Field Ops vs. Raken

Competitive Analysis & Product Roadmap

February 2026 | Strategic Product Review

Executive Summary

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Unique Advantages

Legal, AI, analytics capabilities Raken doesn't offer

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Feature Gaps

Key areas where Raken leads that we should address

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Priority Phases

Recommended roadmap to close gaps and extend lead

Field Ops has a significant competitive moat in legal protection, AI-powered workflows, and productivity analytics. However, Raken leads in time tracking, cloud infrastructure, integrations, and resource management. This deck outlines a strategic plan to close those gaps while preserving our differentiated strengths.

Feature Comparison Matrix

Feature Area	Field Ops	Raken	Advantage
Daily Reports / Field Logging	Advanced (12-screen)	Strong	Field Ops
AI-Powered JHA & Reports	Yes (Claude AI)	No	Field Ops
Legal Causation Chains	Yes (unique)	No	Field Ops
Notice Log & Dispute Docs	Yes (comprehensive)	No	Field Ops
Productivity Analytics	Advanced (unit rates)	Basic (production)	Field Ops
Bid Feedback & Unit Library	Yes	No	Field Ops
Time Tracking / Time Clock	No	Yes (kiosk, geo)	Raken
Resource Scheduling	No	Yes (new)	Raken
Material Tracking	No	Yes	Raken
Cloud Sync / Multi-User	Local (IndexedDB)	Cloud SaaS	Raken
Integrations Ecosystem	None	16 integrations	Raken
Quality Mgmt & Checklists	No	Yes	Raken
Real-Time Messaging	No	Yes	Raken
Safety Incident Tracking	OSHA-compliant	Standard	Field Ops
Photo Documentation	Yes (metadata-rich)	Yes (real-time sync)	Tie
Mobile-First Design	Yes (PWA-ready)	Yes (native apps)	Tie

Our Competitive Moat

Capabilities Raken cannot match

Legal Causation Engine

Automated chains linking triggers to notices to damages with completeness scoring. No competitor offers this.

AI-Powered Workflows

Claude generates tailored JHAs, toolbox talks, and 4-format weekly reports from daily log data.

Productivity Analytics

Unit rate tracking, bid-vs-actual analysis, productivity index by cost code, and variance trending.

Dispute-Ready Documentation

Notice log, delay classification (excusable/compensable taxonomy), and contract clause cross-referencing.

12-Screen Daily Log

Most comprehensive field capture in the market: weather, manpower, equipment, RFIs, inspections, changes, conflicts, delays, safety, photos.

Gap Analysis: Where Raken Leads

Time Tracking
HIGH

Kiosk mode, geofencing, AI photo verification, punch-in/out. Critical for payroll workflow.

Cloud Infrastructure
HIGH

We use local IndexedDB. Raken syncs across devices in real-time. Blocking multi-user adoption.

Integrations (16+)
HIGH

QuickBooks, Procore, Autodesk, Box, Sage, CMiC. Required for enterprise sales.

Material & Resource Mgmt
MEDIUM

Material tracking, resource scheduling, equipment utilization. Growing demand in field.

Quality & Checklists
MEDIUM

Managed checklists, quality workflows, observations tracking. Differentiator for GCs.

Real-Time Messaging
LOW

Field-to-office communication. Nice-to-have; many teams use existing tools (Slack, text).

Opportunity: Time Tracking & Workforce

What Raken Offers

- Digital timecards with flexible entry
- Time clock app (punch in/out)
- Kiosk mode for jobsite hardware
- Geofencing for location verification
- AI-powered photo ID verification
- Time theft prevention tools
- Configurable approval workflows

Our Differentiated Approach

- Integrate time data INTO daily log flow
- Auto-link hours to cost codes for instant productivity calc
- AI anomaly detection on time entries
- Crew composition tracking (journeyman/apprentice) already built
- Direct feed to productivity analytics engine
- Legal-grade timestamps for dispute documentation

Opportunity: Cloud & Integrations

PRIORITY 1

Current Limitation

Field Ops runs entirely on IndexedDB (browser-local storage). Data lives on a single device. No multi-user access, no cross-device sync, no backup. This is the single biggest barrier to commercial deployment.

Target Architecture

Cloud-synced backend (Supabase/Firebase) with offline-first capability. Keep the instant local performance while enabling real-time sync, multi-user collaboration, role-based access, and automatic backups.

Integration Priorities (by customer demand)

Platform	Category	Priority
QuickBooks	Payroll/Accounting	Tier 1
Procore	Project Management	Tier 1
Sage/Deltek	Construction ERP	Tier 1
Autodesk ACC	BIM/Plans	Tier 2
Box/OneDrive	Document Storage	Tier 2
DroneDeploy	Reality Capture	Tier 3

Opportunity: Materials, Resources & Quality

Material Tracking

- Delivery log with photo proof
- Consumption vs. plan tracking
- Waste/damage reporting
- Auto-link to cost codes
- AI-flagged material variances

Resource Scheduling

- Drag-and-drop crew scheduler
- Equipment allocation calendar
- Zone-based crew deployment
- Conflict detection
- Look-ahead planning

Quality Management

- Custom inspection checklists
- Photo-verified punch lists
- Deficiency tracking by trade
- Spec compliance scoring
- AI-suggested corrective actions

Our edge: Every material delivery and resource allocation feeds directly into our productivity and legal engines.

New Ideas: AI-Powered Innovations

Extend our AI advantage into areas Raken can't match

Predictive Delay Forecasting

Use daily log patterns + weather data + productivity trends to predict schedule slippage 2-3 weeks out. Alert supers before delays become claims.

Auto-Generated Claim Packages

One-click claim assembly: pull all related daily logs, photos, notices, and productivity data into a formatted claim document with causation narrative.

Smart Cost-to-Complete

AI projects final cost using real-time unit rates vs. bid. Update estimates weekly as field data flows in. Flag cost codes heading over budget.

Safety Pattern Recognition

Analyze near-miss and incident data across projects to identify trade-specific safety patterns. Proactive toolbox talk suggestions.

Natural Language Daily Log

Super speaks into phone: 'Concrete crew poured 80 yards in Zone 3A today, had a 2-hour rain delay.' AI parses into structured log entry.

Strategic Roadmap

PHASE 1 — Foundation

Q2–Q3 2026

- Cloud backend migration (Supabase)
- User auth & role-based access
- Time tracking module
- Offline-first sync engine
- QuickBooks integration
- Procore integration

PHASE 2 — Expansion

Q4 2026–Q1 2027

- Material tracking module
- Resource scheduling (crew/equip)
- Quality management & checklists
- Sage/Deltek integration
- Native mobile apps (iOS/Android)
- AI voice-to-log entry

PHASE 3 — Intelligence

Q2–Q3 2027

- Predictive delay forecasting
- Auto-claim package generation
- Smart cost-to-complete
- Safety pattern recognition
- Advanced dashboards & BI
- Enterprise SSO & admin tools

Each phase builds on the last. Cloud migration in Phase 1 unlocks everything that follows.

The Bottom Line

Field Ops already owns the hardest-to-build capabilities:

legal intelligence, AI workflows, and deep productivity analytics.

Raken's advantages are in infrastructure — cloud, integrations, and

time tracking — which are buildable, not defensible.

12

Daily Log Screens

vs Raken's 6 modules

5

AI Workflows

Raken: zero AI features

3

Legal Tools

Causation, notices, disputes