CET 310

Software Enterprise

The role of product and product development in small business

Viewpoint Construction Software Ltd. is a small business with headquarters in the United States Oregon, and the United Kingdom Newcastle upon Tyne. The company has three products mainly sold, and used by people in construction industry. Its model is SaaS (Software as a Service), which means you pay for what your actual usage is. The company has three products.

The origins of Viewpoint For Projects can be traced back to the mid-1990’s, when Leighton, the original parent company of Viewpoint For Projects, was involved in technical development with Taylor Woodrow, one of the UK’s leading construction companies. At the time, Taylor Woodrow were involved in a range of initiatives to drive the industry into the modern era, and when they decided to move into the fledgling Project Extranet market, there was only one logical choice of technology partner.

The first prototype Project Extranet was developed by the two partners in 1996, and Leighton quickly saw the potential of the application in mainstream construction. Leighton were encouraged to develop the technology independently of their construction partner, who remained a key client of the nascent business.

Towards the end of the decade, Leighton released V1.0 of what was now called Viewpoint For Projects, and in March of 2000, a new company was incorporated as an independent trading business, with initial investment from the Leighton Group. Full commercial trading commenced in the following month, and later that year saw the release of V2.0 of the application.

Further iterations of the product followed throughout the year, with significant improvements coming in the form of the introduction of the LAN-based Archive Solution and the Viewpoint For Projects Desktop solution. Throughout this time, the client base was growing, with more and more blue chip customers realising the potential of collaborative extranets in general, and the Viewpoint For Projects solution in particular.

2002 witnessed Viewpoint For Projects international expansion, with its first overseas client in Iceland. The year also saw the opening of the 4Projects data centre in Canada, an investment seen as essential given the rapid growth in demand, and the increasing international operations of our UK based clients, who were deploying Viewpoint For Projects on assignments throughout the world.

Multi-language support was the natural next stage of development, allowing clients to operate around the globe with multi-lingual supply chains in a number of different countries. 2003 saw Viewpoint For Projects become Founder Members of the Network of Construction Collaboration Technology Providers (NCCTP), destined to become the industry’s pre-eminent trade association.

Viewpoint For Projects outstanding growth was recognized, during a visit by Chancellor Gordon Brown, in the same year the company won the Constructing Excellence Award for Innovation and launched its 4Tendering product. The major investment in upgrading the Primary Hosting Facility to BT in Glasgow in 2005 took place against a background of rising sales, profitability and enviable financial stability.

February 2013 was the game changing moment for Viewpoint For Projects when the company was acquired by the US based Viewpoint Construction Software, headquartered in Portland, Oregon. Viewpoint has a long-standing focus on meeting the collaborative and information needs of the construction industry with Viewpoint customers including more than 30 percent of the 400 largest U.S. general contractors.

The deal followed a lengthy search by Viewpoint to find the specialism, which helped those involved in construction projects see a detailed plan in 3D on a browser. Having found 4Projects to be the world leader the deal was done which bought advanced project and BIM collaboration together with the Viewpoint V6 construction- specific software suite offering contractors tools to collaborate more efficiently on projects