Digitalisation and Value Chain Collaboration

Richard Kuppusamy Chief Product Officer & Head of Lendlease Digital

November 2023



"The industry will need to make radical changes to the processes through which it delivers its projects... The industry should create an **integrated project process** around the four key elements of **product development**, **project implementation, partnering the supply chain** and **production of components**. Sustained improvement should then be delivered through use of techniques for eliminating waste and increasing value for the customer."

- Sir John Eagan, Rethinking Construction, 1998

The World's Largest Industry Underperforms



Lagging productivity growth

Less than **1.0%** per year for the industry over the past 20 years, versus **2.8%** percent for the total global economy.

Singapore's construction industry relies heavily on foreign labour and existing methods are not sustainable. Singapore set national targets to achieve **70% DfMA adoption rate** (by GFA) by 2025 under the Construction Industry Transformation Map.



Rework and waste

Inadequate communication and collaboration between stakeholders. Nonconnected tools and processes increase risk of error and rework. Design errors accounted for **38%** of construction disputes



Regular time and budget overruns

Schedules and budgets can often be set wrongly from inaccurate estimates. Just **31%** of all projects came within **10%** of the budget. This can lead to disputes and litigation between stakeholders. I endleas

Fragmented and Project-based Building Approach

Each design & construction process is highly project based – developed from unique specifications, using designs planned from scratch, with limited degree of repetition and reusability of previous designs.



Complex regulation and tight compliance

The industry is subjected to a wide range of regulations, which can be complex and timeconsuming to navigate and comply. This is accentuated in Singapore with strict building codes and regulations.



Increasing demand for sustainable buildings

The built environment contributes around **40%** of the world's carbon emissions. Singapore has committed to be **net-zero by 2050**, with government bodies to report their emissions annually and pushing for reduction of a building's carbon footprint over its entire lifecycle via Green Mark.



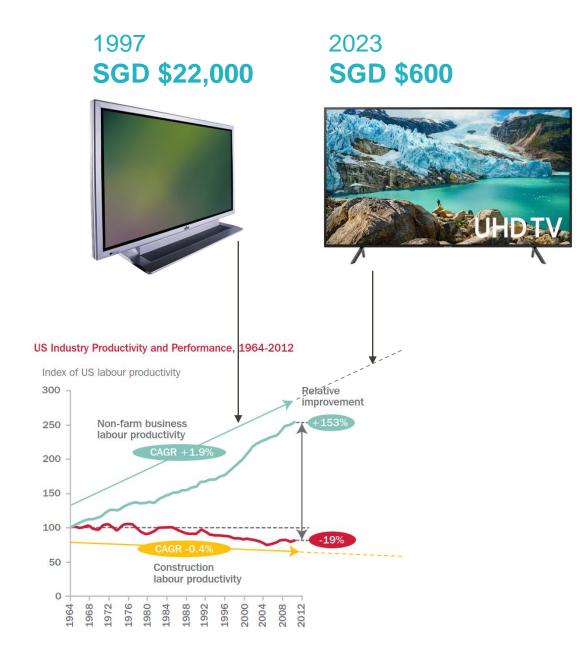
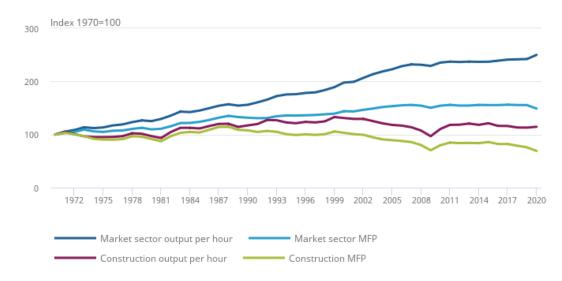


Figure 1: Productivity has changed little in the construction industry in the past 50 years

Output per hour worked and multi-factor productivity, construction industry and market sector, UK, 1970 to 2020



Source: Office for National Statistics – Labour productivity and multi-factor productivity



Transformation in design & delivery: What we need to achieve

Design

- Maximum functionality for the minimum lifecycle cost
- Standardized, repeatable design solutions
- enhance quality
- ensure predictability

Create an environment where suppliers can thrive

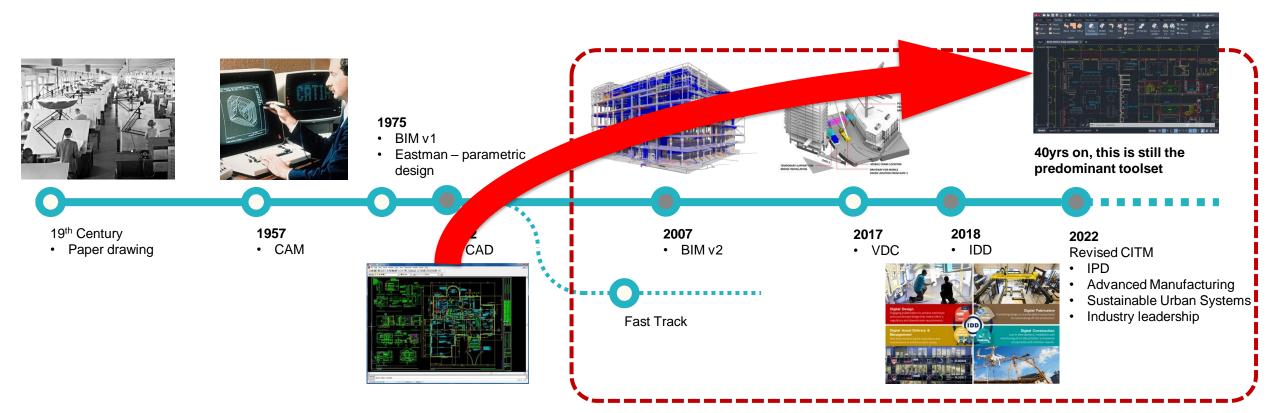
- Refine their processes and offerings to deliver better value
- Engage manufacturer knowledge to add value to projects
- Recognize the importance of supplier profitability and overhead

Automate repetitive work, focus on value creation

- Automate the production of repetitive information, which can be resource-intensive
- Focus the time and effort of designers on the bespoke elements of projects
- Reduce re-work and duplication of effort.
- Enable redistribution of development costs, design fees, cost of sale, contingencies

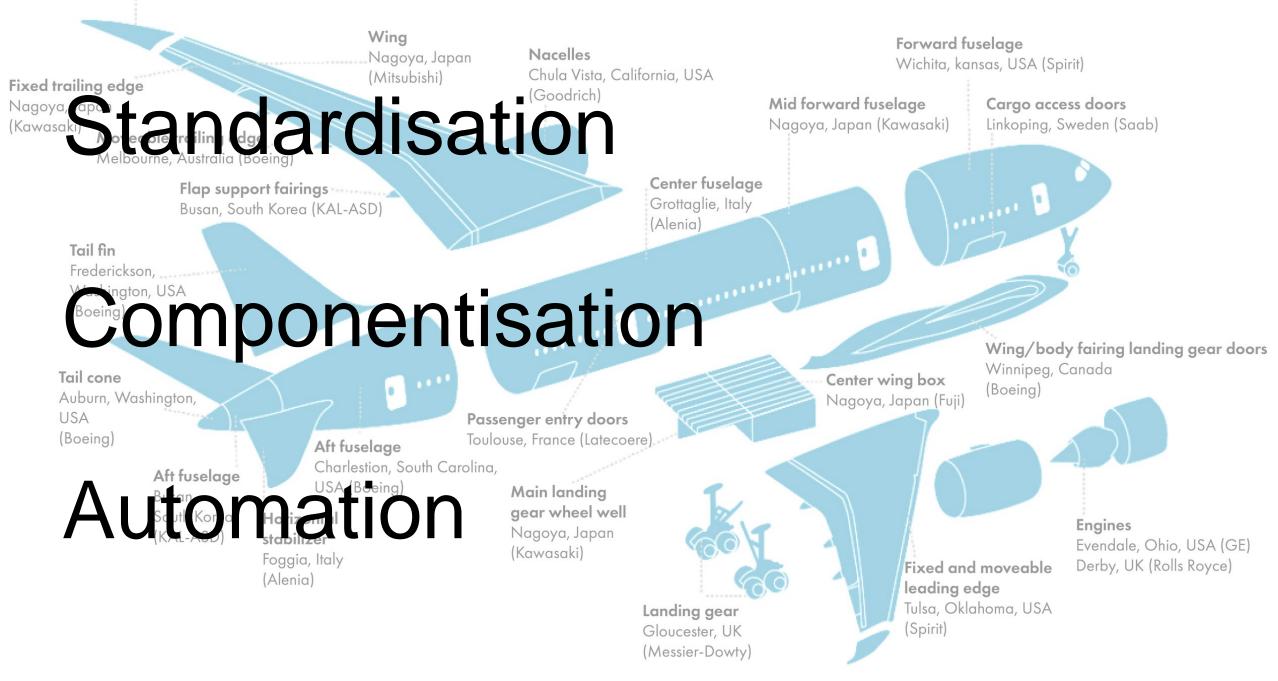
Minimise waste and risk

- Reduce the proportion of the construction cost and programme that is related to risk, rework, and waste
- Reduce waste by using collaborative procurement approaches that incorporate standardized components, materials, and construction methods

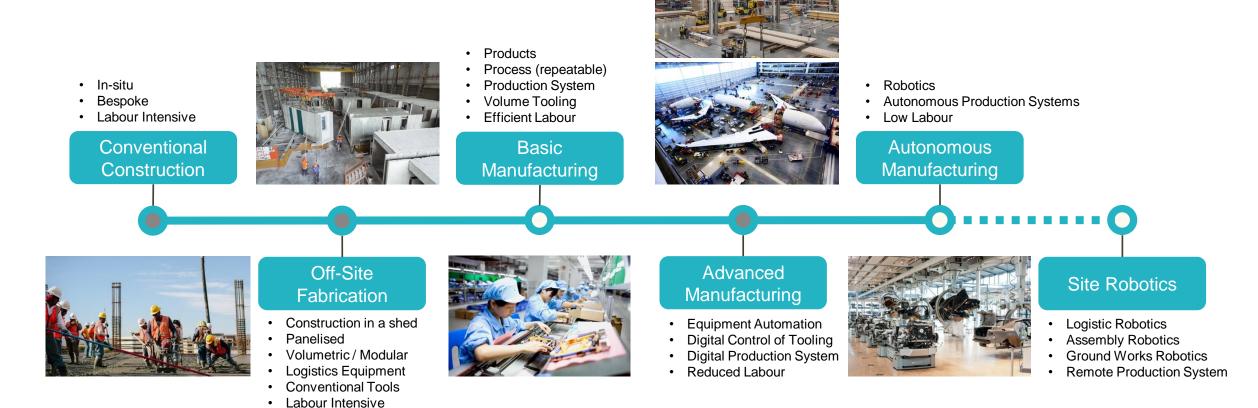


How do we scale this effort?

Wing tips Busan, South Korea (KAL-ASD)



Ways of Design must change



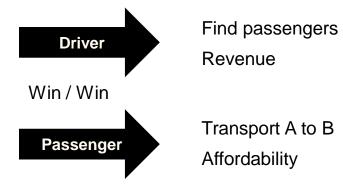
Traditional Design

Design for Manufacture & Assembly (DfMA)



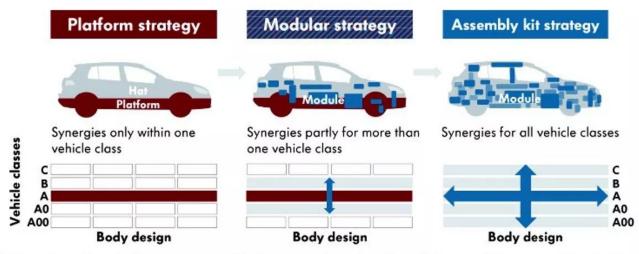








The modular assembly kit evolution



>> Based on the platform strategy, Volkswagen has developed the modular assembly strategy.





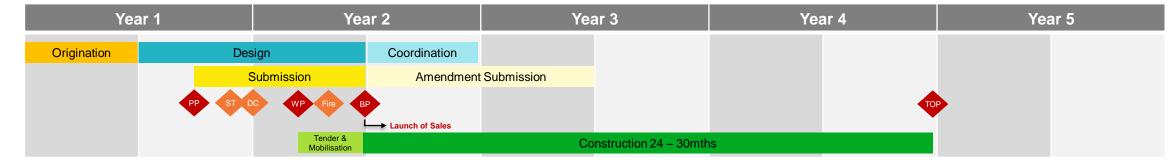
Technology on its own cannot provide the answer to the need for greater efficiency and quality in construction. There have been celebrated examples of new technology being used to reinforce outdated and wasteful processes and it does not work.

- Sir John Eagan, Rethinking Construction, 1998

Impact from Future Regulatory Approval Process via Corenet X

A Typical Private Condominium Development- Traditional Lump Sum Contract (Design-Bid-Build)

As-is Condition with Corenet 2



New Process

- Streamlines multiple touchpoints into 3 key submission
 gateways
- Upfront coordination, single all agency submission
- Coordinated single response from all agencies

Possible Implications

- Less flexibility in managing submissions as no concurrent submissions can be made
- Workload has been shifted to upfront, design timeline needs to be shortened to prevent long development timeline. Key design parameters must be locked in and decisions need to be made faster and earlier

Corenet X – Worst case scenario



Future Regulatory Approval Process via Corenet X

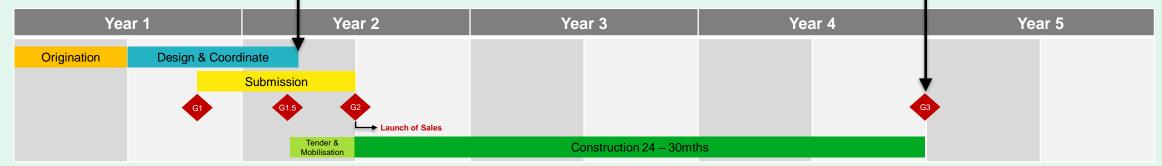
A Typical Private Condominium Development- Traditional Lump Sum Contract (Design-Bid-Build)

As-is Condition with Corenet 2



 How do we commit the design in a How will the industry shorter time frame? • We need to fully coordinate the Corenet X submission will not take capture a win/ win benefit design before G2. any longer than the current system. · What process change is needed to • But where is the benefit for industry? from Corenet X? document design for G2? Year 5 Year 1 Year 2 Year 3 Year 4 Origination **Design & Coordinate**

Corenet X – Baseline scenario



Benefit from Future Regulatory Approval Process via Corenet X

A Typical Private Condominium Development- Traditional Lump Sum Contract (Design-Bid-Build)

Corenet X – Baseline scenario



	 Complete design documentation,
 Faster authority processing enables 	fully coordinated could reduce waste
submission process to commence	and re-work.
later.	 Faster time to deliver using Modern
 More time to design and coordinate. 	Methods of Construction (DfMA).
1	1

Corenet X – Best case scenario ?



\$115K of interest cost incurred for each day

based on 3.75% average overnight interest rate for a prime GLS site (Estimated project & land cost: \$1.8b, 60% geared)

53.4m of interest lost/saved per month

based on 3.75% average overnight interest rate for a prime GLS site (Estimated project & land cost: \$1.8b, 60% geared)

A transformational behavioural change needed for the industry to capture the full benefit of IDD and Corenet X

"Everybody has won and all must have prizes"

- Dodo, Alice's Adventures in Wonderland