

# CASE STUDY

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**Automation in Construction:  
Custom 3D Modeling Solutions for the  
Construction Industry**



**MANAYILL  
CONSULTING**

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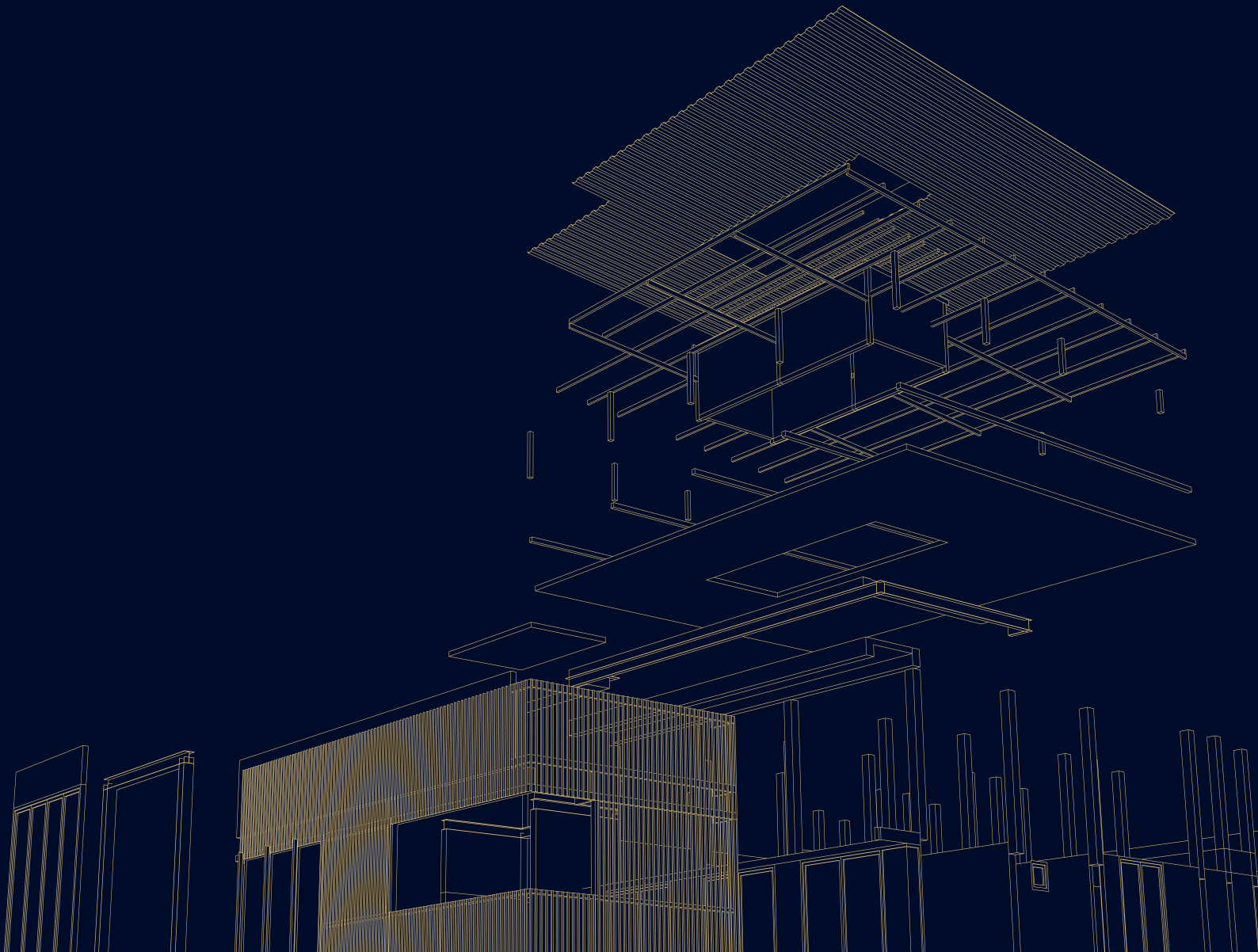
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# EXECUTIVE SUMMARY

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In an era where efficiency and precision are crucial in the construction industry, Manayill Consulting helped a US-based framer revolutionize their approach to lumber cutting and assembly by integrating 3D modeling and automated saw technology. The project aimed to address significant inefficiencies in material usage, labor time, and accuracy on construction sites. This case study highlights how Manayill Consulting's expertise in technology integration and remote collaboration helped deliver a solution that increased overall construction efficiency while positioning the client for future digital transformation opportunities.



# AUTOMATION IN CONSTRUCTION

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Automation in construction is transforming the industry by enhancing efficiency, precision, and safety through the use of advanced technologies. With the integration of robotics, artificial intelligence (AI), drones, and automated machinery, construction projects are becoming faster, more cost-effective, and less prone to human error.

Key areas of automation in construction include:

- **Robotics and 3D Printing:** Robots handle repetitive tasks like bricklaying and welding, while 3D printing creates complex building components with minimal waste, enabling faster construction and customizable designs.
- **Drones for Surveying and Site Monitoring:** Drones provide real-time aerial data for accurate planning, reduce manual inspections, and enhance safety by remotely monitoring hazardous areas.
- **Autonomous Vehicles and Equipment:** Excavators, bulldozers, and trucks operate with minimal human intervention, improving productivity and safety on dynamic construction sites.
- **Building Information Modeling (BIM) and 3D Modeling:** BIM and 3D modeling automate design processes, detect issues early, and optimize resources through detailed digital building representations.
- **Automated Material Handling:** Robotic systems streamline the movement of materials, reducing manual labor, improving safety, and accelerating tasks like sorting and loading.

# AUTOMATION IN CONSTRUCTION

## Benefits of Automation in Construction



### Improved Efficiency

Automated systems can work continuously without breaks, increasing the speed of construction projects and enabling tasks to be completed faster and more accurately.



### Cost Reduction

By minimizing errors, reducing labor costs, and optimizing resource use, automation helps lower the overall cost of construction.



### Better Quality Control

With automated systems, construction tasks such as cutting, welding, and painting are carried out with a high degree of precision. This results in fewer errors, improved quality of the final product, and less rework, which ultimately leads to cost savings.



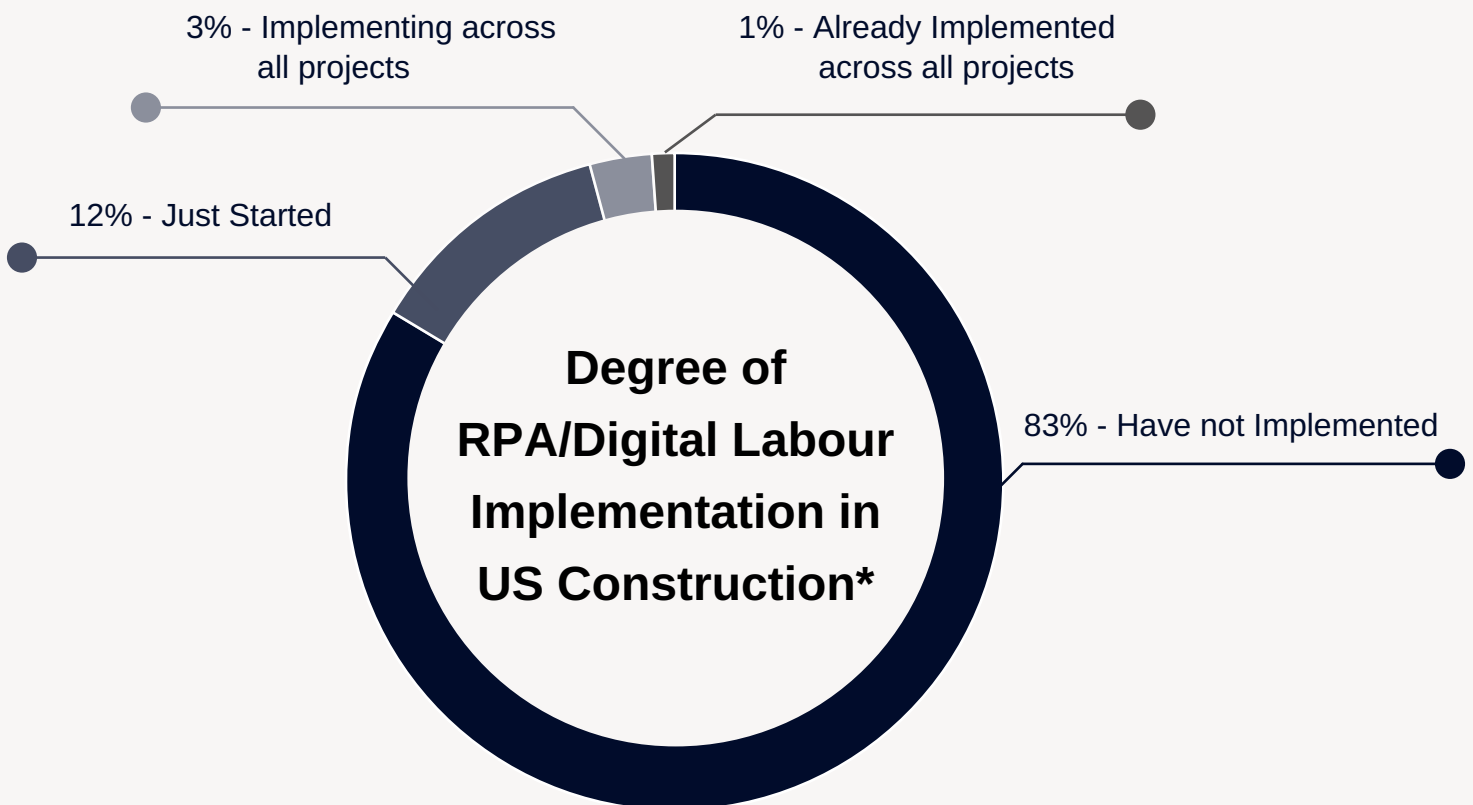
### Improved Sustainability

Automation technologies, like 3D printing, can reduce material waste by precisely using only the amount of material required. This contributes to more sustainable building practices and reduces the environmental footprint of construction projects.

# AUTOMATION IN CONSTRUCTION

## Bridging Promise and Practice: Addressing the Barriers to Automation

While automation offers significant benefits to the construction industry its widespread adoption faces several challenges. The construction industry has traditionally been slow to embrace new technologies. More than 83% of US construction and engineering firms have not implemented any RPA or Digital Labour Solutions.



This reluctance stems from a combination of factors, including the fragmented nature of the industry, where projects involve multiple stakeholders with differing priorities and workflows. Additionally, high implementation costs and the steep learning curve associated with advanced software deter many firms from making the transition. The perceived risk of disrupting established practices among management and workers further complicates adoption.

*\*Insights from:*

<https://www.statista.com/statistics/805207/degree-of-technological-adoption-in-us-engineering-and-construction-companies-2017/>

# AUTOMATION IN CONSTRUCTION

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## Shifting gears: Why rapid integration is inevitable?

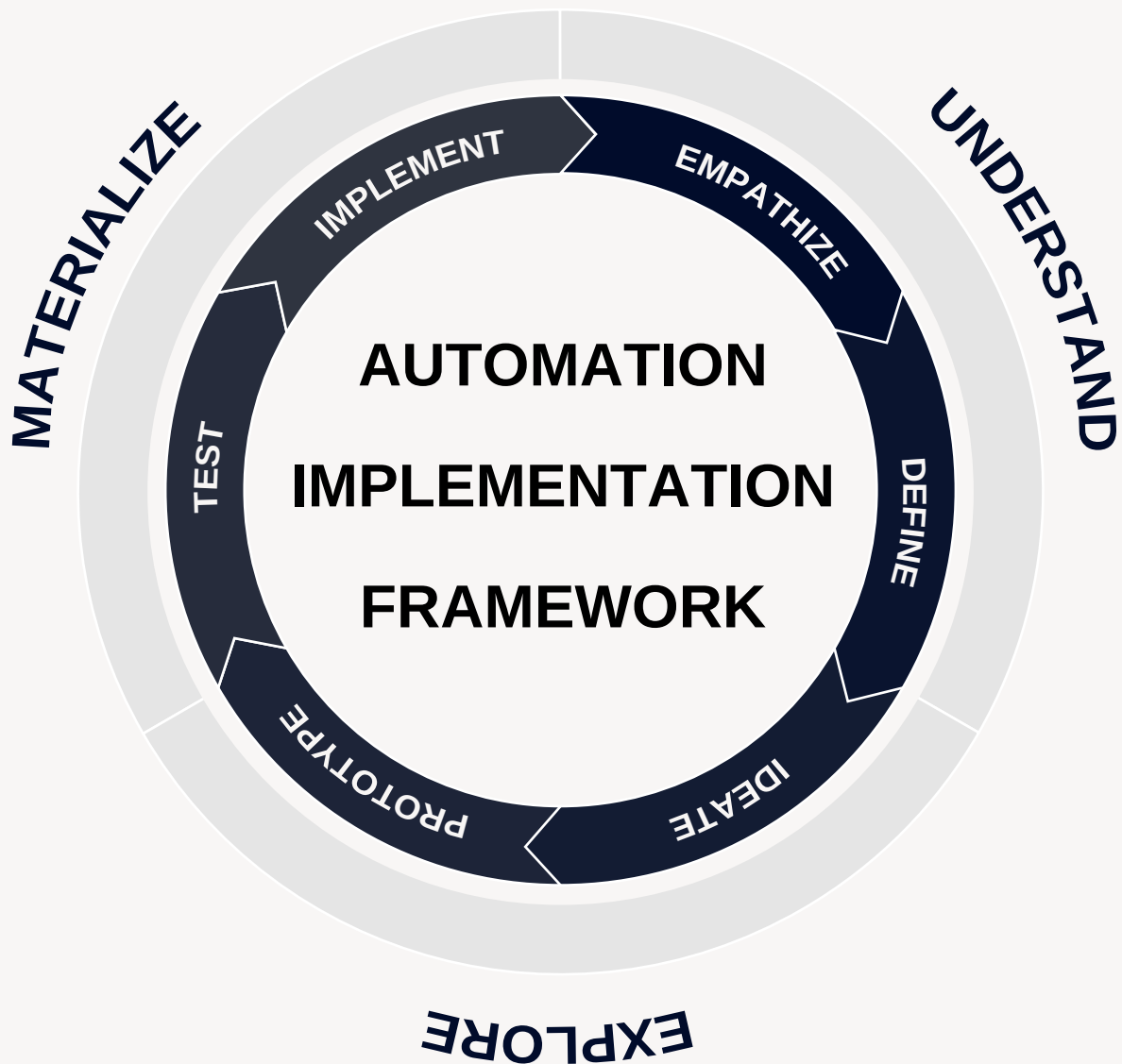
Despite historical hesitations, the construction industry is now witnessing a gradual shift toward higher adoption of technology solutions. This change is driven by increasing project complexity, tighter timelines, and the rising demand for sustainable and cost-efficient construction practices. Market competition has also intensified, pushing companies to explore innovations that enhance productivity and reduce errors.

Several factors are accelerating this technological transformation. The construction labor shortage has forced companies to look for automation and software solutions to compensate for reduced manpower. Regulatory pressures for sustainable building practices are prompting the adoption of tools that minimize waste and optimize resource usage. Additionally, advancements in Artificial Intelligence (AI) and Machine Learning (ML) are enabling predictive analytics, improving project planning and risk management. Cloud-based software also plays a crucial role by offering flexibility, scalability, and real-time collaboration, making it easier for teams across locations to work seamlessly. These solutions are not only reducing upfront costs but also simplifying complex workflows, making technology adoption more practical for construction firms.

Manayill Consulting leveraged these shifting trends to help a US-based contractor revolutionize their operations. By integrating Robotic Process Automation (RPA) and 3D modeling technologies, the consulting firm not only optimized workflows but also transformed the client's approach to precision and efficiency in construction. The next section delves into how this strategic implementation unfolded.

# AUTOMATION STRATEGY REDEFINED

As the construction industry transitions towards technological adoption, a well-structured approach is key to ensuring successful outcomes. Manayill Consulting followed a design-driven methodology to deliver a seamless, high-tech automation solution for a US-based framer. By integrating 3D modeling software and automated saw technology, we addressed challenges such as material waste, manual inefficiencies, and precision issues. The following section outlines our implementation process through clear, actionable steps, providing a detailed breakdown of how each phase was executed.

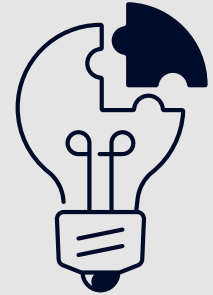




# AUTOMATION STRATEGY REDEFINED

## UNDERSTAND

*This phase focuses on conducting thorough research to uncover pain points and define the problem clearly, ensuring that the solution is aligned with user requirements.*



### PHASE 1: EMPATHIZE



**Purpose:** Conduct research to gain a deep understanding of the client's challenges, motivations, and needs.

**Action:** We began by conducting virtual site visits, interviewing stakeholders, and analyzing project workflows. This helped us uncover key issues: significant material waste, error-prone manual processes, and inconsistent precision in lumber cutting. By observing user behavior and day-to-day challenges, we were able to develop a deep empathy for the client's pain points.

### PHASE 2: DEFINE



**Purpose:** Synthesize research findings to pinpoint the core problem.

**Action:** After analyzing the data, we defined the core challenges:

1. Reducing material waste caused by manual cutting inaccuracies.
2. Automating labor-intensive workflows to save time.
3. Improving precision to streamline on-site assembly.

**Problem statement:** *How might we implement an automation solution to improve accuracy, reduce waste, and simplify assembly processes?*

# AUTOMATION STRATEGY REDEFINED

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## EXPLORE

*This phase encourages brainstorming, experimentation, and prototyping to explore innovative possibilities while validating ideas through user feedback.*



## PHASE 3: IDEATE



**Purpose:** Generate creative and innovative solutions to address the core problems.

**Action:** To comprehensively solve the client's challenges, we engaged in collaborative brainstorming sessions with key stakeholders, including project managers and field teams. By leveraging techniques like mind mapping and root-cause analysis, we encouraged creative yet practical ideas to balance immediate needs with long-term goals.

Combining industry best practices and emerging automation trends, we identified a two-part automation strategy:

1. **Implementing 3D Modeling Software:** This software generated accurate designs, cutting instructions, and visualizations, eliminating manual calculations and reducing errors.
2. **Integrating Automated Saw Technology:** By linking 3D models directly to automated saws, we ensured precise, consistent cuts while eliminating manual inefficiencies.

This dual approach delivered a seamless solution, streamlining workflows from design to assembly while prioritizing scalability and ease of use for future projects.

# AUTOMATION STRATEGY REDEFINED

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## PHASE 4: PROTOTYPE



**Purpose:** Generate creative and innovative solutions to address the core problems.

**Action:** Building on our analysis, we introduced automated 3D modeling software to develop prototypes of the framing system. These digital prototypes incorporated precise measurements and cutting specifications for each piece of lumber, ensuring accuracy from the outset. By simulating the framing structure, we provided the client with detailed 3D visualizations and corresponding cut lists that eliminated manual calculations. This step allowed the team to visualize the entire framing process, identify potential design conflicts, and address them early—before they could impact physical construction. We also focused on user-friendly automation ensured that the client’s team could easily input project parameters into the software. The software’s intuitive interface generated clear outputs, simplifying complex tasks and enabling quick refinements.

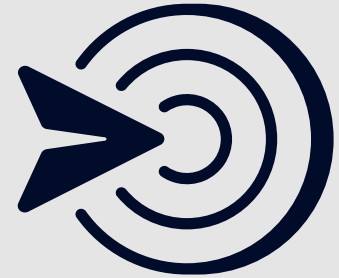
With the digital models in place, we transitioned to testing seamless integration with automated saw technology. The 3D models’ cutting instructions were digitally transmitted to the saws, which automatically calibrated to execute precise cuts. This hands-on prototyping phase involved fine-tuning the saw settings, verifying their accuracy, and ensuring consistency across multiple tests.

By aligning software outputs with hardware performance, we eliminated manual measurements and repetitive errors while showcasing the tangible benefits of automation.

# AUTOMATION STRATEGY REDEFINED

## MATERIALIZER

*This phase ensures the solution is refined, validated, and successfully integrated, with continuous improvements based on user insights and performance outcomes.*



### PHASE 5: TEST



**Purpose:** Gather user feedback to validate and refine the solution.

**Action:** Before full implementation, we ran pilot tests with the automated saws and 3D models. The feedback allowed us to fine-tune the cutting process, optimize system configurations, and address any concerns. During this phase, the client's team verified the improvements in accuracy and reduction in material waste, which validated the solution's effectiveness.

With pre-cut and marked lumber, the assembly process became significantly more efficient. Each piece of lumber was marked to indicate its exact placement, akin to an IKEA-style system, simplifying on-site assembly. This step ensured that the construction crew could quickly and accurately assemble the framing system with minimal effort and no need for rework.

Standardization processes included creating reusable templates for the 3D models, uniform marking conventions for pre-cut lumber, and defined workflows for assembly. By codifying these processes, the client could seamlessly replicate the automated system across multiple sites and projects, regardless of their size or complexity. This not only ensured uniform quality and efficiency but also enhanced predictability in project timelines and resource allocation.

# AUTOMATION STRATEGY REDEFINED

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## PHASE 6: IMPLEMENT



**Purpose:** Put the solution into action and ensure its long-term success.

**Action:** Finalizing the solution required seamless integration of the automated system while prioritizing client confidence and operational continuity. First, we ensured that the automated saws were fully configured to interpret the cutting instructions generated by the 3D models. This digital-to-hardware connection allowed for precise pre-cut and marked lumber to be delivered, ready for rapid on-site assembly.

To overcome the geographical divide between our India-based team and the client's US operations, we leveraged cloud-based platforms for real-time collaboration. Regular virtual meetings and feedback sessions ensured alignment, allowing us to address concerns promptly and adapt the solution as needed. This remote approach maintained transparency and momentum, bridging physical gaps effectively.

For smooth adoption, we delivered comprehensive training to the client's team. Hands-on sessions covered 3D modeling software, saw operation, and troubleshooting, ensuring the team could confidently manage the new system. We also provided detailed documentation and remote support for ongoing assistance post-implementation.

To ensure lasting success, we monitored system performance and continued to gather client feedback to drive sustainability. This iterative approach allowed the solution to adapt to evolving needs, empowering the client to scale operations efficiently and tackle larger projects with confidence.

# THE RESULTS

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The phased implementation strategy adopted by Manayill Consulting was pivotal in helping the client navigate significant barriers in integrating advanced technology into their operations. This deliberate approach, combined with a focus on collaboration and innovation, enabled the client to become a pioneer in the field of automated lumber cutting and framing assembly.

## Impact:

- **Reduced Material Waste:** Precise 3D modeling and automation minimized rework, cutting costs and supporting sustainable practices.
- **Accelerated Project Timeline:** Streamlined cutting and assembly workflows reduced completion times, enabling the client to take on more projects.
- **Improved Precision:** Automated systems ensured error-free lumber cutting, enhancing assembly accuracy and reducing on-site delays.
- **Significant Cost Savings:** Efficiency in materials and labor translated into lower overall construction costs, boosting competitiveness.
- **Future-Ready Operations:** The project laid the groundwork for further technological advancements, enabling the client to lead in digital transformation.

Despite the constraints of remote work and pandemic-related disruptions, the client successfully completed over 100 projects within three years. Our collaborative efforts empowered the client to embrace automation with confidence, positioning them as industry pioneers. This case study demonstrates the transformative potential of digital solutions and underscores the importance of tailored, phased implementation in driving sustainable innovation and growth in the construction industry.

# Delivering Expectations

In A Tensor World

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## About Us

Manayill Consulting is a forward-thinking business consulting and technology solutions provider, focused on helping small and medium sized enterprises (SMEs) navigate the complexities of modern business. Founded in 1999 in Bengaluru, India, we started by offering steel detailing services, but over the past 25 years, we've evolved into a multifaceted consulting firm delivering customized technology, consulting, and operational support solutions to clients across the globe. We understand the unique needs of each business we work with; for our business consultants, genuine compassion and commitment come naturally. Our goal is to be a trusted partner who helps you streamline operations, boost efficiency, and achieve lasting growth that paves the way for mutual success.