# Sage survey of construction companies about their use of mobile technology 2014
Summary report

Introduction

The shift of small and medium-size businesses from using computing technology on site only to using mobile technology has been of increasing interest to business managers, who are looking for ways to make their businesses more efficient. This is a survey of construction managers and employees in both the United States and Canada about their opinions about mobile technology in the workplace and how this technology is actually implemented.
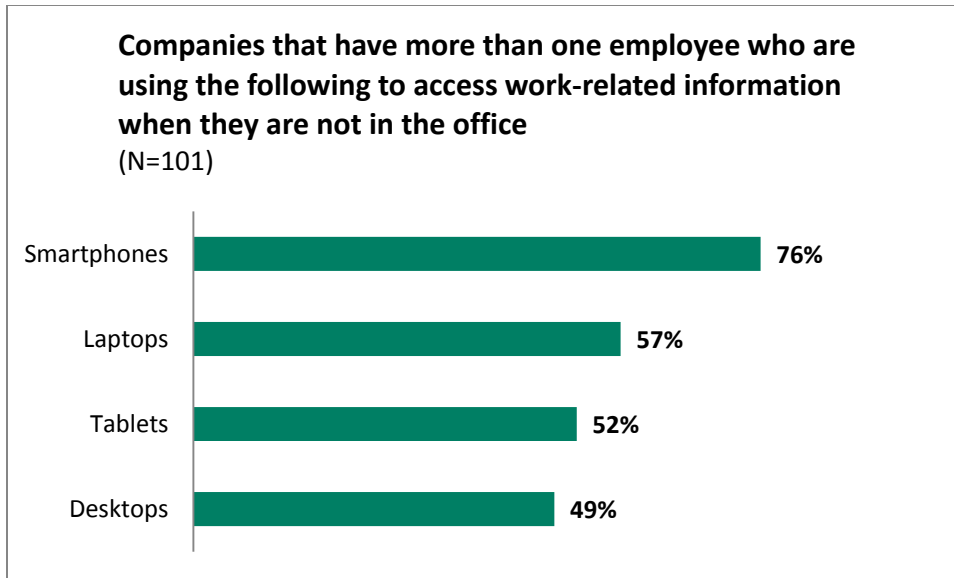
The survey first explores how company leadership feels about the use of mobile technology in the business environment, whether or not they personally use laptops, smartphones, tablets, or desktops away from the office. Of the 331 respondents who began the survey, 29% of these were from business management (owners, CEOs, presidents, controllers, or CFOs).

Almost two-thirds (64%) of the construction firms in the survey focused on commercial construction over residential (50%). Other areas of construction mentioned concerned government facilities and public infrastructure.

Areas of construction the company specializes
(N=214)

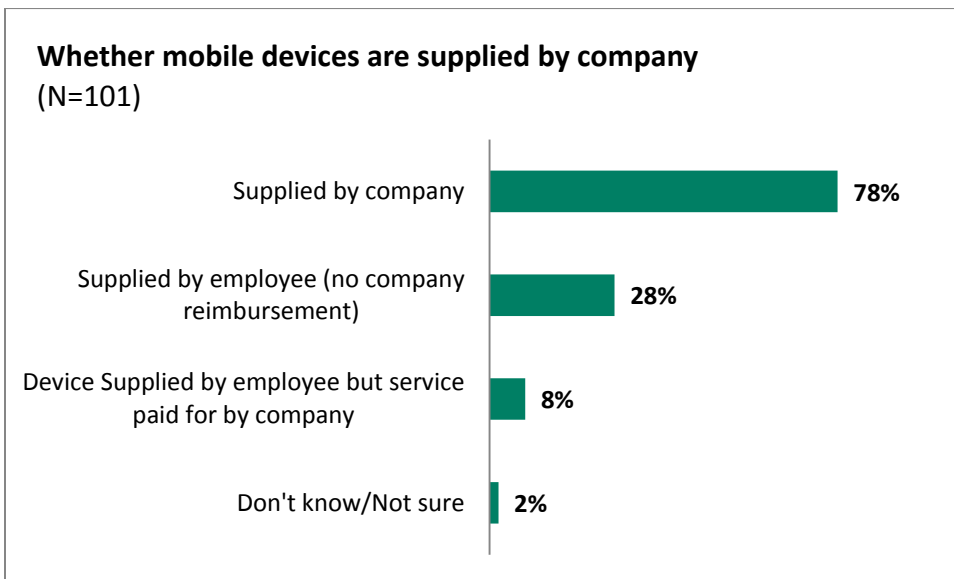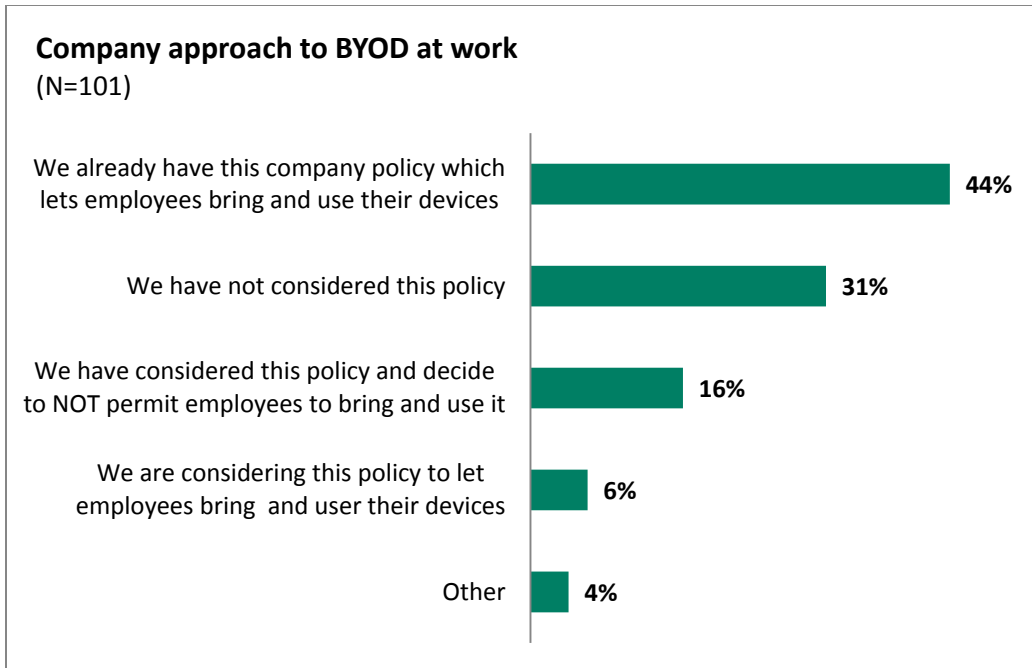|	
Commercial	64%
Residential	50%
Other construction (please specify)	21%
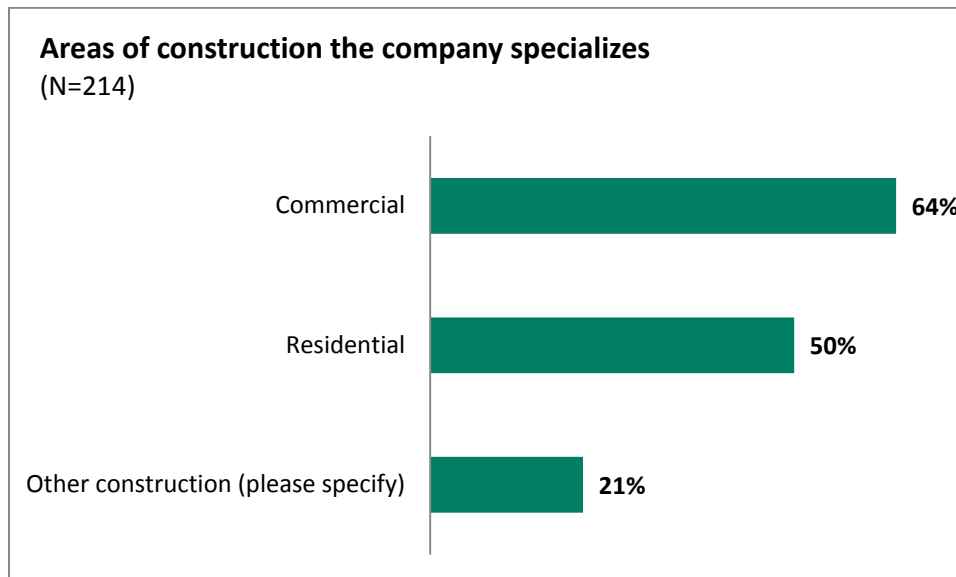
How executives view mobile technology within their business

Smartphones and laptops are the most common mobile devices used by employees away from the office, followed by tablets and desktops.

Companies that have more than one employee who are using the following to access work-related information when they are not in the office
(N=101)

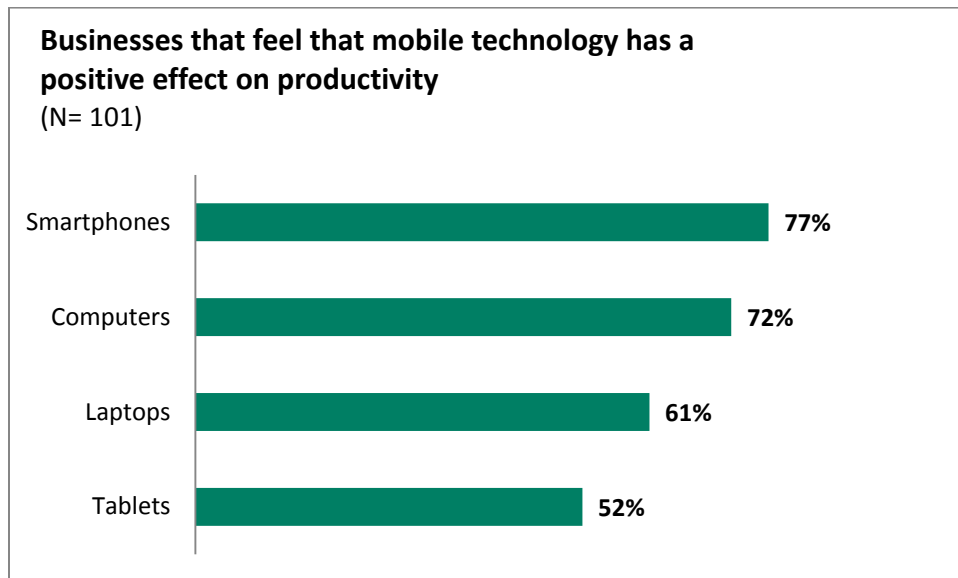| Device	Percentage
Smartphones	76%
Laptops	57%
Tablets	52%
Desktops	49%

Slightly more than three-quarters of the construction companies surveyed (78%) supply smartphone mobile devices to their employees, while slightly more than a quarter (28%) of construction companies report that their employees supply the mobile device.

Whether mobile devices are supplied by company
(N=101)

Category	Percentage
Supplied by company	78%
Supplied by employee (no company reimbursement)	28%
Device Supplied by employee but service paid for by company	8%
Don't know/Not sure	2%

Slightly less than half of the executives responding have a policy that lets employees bring their own devices (44%), while about one third (31%) have considered a BYOD policy, and slightly more than one in ten considered BYOD (13%) but decided not to permit employees to bring and use their own devices.

Company approach to BYOD at work
(N=101)

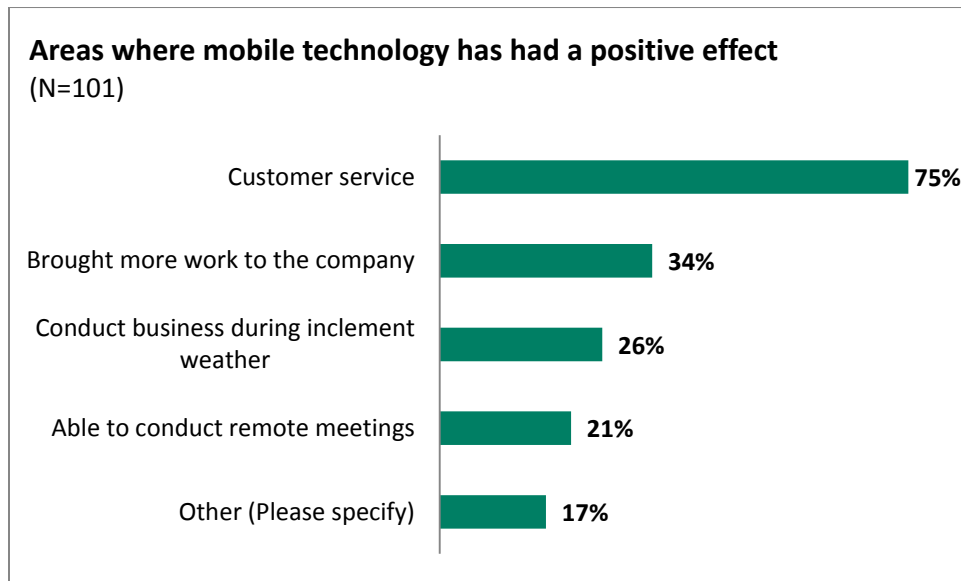|	
We already have this company policy which lets employees bring and use their devices	44%
We have not considered this policy	31%
We have considered this policy and decide to NOT permit employees to bring and use it	16%
We are considering this policy to let employees bring and user their devices	6%
Other	4%

Construction executives are generally very positive on the effect of mobile technology. When asked which media had an especially positive affect on their company's productivity, smartphones were most commonly mentioned, followed by computers, laptops, and tablets. Slightly more than half felt that tablets had a positive effect on productivity.

Businesses that feel that mobile technology has a positive effect on productivity
(N= 101)

|	
Smartphones	77%
Computers	72%
Laptops	61%
Tablets	52%

When asked about where mobile technology had a positive effect, three-quarters of construction executives mentioned that it was especially effective for customer service (75%). Slightly more than a third (34%) of executives report that mobile technology has helped bring more work to their company. It also helped employees conduct business during inclement weather and conduct remote meetings. When asked to expand on the positive effect of mobile technology, respondents mentioned the benefits of keeping in contact with all employees, wherever they are

working at any time of the day, that it can reduce the time spent walking around the construction site, send on-site pictures to the office, and troubleshoot from the field, enabling executives to get the information to make better informed decisions.

Areas where mobile technology has had a positive effect
(N=101)

| Area	Percentage
Customer service	75%
Brought more work to the company	34%
Conduct business during inclement weather	26%
Able to conduct remote meetings	21%
Other (Please specify)	17%

Slightly more than four out of five construction executives generally do not budget for mobile devices, preferring instead to purchase them as the need arises. Four percent report that their business sets an annual budget for mobile items and sticks to it, while about one in ten set an annual budget and adjust expenditures as needed.

Construction executives whose employees used mobile devices were asked which operating systems they used and supported for smartphones and tablets. Almost three out of five construction executives indicate that their company uses Apple iOS, and a similar proportion indicate they use Windows for the use and support of their operating systems for smartphones and tablets. Slightly less than half indicate they use the Android operating system.

Use and support of operating systems for smartphones and tables
N=101

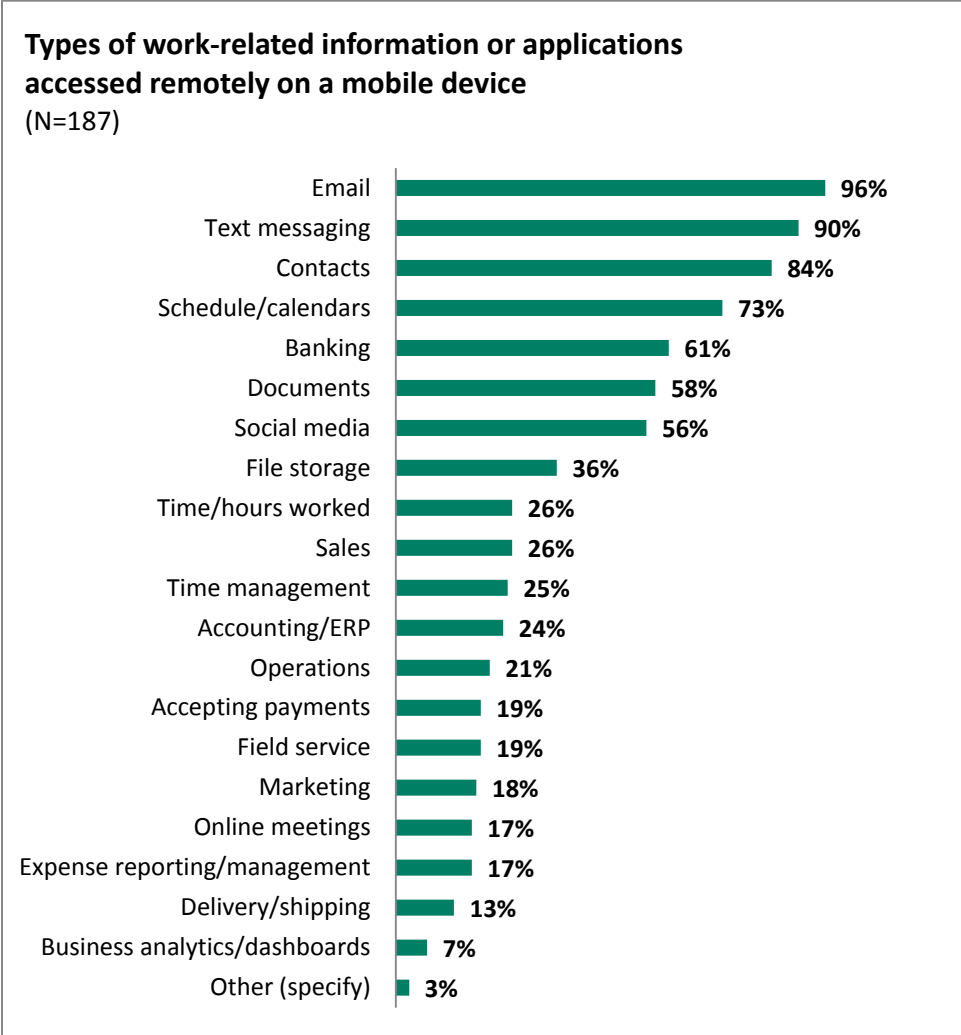|	
Apple iOs	56%
Windows	55%
Android	48%
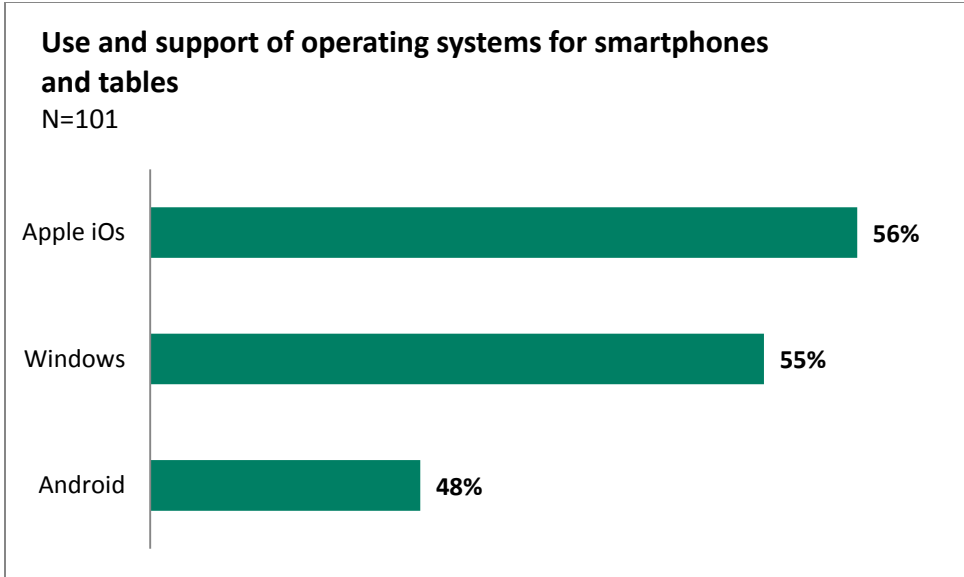
The Windows 8 operating system is most commonly used for desktop computers (32%), and laptops (26%). Less than one in ten use Windows 8 on tablets or smartphones.

Usage of Windows 8
(N=101)

Computers	32%
Laptops	26%
Tablets	10%
Smartphones	10%
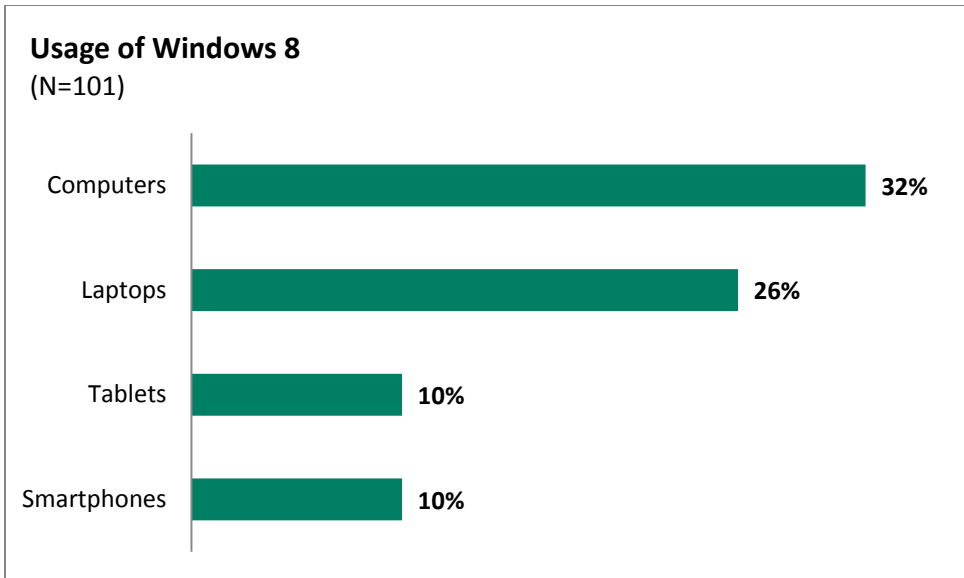
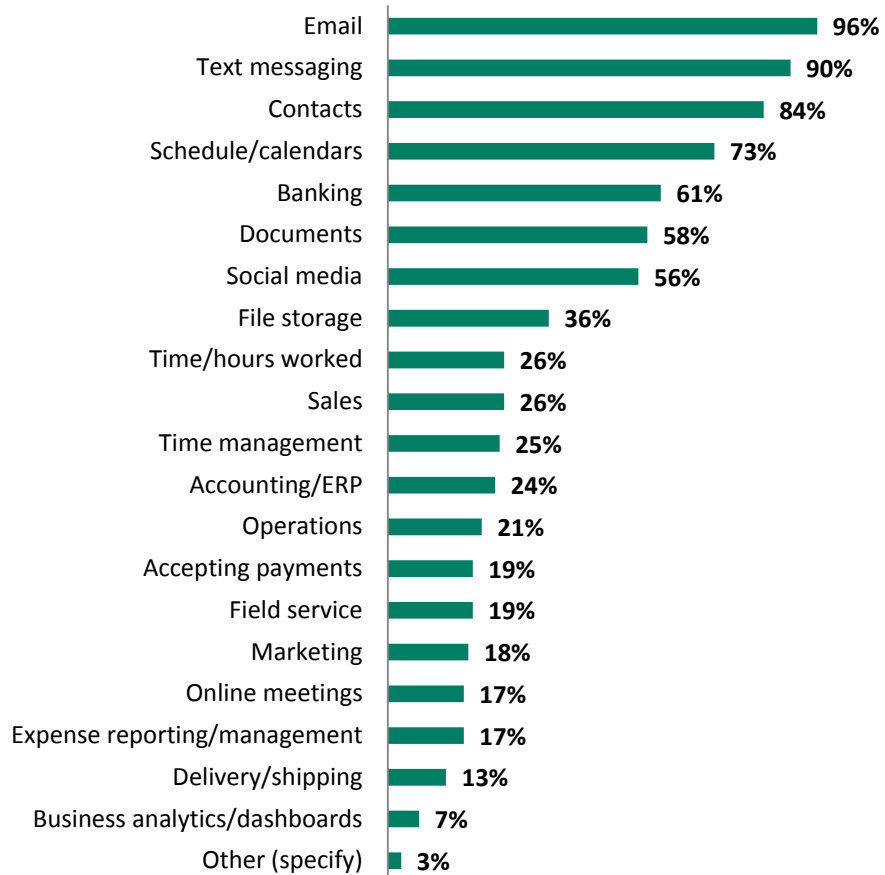## Employee use of mobile technology

Slightly more than half of the survey respondents (56%) personally use a mobile device to access work-related information remotely (when away from the office or their main computer). About two out of five respondents who use mobile applications are using a work-related application on their mobile device (other than a laptop) that connects to the cloud. Employees most commonly use mobile applications for checking their email (96%), text messaging (90%), managing contacts (84%) and their calendar (73%), banking (61%), documents (58%) and

social media (56%). Employees are least likely to check dashboards or other more specialized business functions.

Types of work-related information or applications accessed remotely on a mobile device
(N=187)

Category	Percentage
Email	96%
Text messaging	90%
Contacts	84%
Schedule/calendars	73%
Banking	61%
Documents	58%
Social media	56%
File storage	36%
Time/hours worked	26%
Sales	26%
Time management	25%
Accounting/ERP	24%
Operations	21%
Accepting payments	19%
Field service	19%
Marketing	18%
Online meetings	17%
Expense reporting/management	17%
Delivery/shipping	13%
Business analytics/dashboards	7%
Other (specify)	3%

Types of work-related information or applications accessed remotely on a mobile device
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Operations	21%
Accepting payments	19%
Field service	19%
Marketing	18%
Online meetings	17%
Expense reporting/management	17%
Delivery/shipping	13%
Business analytics/dashboards	7%
Other (specify)	3%

Slightly less than half of construction employees surveyed who used mobile devices (47%) had used it to work from home, and about a third used it in the field (32%). A very small proportion of employees admitted that they used a mobile device in a coffee shop (5%). About one-third (32%) of those who have a mobile device do not work remotely.

Whether work remotely
(N=235)

Home	47%
In the field	32%
Do not work remotely	32%
Coffee shop	5%
Coworking space	4%
Other remote office space	7%
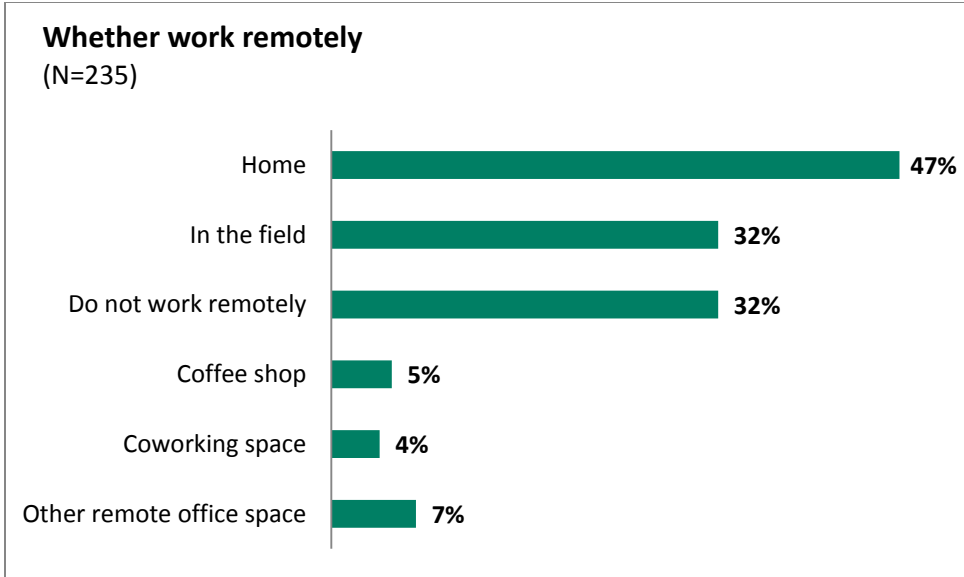
Slightly more than a third (36%) of those who use mobile applications for work do so on mobile devices that connect to the cloud.

Using work-related apps on their mobile devices (other than laptops) that connect to the cloud
(N=152)

- Yes 38%
- No 62%
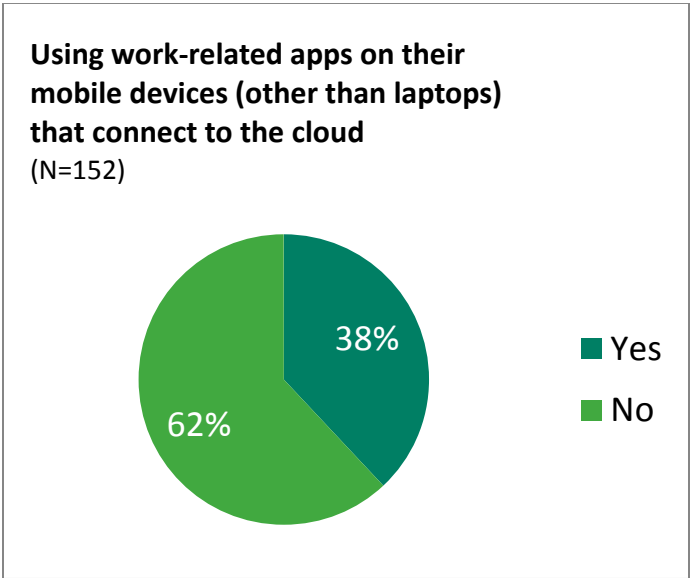
The survey was conducted by Sage between April 18 and May 4, 2014, among an independent online panel of respondents in the construction industry in the United States and Canada. The margin of error for the executive respondents is +/- 9% and among mobile device users +/- 8% with a confidence level of 95 percent.