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DIGITIZATION IN THE CONSTRUCTION INDUSTRY

DOMAGOJ DOLINSEK

Managing Director and Partner at PlanRadar



South Eastern Europe is currently experiencing a phase of intensive construction activity, which benefits not only construction, but also the real estate sector. PlanRadar, a cloud-based software-as-a-service (SaaS) solution for construction documentation, task management, defect management, due diligence, assessments, handovers, facility management, and much more is also becoming increasingly involved in this development. Founded in Vienna in 2013, PlanRadar is strongly represented in the DACH region but with strong bonds to the SEE region. I am one of the founders, and I have been working in the construction industry for over 10 years with a full understanding of the needs and problems of more than 4,500 customers in 43 countries worldwide. In inter-

nationalization, PlanRadar is placing a strong focus on South East Europe - recently, a branch office in Zagreb has been opened. Additional branches will follow this year. Our customers include, among others, STRABAG, PORR, Siemens, and Kamgrad d.o.o. These users state their benefit from PlanRadar by eliminating defects more quickly with the result of increasing efficiency up to 70 percent in addition to time savings up to seven hours per week.

Over the next 12 months, we want to attract several hundred customers in the region. The way is clear for us: We want to continue to drive growth in order to keep the annual tripling of sales. We are very confident that we will achieve this goal.



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