

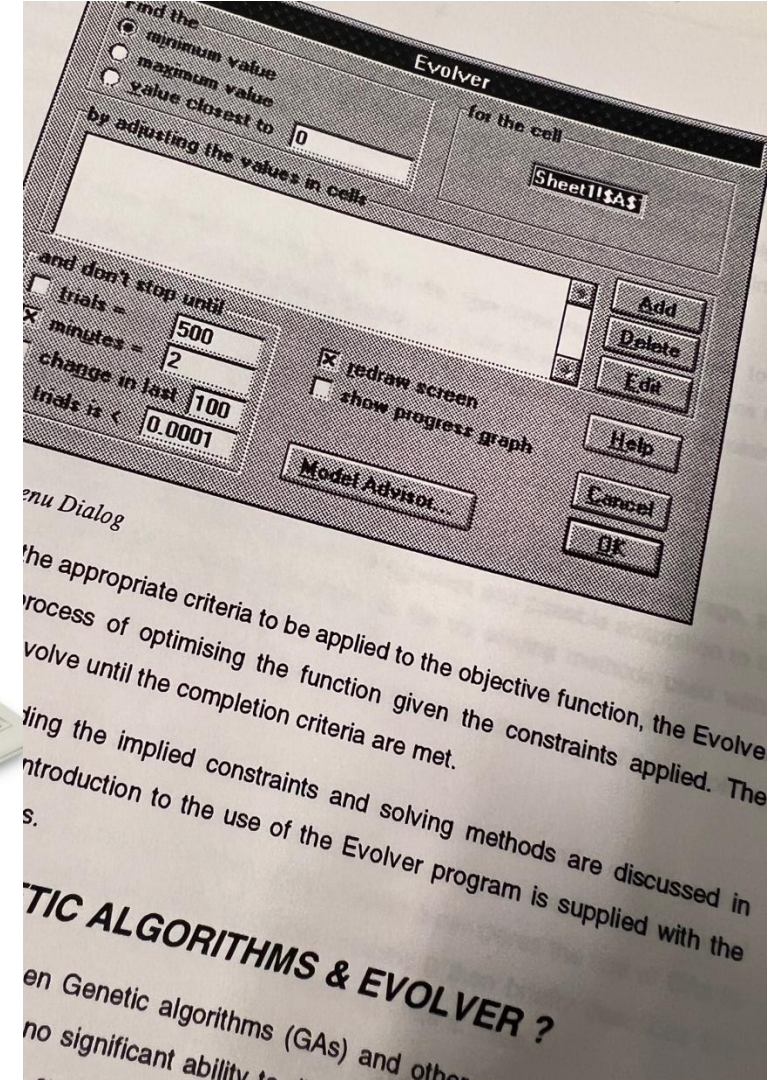
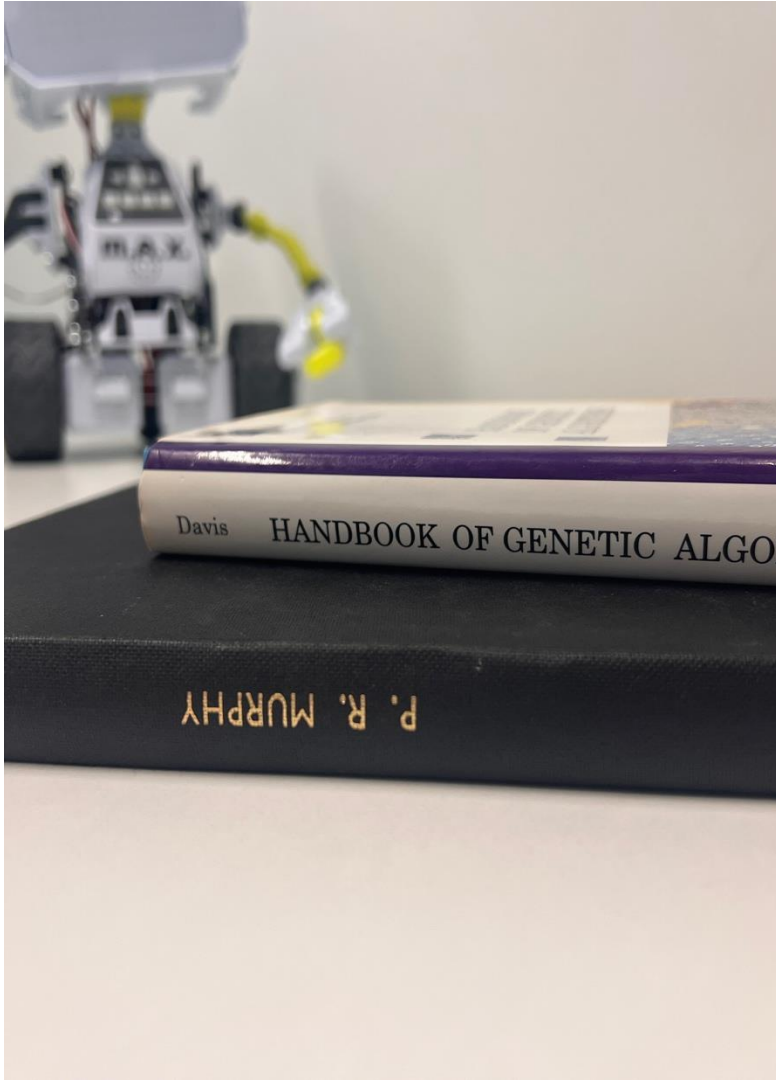


# Data Alchemy: Turning AEC Challenges Into Opportunities With Data

→ Paul Murphy, CIO



# New Beginning or Something Else?

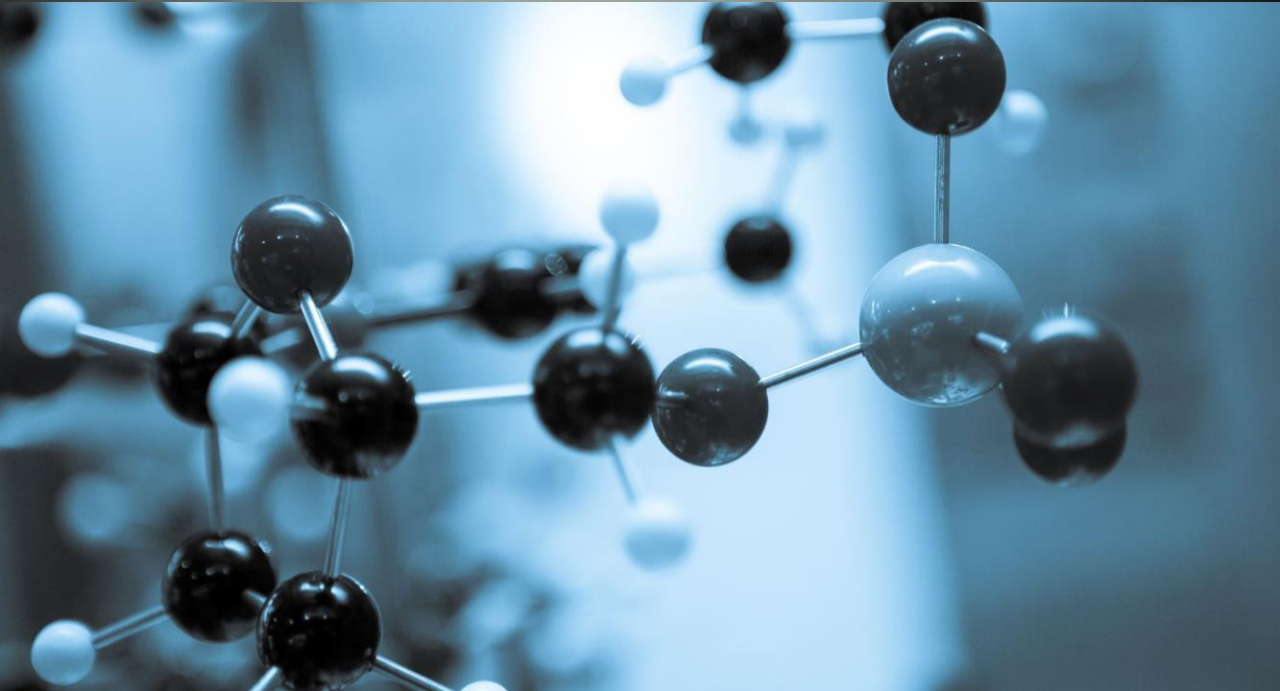




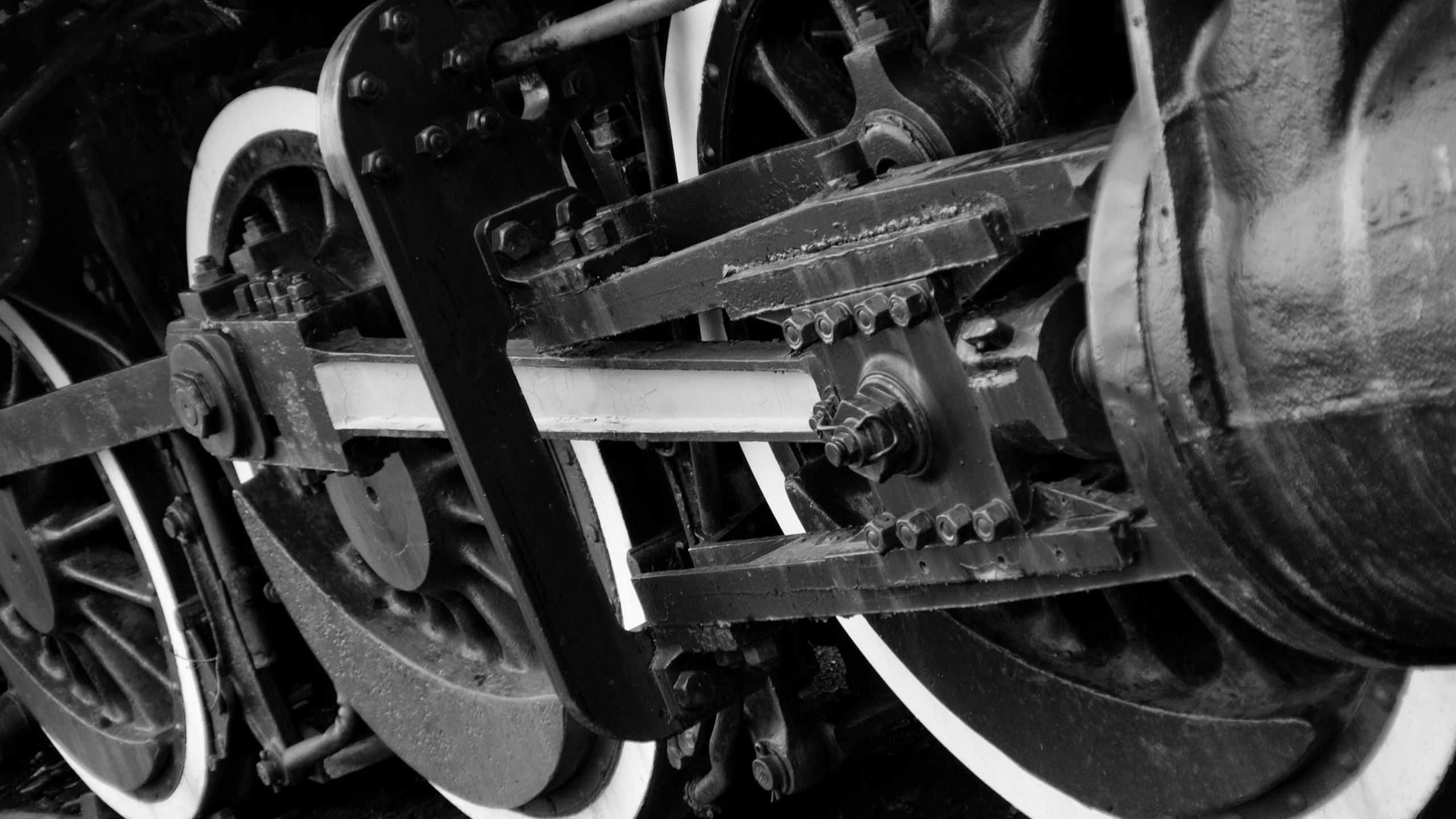
# Data in Architecture, Engineering and Construction







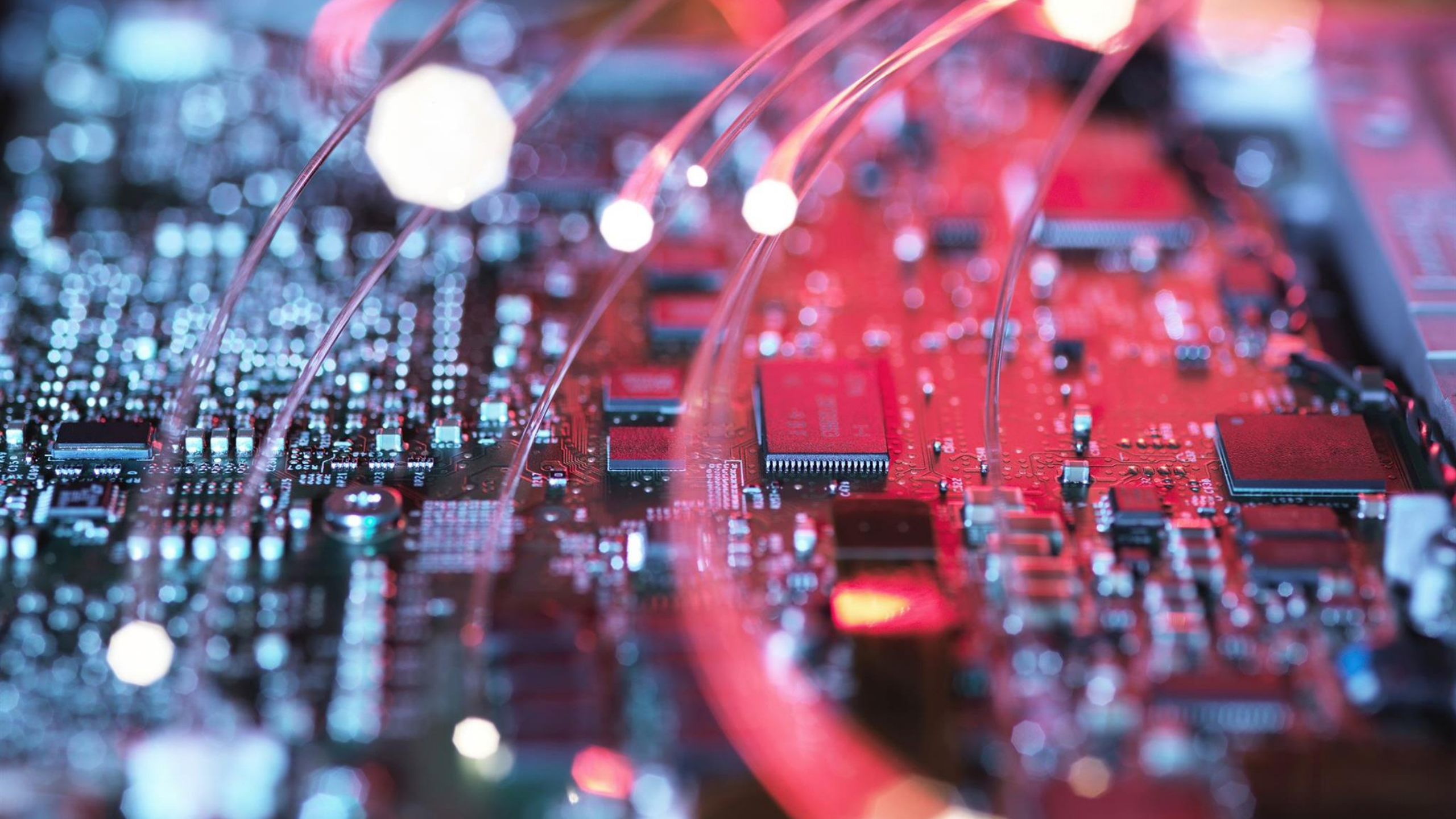


































# The Challenges

- Climate-related threats
- Geopolitical shocks – stimulating growth to improve living standards



- Societal divides
- Digital economy and trade

Source: World Economic Forum Risk Report 2024



# What Is Our Core Challenge as an Industry?





# Choices and Trade-Offs

Productivity - Distribution

Innovation - Competition

Performance - Privacy





# Understanding the Complex Systems with Data

- Relationship and consumption
- Suitability, consistency and normalisation
- Continuous improvement and health











**\* Thank You**