

Customer Case Study

Webcor Builders

Modelogix enables commercial building contractors to take advantage of project cost history when creating conceptual estimates for building owners.

Company Background

Founded in 1971 and operating offices continuously in California since then, Webcor is known for its innovative and collaborative approach to construction, wide range of experience, cutting edge technology, skill in concrete construction, and expertise in building iconic projects. Webcor has completed over 55 million square feet of projects to date. With gross revenues of more than \$800 million in 2013, Webcor Builders is the 6th largest General Contractor in California and currently the largest San Francisco Bay Area-based builder. They have more than 900 full-time multidiscipline staff working throughout California, and have headquarters at 207 King Street in San Francisco, as well as offices in Alameda, Los Angeles, San Diego, and at various jobsites throughout the region. One of Webcor's more notable projects is The Hotel & Residences at L.A. Live, a 54-story, 1,001-room two-hotel hybrid tower completed in December 2009.

Issue

Webcor had a wealth of historical project cost data, but they didn't have a fast and effective way to access their past project experience. Additionally, the data they

had was inconsistent and therefore could not be used when attempting to create accurate conceptual estimates. Team members throughout the organization including Market Sector leaders, Senior Estimators, Accountants, and Cost Managers, all needed to collaborate using a single platform for accessing and using the data.

Webcor's business had a growing need to assist their clients with setting informed target values per system at the beginning of projects. They also needed to help the customer prioritize systems that had the greatest range of costs and were a significant percentage of the project budget, as early design focal points to reduce risk to the budget.

Resolution

Webcor uses Modelogix™ for all of the company's historical cost analysis and conceptual estimating. Using the software, Webcor was able to easily import all of its previously scattered historical cost data into a centralized database. During the import process, the projects were tagged with key attributes that were determined to be the highest cost drivers on projects.



“We discovered that our company had a large number of projects in a number of various market sectors, and we were not doing a very good job of capturing historical and as-built costs”

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After importing a number of historical projects into the database, Webcor was able to begin using that data to provide fast and accurate conceptual estimates to its customers. Many times, Webcor uses the Modelogix software live in meetings with its customers, to visually display how they use statistical analysis to create their estimates.

Bottom-Line Results

Webcor's customers select them to help guide them through the design and construction process. Webcor feels that Modelogix gives them a distinct competitive advantage, allowing them to set more accurate cost expectations with owners during the pre-design phase. The results have been so dramatic that Webcor has rolled out the use of the software on all new projects.

In the 5 months Webcor has been using Modelogix...

- They have dramatically reduced the time and investment in creating over 40 initial conceptual estimates
- They have used Modelogix in 100% of client presentations
- Over 75% of the estimates they submit are being validated using Modelogix benchmarking

"Modelogix is a critical component in our cost management toolkit.

At early concept stage we create an accurate target cost model for all systems based upon historical cost ranges and owner preferences. Analyzing total system contribution and range allows the team to focus on the most

important systems first.

We then maintain three data points - first estimate, GMP and actual cost.

The ability to data mine costs across a large library of projects and on individual projects across multiple stages has proved invaluable in assessing design and construction contingencies, reducing risk and creating realistic early phase cost plans"

—Dave Wells,
Vice President of Preconstruction

Additional benefits Webcor realizes through use of Modelogix include:

- Validation of its detailed estimates using the benchmarking tool
- Creation of a high quality "as-built" cost database
- Providing cost targets per system (Target Value Design)
- Normalizing costs for historical projects that fluctuate based on time and location. This is especially useful considering much but not all of their projects take place in the second most expensive construction market in the U.S. (San Francisco Bay Area)

To learn more about how Webcor uses Modelogix, view the recorded webinar:

http://info.meridiansystems.com/FWT_Modelogix_Webcor



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