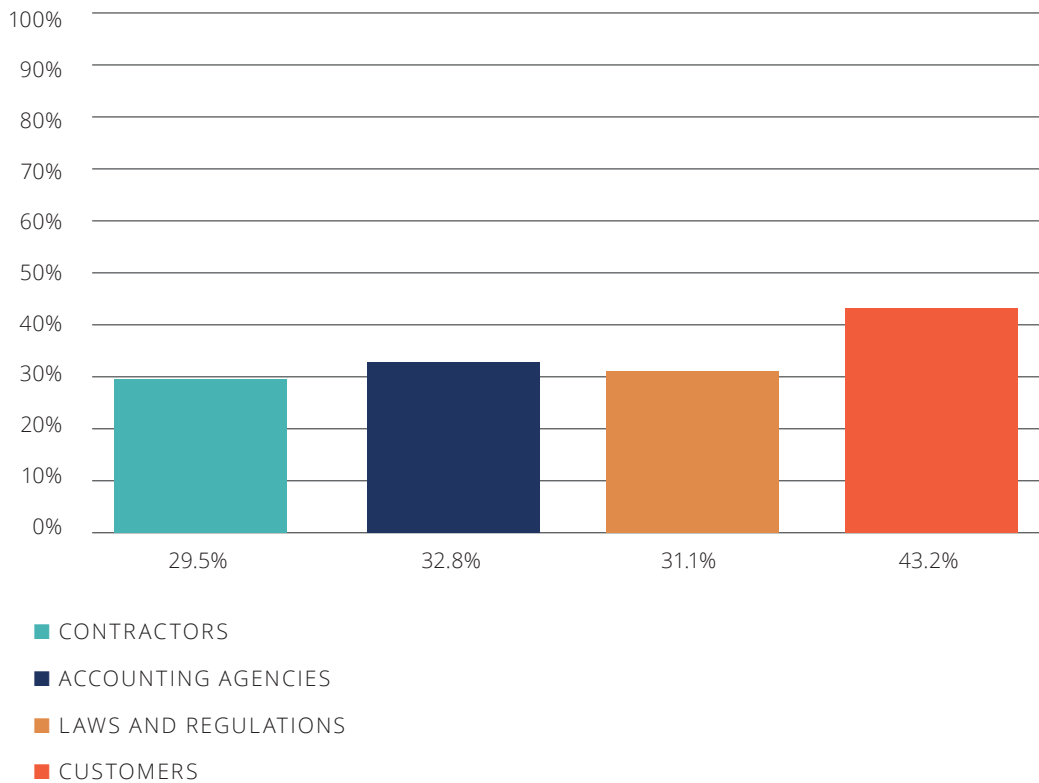
The respondents were asked to choose their two most important statements – unsurprisingly better overview, time savings and simplified management are at the top. But it is interesting that so many also state “softer values” such as higher quality and better communication as major benefits of digitization.

Why are you using digital software instead of Excel or paper?



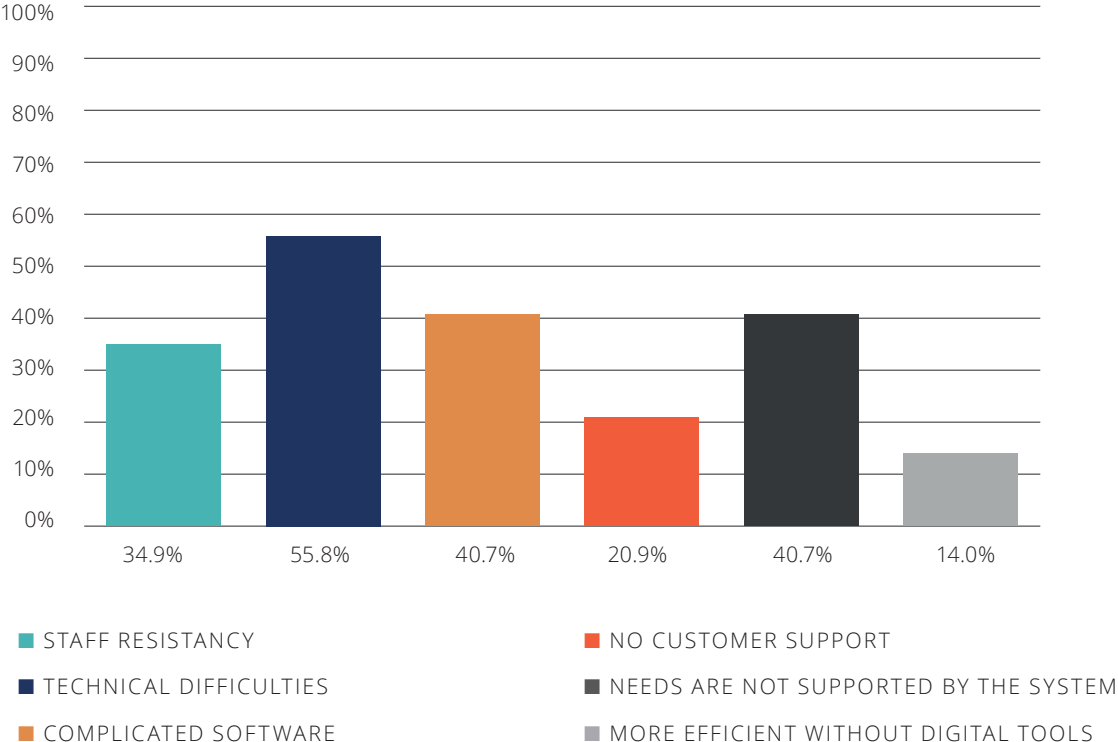
The participants in the survey were asked to choose the three most important reasons why to use digital tools. Most dominant answers are business management, timesaving and increased efficiency. We understand that many people want to improve their operations - without digital tools to aid, many craftsmen spend more time on administration than productive work.

Which external stakeholders demand digital software to be used?



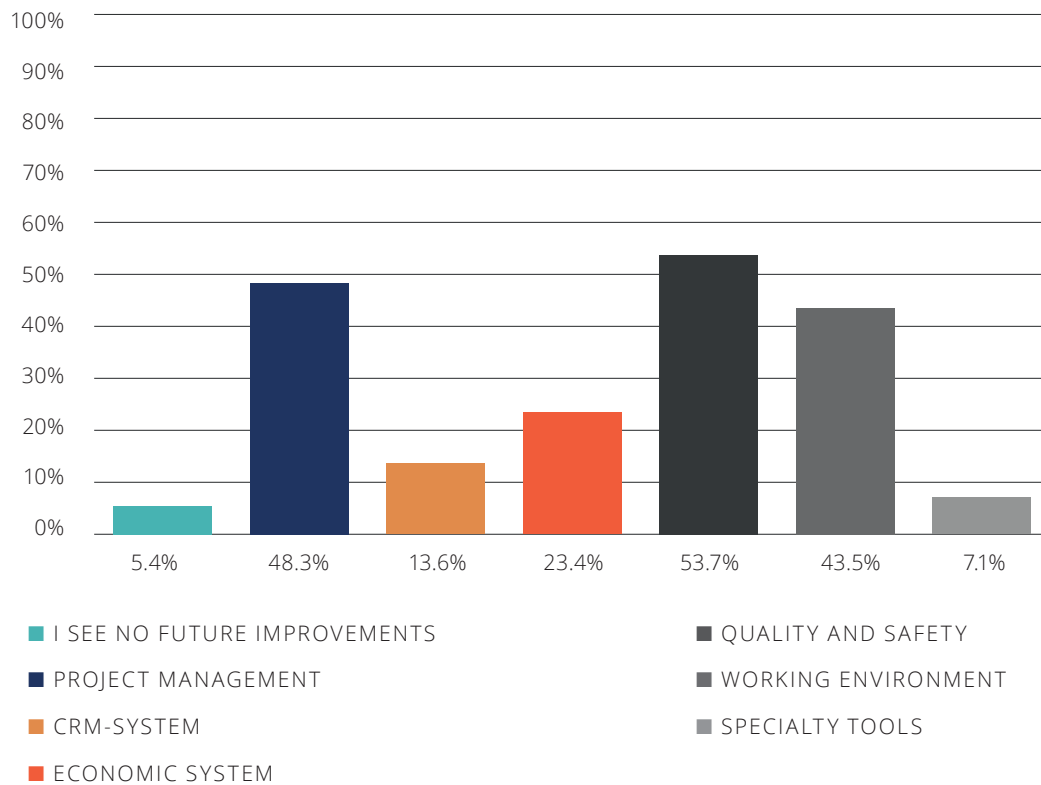
The respondents could choose several answer options on this question. We find it very interesting that customers put such strong pressure for digitization.

To the extent that it is difficult to get started with your digital tools – what are the challenges?



The respondents could choose up to three options. The system-related difficulties are dominant, but we find it surprising that a major factor is reluctant staff.

How can your business be improved by digital tools?



We find it striking that today there is software demand to handle project management, quality and safety as well as environmental issues and work environment – still, such solutions are available on the market! Is there an information gap between supply and demand?

“Our report gives important leads for the future of the construction industry”

I hope you find this report as interesting and inspiring as I do. In fact, I am very passionate about digitization – the company I head up, SmartCraft, has been working to make Norwegian craftsmen more efficient since 1987. Today, SmartCraft is a leading supplier of digital tools for the construction industry. Therefore, I find it gratifying that the Swedish industry, the largest in the region, has such a positive attitude towards digital tools.

At the same time, there is great potential in Sweden. My major takeaway, is that many craftsmen have not yet discovered the digital solutions already available on the market and which are designed for mission-critical processes in their particular industry. I am mainly thinking of smart software services for people management, logistics, purchasing and documentation.


I hope that our report can inspire craftsmen to invest in more modern tools, and that they also implement for field workers. Not only do they benefit from this - by all accounts, their customers also turn out happier. I am therefore convinced that this industry, like others, will make a great digitization journey. We at SmartCraft invest heavily in software development and aim to become a leader in the whole of Western Europe. I look forward to this exciting journey!



A handwritten signature in black ink that reads "Gustav Line". The signature is written in a cursive, flowing style.

Gustav Line
CEO, SmartCraft

Questions? Contact me at:

 +47 952 67 104

 gustav.line@smartcraft.no

What is the Digimeter?

The Digimeter is an initiative started by SmartCraft, where we investigate the digitization of the construction industry in the Nordic countries. This is our first report, but the survey is intended to be carried out annually for all of us to follow the industry digitization level over time. In this way, we want to contribute with facts and insights in a range of areas, for example how many companies that are using certain software tools and how it affects both people and the business. We hope it inspires to continued digitization work to take place. This year's report is based upon a survey of a random sample of companies of varying sizes and in various areas within the construction industry. The survey was conducted in the second quarter of 2022.

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SmartCraft is the craftsmens friend in the Nordics

SmartCraft is the leading Nordic provider of mission-critical SaaS solutions to SME's in the construction sector. SmartCraft's solutions help customers to increase their productivity, margins, and resource efficiency.

The SmartCraft-group has today close to 200 employees in 14 offices i Norway, Sweden and Finland – and helps over 115 000 users with smart digital solutions.



Web: smartcraft.com **Facebook:** [@smartcraftas](https://www.facebook.com/smartcraftas) **LinkedIn:** [linkedin.com/company/smartcraft-as/](https://www.linkedin.com/company/smartcraft-as/)

Adress: SmartCraft ASA, Hvervenmoveien 45, 3511 Hønefoss

Org.no: 918 356 649