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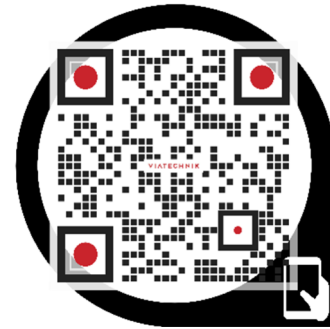
Digital Transformation for Multisite Owners

Kyle Hudson
VIATechnik

Xavier Loayza
Chick-fil-A

Megan Conrad
Ryan Companies

Joel Shetterly
Compass Coffee



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Panel & download our
Digital Twin White Paper!**

Learning Objectives

- Discover opportunities to scale VDC practices/solutions for multiple sites.
- See how custom solutions and integrations can help multisite owners maximize existing Autodesk platforms like BIM 360, Revit, and Forge.
- Learn about how the digital twin concept can be extended and manipulated for the unique needs of multisite owners.
- Learn how to critically assess digital transformation problems and opportunities for owners.

Description

Multisite owners have unique challenges. These companies must view digital transformation and valuable technical opportunities through the lens of scalability, standardization, and repeatability. In this panel, Kyle Hudson (vice president of operations at VIATechnik) will moderate a conversation between digital leaders from two unique multisite owners and a multisite builder: Xavier Loayza Jaramillo, design technology lead at Chick-fil-A; Joel Shetterly, head of design at Compass Coffee; and Megan Conrad, Senior Director of Operational Excellence at Ryan Companies. We'll dig into what makes the digital building journey so challenging, unique, and powerful for multisite owners. We'll discuss techniques, lessons learned, and opportunities for multisite owners to properly use virtual design and construction (VDC) solutions, digital twins, and digital project delivery. And we'll hear what makes these three owners unique in their approaches to digital transformation.

Speaker(s)

Kyle Hudson

Kyle is Vice President of Operations at VIATechnik, a global leader in digital transformation for the built environment. Kyle is currently focused on growing, empowering and scaling VIATechnik's Cirrus Studio - a dynamic software development team that builds game changing applications, products and integrations for AECO clients. Kyle is interested in achieving more ROI from current BIM & VDC practices by extending direct benefits to field crews, facility managers, and owners. In the past, Kyle has been recognized as an ENR Top Young Professional, has represented USA VDC capabilities at a Smart Cities Consortium in China, has spoken at conferences such as Autodesk University and AEC Next, and has been published in ENR. Before jumping into the VDC world, Kyle was a structural engineer at two engineering consulting firms. Kyle has a BS in Civil Engineering and a MS in Structural Engineering from The University of Iowa.



[Follow Kyle on LinkedIn](#)

Xavier Loayza

After a few drafting for urban mapping and 3d geometry modeling experiences during high school, Xavier Loayza pursued the path of civil engineering in Ecuador. His early career was influenced by a market in need of transportation infrastructure giving him the opportunity to generate geometric road design at scale. His interest in applying technology to processes led him to create a startup to survey small cities faster using aerial mapping with unmanned aerial systems. In 2015, after this entrepreneurial project, Xavier joined the Construction Management graduate program at University of Houston. In Texas, he collaborated with design and construction teams providing photogrammetry capture and processing, custom BIM workflows and automation via integrations to AEC platforms. Currently, he serves the Chick-Fil-A family advancing the design technology strategy to support restaurant's lifecycle. Xavier is always eager to learn and share!



[Follow Xavier on LinkedIn](#)

Megan Conrad

In her role as Senior Director of Operational Excellence, Megan collaborates with Ryan's Insights & Innovation, Architecture & Engineering, Computational Design and VDC groups to integrate and align better BIM and computational design applications across Ryan's disciplines – Development, Design, Preconstruction and Construction. In addition, with a passion for innovative-thinking and streamlining processes, Megan focuses on the people and workflows across business units to guide more efficient and data-rich practices.

As a part of her 15 years of industry experience, combining a degree in Architecture with years of construction project management experience and technical VDC/BIM experience, Megan served as Ryan's Senior Director of Virtual Design & Construction before turning her sights on company-wide operational excellence. Megan has previously spoken and presented at BIMForum, Midwest University, LCI Congress, AIA Iowa, Bentley Synchro Conference, CoreNet Global, AGC-ST, AGC-IT, and an array of industry panels. She has been recognized as one of Builtworld's Top Adoption Leaders and ConstrucTech's Women in Construction.



[Follow Megan on LinkedIn](#)

Joel Shetterly

Joel leads café design and construction at Compass Coffee, a Washington DC based coffee roaster and coffee shop company. Joel developed Compass' in-house design/build program, which makes use of BIM technologies at every stage of the project life-cycle from site selection through design and operations.

As a small business, Compass lacked the resources and labor to pursue a more traditional CAD-based methodology of design, drafting, and model management. These constraints gave rise to a robust BIM program that now forms the foundation of a construction program that is primed for rapid growth in the mid-Atlantic region. Currently, Compass is pursuing use cases for BIM that extend well beyond the end of construction, such as making use of digital twins for equipment allocation and facilities management, and employing VR visualization for training new café teams.



Key Takeaways From Our Panelists

- 1) Human relationships first. Technology is second. Don't get ahead of yourself.
- 2) Treat data as a product and remember that data needs to be evaluated with context.
- 3) There is big value in associating & connecting BIM data to other business data
- 4) Owners should envision their 5 year bluesky plan. Engage your consultants, partners and contractors in this discussion and build a roadmap accordingly.
- 5) Proper use of BIM literally makes it possible to grow. A team of 3 can do the work of 12+. It's how we stay lean while growing fast. It's the goldilox answer to achieving major business growth goals.

High Level Panel Topics

- 1) Context/background on your building product
- 2) BIM and its evolution and use cases for multisite
- 3) Digital Twins for multisite
- 4) Intersection of customer service and digital transformation
- 5) Opportunities you're looking at for next 12 months

Moderated Panel Questions

- 1) To provide some context for this session, can each of you tell us a little bit about the building product that you work most frequently with and how digital tools are supporting you.
 - a. Joel, Can you tell us a little bit about your process and workflow for standing up new sites? What digital tools are in your toolbox?
 - b. Megan, how have you seen project delivery evolve over your career? What technologies have caught on and made a big impact for Ryan Companies, to get it to where it is today? **(See Attachment 1 below)**
 - c. Xavier, What are some of the challenges you're facing today with delivering design and construction at scale?
- 2) No doubt, BIM has played a central role in digital transformation at your organization and within your careers. Can each of you share some stories of growth or lessons learned in adopting, implementing, and deriving value from BIM over the years? How is executing BIM on multisite projects different than large-scale one-off projects? Where are the roadblocks for multisite owners?

- 3) I'd like to chat about a hot topic in our world right now. That is digital twins. This term carries different meaning depending on who you're talking to. It can actually be pretty confusing for an owner to begin their digital twin journey because of all the different paths and opportunities that exist in this space. VIATechnik has made an effort to publish a potential framework for implementing digital twin growth **(See Attachment 2 below)**. But I'd love to hear each of your thoughts specifically on the value of digital twins to multisite.
- 4) Let's switch gears a bit. I wanted to spend a few minutes on a topic that might not immediately come to mind at an AU Panel on Digital Transformation. That is Customer Service. It's a critical part of business operations for multisite owners such as retailers and I'd love to hear how digital transformation is impacting it.
 - a. Xavier, a lot of people know CFA for their intense focus on customer service. **(See Attachment 3 below)**. How does that filter down throughout the organization to real estate, design, construction, and technology?
 - b. Joel, staying along those lines, I've heard you mention a mantra at Compass Coffee of "everything must be as good as the coffee". **(See Attachment 4 below)**. How have you embraced this as Head of Design?
 - c. Megan, how does Ryan approach customer service and are you using any digital tools to stay close to the customer, or deliver a transparent/seamless experience?
- 5) Before we take some questions from the audience, I'd love to hear what digital opportunities each of you are thinking about for your respective business right now. What's on your mind for implementing or investigating over the next 12 months?

Attachment 1:

Ryan Companies Named as a Leader in Construction Technology Adoption

SHARE THIS ARTICLE:



(JUL 15, 2022)



Lucas Manos, Innovation Manager, (pictured second from left) accepted the award at a ceremony on July 14th.

We are honored to announce that we were recently awarded the 2022 BuiltWorld's Digital Leaders Award for our technology adoption, utilization and Implementation accomplishments in project management, preconstruction and field solution project delivery by [BuiltWorlds](#).

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A 92-unit senior living community is bring much-needed senior housing to Ballard, WA.

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The central water feature at Highland Bridge will drastically improve area water quality, along with providing a predictable flow of clean water into the nearby [Mississippi River](#).

<https://www.ryancompanies.com/news/ryan-companies-named-leader-construction-technology-adoption>

Attachment 2:



https://www.linkedin.com/posts/danielledybuncio_digitaltwins-activity-6961371537585188864-tJkQ?utm_source=share&utm_medium=member_desktop

Attachment 3:

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Chick-fil-A is dominating the fast-food industry in one key area and it reveals the secret to the chain's success

Kate Taylor Jul 5, 2018, 9:04 AM



Chick-fil-A's iconic chicken sandwich. Hollis Johnson

- [Chick-fil-A](#) earned the No. 1 spot as America's most beloved fast-food chain in the American Customer Satisfaction Index's annual survey.
- This is the third year in a row that Chick-fil-A has topped the charts in ACSI's survey.
- Chick-fil-A's reliably impressive customer service scores have played a major role in the chain's explosive growth.

[Chick-fil-A](#) continues to top the charts as the most beloved fast-food chain in the industry.

<https://www.businessinsider.com/chick-fil-as-customer-service-explains-success-2018-7>

Attachment 4:

Behind the Build: Interview with Joel Shetterly, Head of Design, Compass Coffee

BEHIND THE BUILD

By Alyssa Jaber

June 4, 2021

12 min read



<https://constructionblog.autodesk.com/joel-shetterly-compass-coffee/>