

## Background

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Malbro Construction is one of the fastest growing residential construction management companies in New York City, as looking for new technology to keep them ahead of the curve. Being in the construction industry since the 1980s, Malbro Construction has been building its reputation with multiple clients including JFK International Airport and the United Nations. One of the most successful projects is being a part of the post-Sandy NYC Disaster Recovery where the partnership with onTarget happens.

We spoke with Mike Maloney, Senior VP of Construction, who has pioneered innovation and technology at Malbro Construction. To ensure that the entire company realized the benefits and saved time and money (increased profits) for the company. "I had to sell the vision and ROI to our Management Team. Unlike other solutions, onTarget was easy to demonstrate, and we were deploying in our jobsites within a matter of days." Mike Maloney - VP of Construction

## Challenge

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Keeping track of labor productivity has been a significant challenge for Malbro. To do daily headcounts, prepare daily reports, and update the schedule, Malbro hired multiple project engineers who went around the jobsites (50 sites). To validate payroll every week required hours of work transferring data from papers timecards, daily reports to spreadsheets than to their payroll system. Malbro needed a solution which could automate workforce tracking, compare it against the estimated baseline resources in the schedule and integrated with their payroll system. Moreover, they didn't want just another app which still requires manual inputs and hours of training to construction workers.

## Solution

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No other solution in the market was able to create the magic that Malbro Construction was searching for. As an early adopter of onTarget's Version 1.0 LEAN Planning, Malbro came to onTarget with 6 requirements, and after reviewing them, our team knew it had to eliminate manual inputs and passively collect data automatically without the use of an app on a smartphone. Leveraging our IoT and Data Analytics expertise we created Kwant.ai. A small sensor that can log workers' times onsite per areas, determining if they're working in the correct area, send safety alerts, and sync to payroll, all in real-time.

# KEEP A PULSE ON YOUR PROJECT



## THE 6 REQUIREMENTS

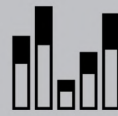
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### Automatic Headcounts



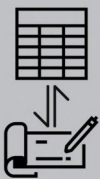
Skip manual headcounts and tedious paperwork with onTarget. Automatically clock workers in and out as they enter and leave the jobsite.

### Labor Productivity



Locate workers in the jobsite. Leverage the power of predictive analytics to optimize workforce and compare with schedule progress for accurate productivity metrics.

### Synced with Payroll



Automate verifying timecards and daily reports to streamline the payroll process, ensuring every worker gets paid accurately and timely. Allowing PMs to spend more time on High-Value-Activities rather than paperwork.

### Safety Notification



Had to record potential safety events to help mitigate fraudulent safety claims. On a lighter note with real-time area awareness, onTarget reduces the response time to events such as slips, trips, or falls by 88%.

### Plug'n' Play Solution



It had to be an easy setup, seamlessly integrate with other software, and sensors had to be lightweight and durable. Each project needed to be up and running in less than a week to start leveling their data.

### Risk Management



Ensure Local Law 196 safety compliance by having the right documents in a system of record for each worker. Automatically alert PM if someone certs have expired.

## Not Another App!

Over the years Malbro has used multiple timecards, to-do-list, and scheduling apps. However, they had limited success. Mike says, “when you’re relying on getting updates from the field in real-time to take action. Solutions that simply digitize a paper base process can only perform as quickly as workers are inputting information. As much as I would like to mandate Supers and PEs to get headcounts in everyday by 9 am. I know they’re busy pushing the job forward and they don’t have the time until the end of day and often don’t find the time until the end of the week when they finalize their daily reports.”

onTarget knew to be able to optimize data collection from the field it had to be automated and could not rely on everyone downloading an app. After listing all of the Malbro’s goals, we knew the only solution would be an IoT device.

## Getting the Team on Board

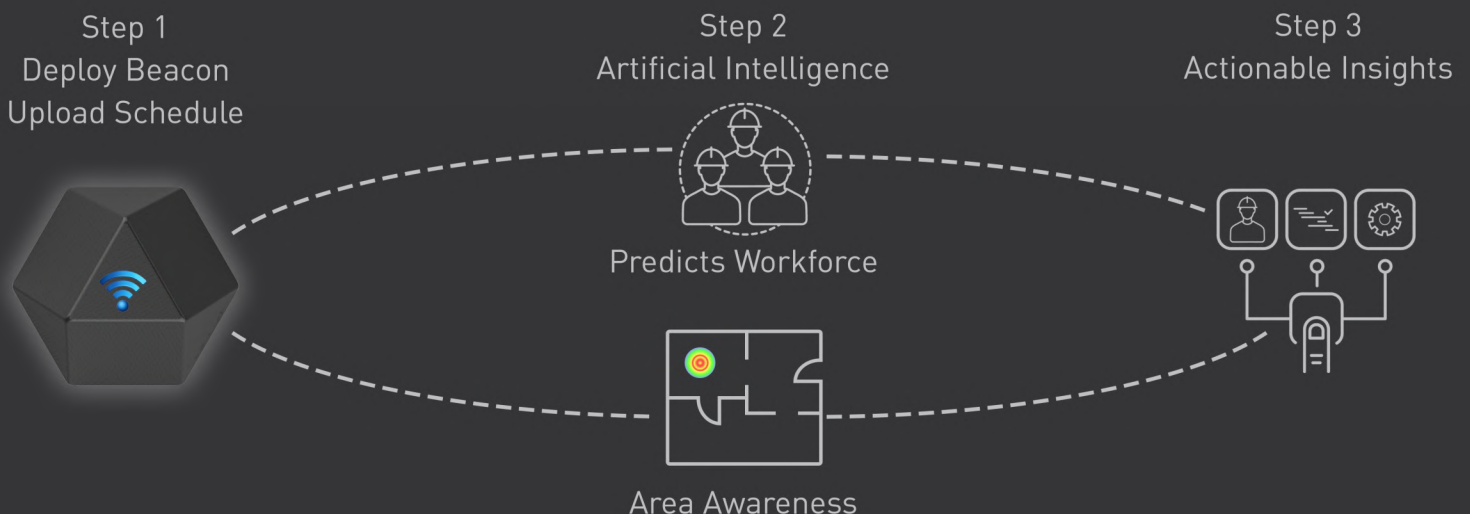
Mike was not sure how workers would feel about wearing a sensor. But once workers learned about the safety benefits - that it’s only aware of your location when you’re onsite, and does not track you like GPS Geo-fencing or social media apps - most of the workers didn’t care.

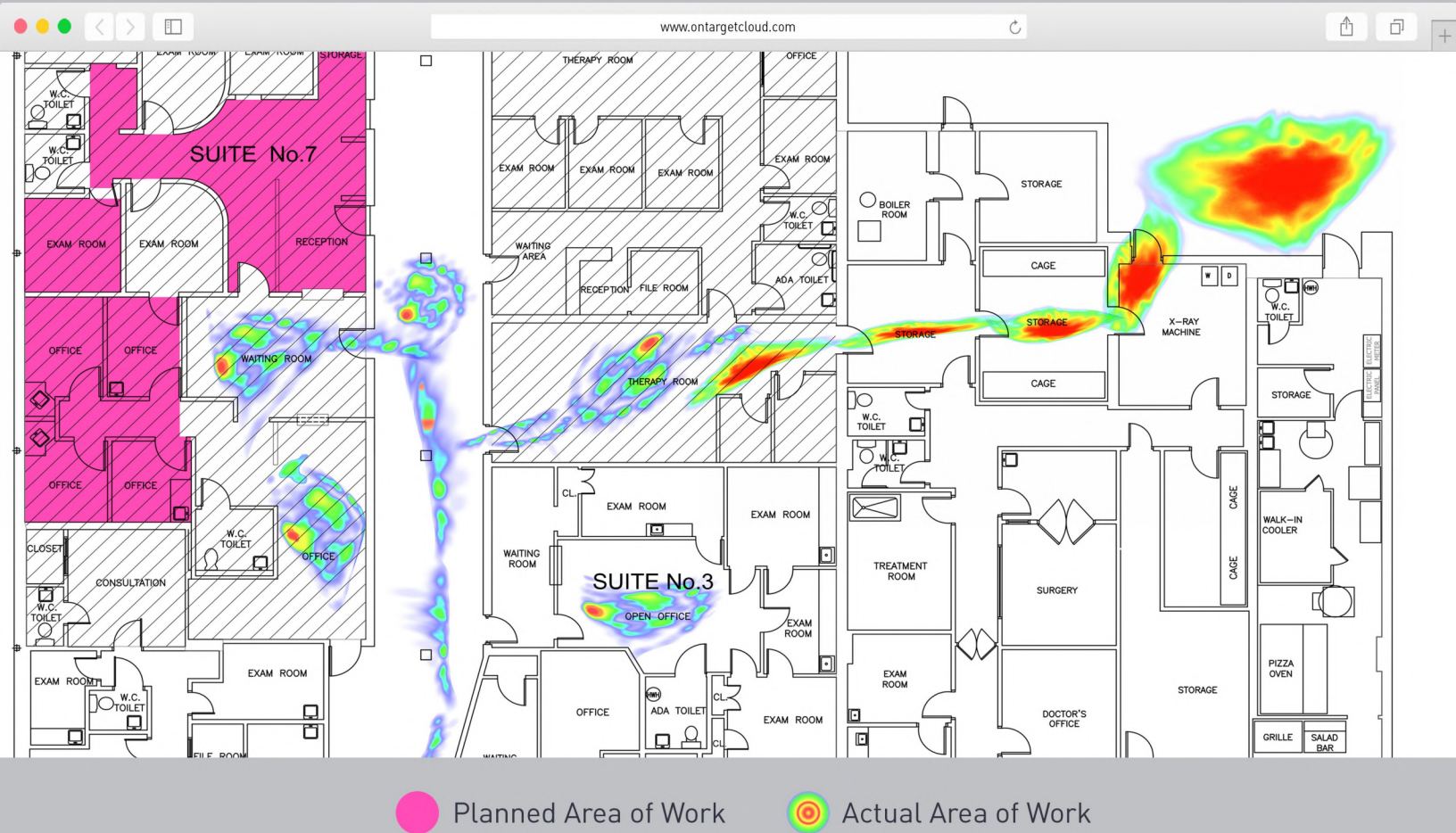
### Do you Mind Wearing a Sensor?



And when it came to the subcontractor’s owners and foreman. When Mike explained that it could verify their hours quicker on T&M tickets and get them paid faster, they didn’t have any issues.

## HOW IT WORKS





## PREVENT OUT-OF-SEQUENCE WORK

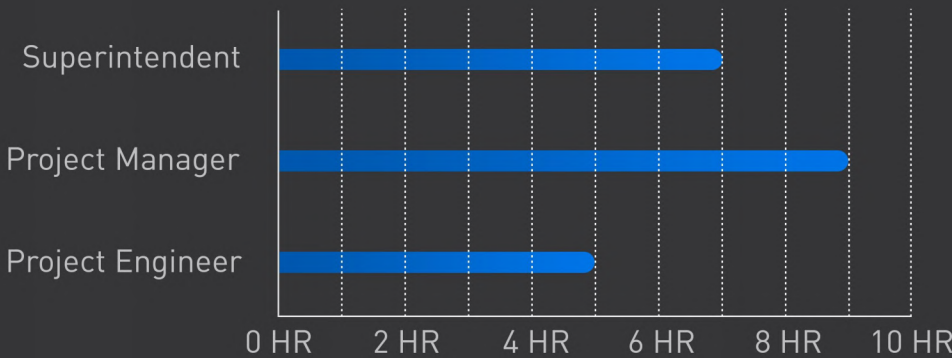
*I am overseeing 50 different sites, being able to go into onTarget first thing in the morning and see headcounts and compare that against the required manpower counts. Shows me quickly which subs and projects I need to call. It use to take me 2-4 days to figure out accurate manpower counts across all our projects. Now I know immediately. The greatest thing about onTarget's Kwant.ai is it send me an email if it detects trades where they should not be. It's prevented several trades from installing work out sequence which would have had to be ripped out. This has easily saved us over \$50K in disputed changed orders.*

**VP of Construction - Michael Maloney**



Hybrid LPWAN-Bluetooth Sensor  
No App Required  
Dust & Waterproof  
2 yrs Battery Life  
Peel-n-Stick or Lanyard

### Hours Gained



### Automatic Headcounts



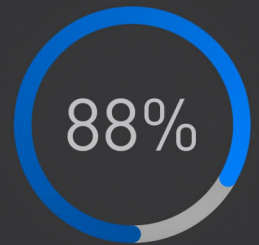
Hard to Verify  
Use to Take 45 mins/day  
Now 10 seconds

### Labor Productivity



Trades Working in Correct Area  
Detections of Trades Falling Behind  
Reducing Comeback & Rework

### Respond Rate



Sensor Improves Safety  
Respond Rate by 88%.

## Results

Malbro was able to optimize and manage the workforce across multiple projects. The required workforce necessary to keep each project on track was compared to the weekly progress updates to determine each trades' productivity. This allowed onTarget's resources optimization AI to reallocate workers to other projects that were falling behind without hindering projects that were on schedule or ahead.

Malbro also implemented onTarget's LEAN construction platform, and with the combination of Kwant.ai, productivity across all projects increased on average 11%.

"Kwant.ai significantly reduced redundant work associated with administrative tasks such as daily reports, time-card verification for payroll, and worker certification compliance." Kanishk Tekriwal - PM

Time-wise project teams saved on average 7 hours per person per week, meaning as a company they saved over \$150K per year. Overall when taking the productivity increase, hours saved per week, avoided claims, and rework, onTarget's Quant saved Malbro \$375K annually. Easily proving it's worth and ROI!