

# Project: Dodge Global Network

*A Case Study on Agile Development Accelerating Platform Modernization*

## Case Study: Accelerating Platform Modernization in Commercial Construction Bidding

### Client

McGraw Hill Construction (later acquired and rebranded), a division responsible for the Dodge Global Network—an industry-standard platform for construction project intelligence and bidding.

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### Challenge

The Dodge Global Network was a long-established but aging platform used by general contractors and subcontractors to identify, bid on, and manage commercial construction opportunities. However:

- The platform was monolithic and slow to adapt to modern workflows.
  - Subcontractors lacked a lightweight, purpose-built tool for project discovery and bid participation.
  - Internal teams were unfamiliar with agile methodologies, limiting innovation velocity.
  - There was significant organizational resistance to rebuilding the core system, due to legacy complexity and assumed customer lock-in.
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### Solution

In response, a cross-functional team led a dual-track initiative:

#### 1. Launch of BidPro – a Subcontractor-Centric Bidding Platform

- Developed **BidPro**, a lightweight, modern bidding tool tailored specifically for subcontractors.
- Enabled participation in segmented bids (e.g., tiling, electrical work) within large GC-awarded projects (e.g., statewide retail builds).
- Delivered MVP in just **two months**, leveraging modern APIs and cloud architecture.
- Designed for mobile responsiveness and usability in the field.

#### 2. Strategic Rebuild of Dodge Global Network

- Built a **\$5K–\$10K proof of concept** for a modernized Dodge platform—despite internal skepticism that clients wouldn't migrate.
- Used BidPro as a **technical sandbox** for rapid experimentation.
- Structured a **two-and-a-half-year transformation roadmap** with bi-monthly releases.
- Executed **incremental customer migration**, prioritizing:
  - Low-risk accounts first.

- High-touch, high-value customers after full feature parity.
  - Conducted extensive QA and **legacy search migration**, ensuring zero data loss for users with saved searches dating back years.
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## Enablement & Change Management

- Championed a company-wide agile transformation.
  - Secured an internal coach from S&P to conduct training sessions—for the cost of **Post-it notes and pizza**.
  - Trained sales and support teams to manage customer transitions effectively, maintaining service continuity throughout.
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## Impact

- **100% customer migration** to the new platform with no loss in functionality or data.
  - Reduced platform maintenance costs and increased deployment speed through modern tech stack.
  - Increased subcontractor engagement and bid participation via BidPro.
  - Strengthened internal culture of agility and experimentation.
  - Supported a **\$300 million acquisition** of the construction business by private equity, with platform modernization cited as a value driver.
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## Key Success Factors

- **Rapid prototyping + strategic patience** – Balanced early wins (BidPro MVP) with long-term enterprise migration.
- **Customer-centric phasing** – Let feature delivery guide user migration.
- **Agile coaching embedded in the culture** – Enabled sustainable product delivery cadence.
- **Low-cost innovation** – Proved feasibility before asking for major investment.