OPERATING SYSTEM 2.0 INDUSTRIAL AFFILIATES PROGRAM

REDEFINING THE CAPITAL PROJECTS BUSINESS MODEL

Program Profile
2020 EDITION
THE OPERATING SYSTEM 2.0 INDUSTRIAL AFFILIATES PROGRAM (OS2 IAP) conducts research aimed at defining new ways of doing business in the capital projects industry. The goal is to unlock value that today's engineering and construction industry simply cannot access.

While the systems and work processes that manage capital projects have improved steadily in recent decades, the underlying business model binding investors with construction industry product and service providers is still characterized by a lack of trust, excessive friction in transactions, and burdensome financial waste — preventing real progress.

WE ARE TAKING A DIFFERENT APPROACH. YOU NEED TO BE INVOLVED.
We will combat declining industry performance and poor project outcomes by creating a new commercial model for capital projects.

**OUR GOAL** is to create a healthy and robust engineering and construction industry that works for all stakeholders. The status quo is unacceptable.

## Typical Sources of Transactional Waste

- **Foreign Exchange**: 1%
- **Rework**: 1%
- **Interoperability**: 1%
- **Surety / Bonding Expense**: 1%
- **Crime / Fraud / Counterfeiting**: 2%
- **PO / RFP / Bidding**: 2%
- **Duplicative Contingencies and Management Reserves**: 2%
- **Cost of Claims**: 3%
- **Duplicative Insurance Coverage**: 3%
- **Trade Credit and Debt Finance Charges**: 9%
- **Non-Value Added Field Operations**: 9%
- **Missed Depreciation Charges and Excess Tax**: 4%
- **Logistics Optimization and Expediting**: 3%
- **Non-Value Added Field Operations**: 9%
- **Trade Credit and Debt Finance Charges**: 9%
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- **Logistics Optimization and Expediting**: 3%

- **98%** of mega-projects >$1 Billion experience cost overruns of 80%
- **95%** of all projects FAIL to meet one or more of their business objectives
- **70%** of all projects are not completed within 10% of budgeted cost or schedule
- **41%** of project capital is WASTED ON TRANSACTIONS

**A healthy industry eliminates waste.** Inefficient transactions are the largest source of waste on capital projects.

**THE OS2 IAP** will slash significant transactional costs and their negative effects on schedule, predictability, productivity, and quality, to enable greater capital efficiency as well as increased profitability for supply chain members.
Enabling Technologies
From design and “big data” applications to digitization and blockchain, improved transparency and collaboration is imperative. Enabling technologies will drive positive change across the capital projects landscape. They will streamline data flow and transactions, eliminate significant waste in project execution processes, and improve the visibility of real-time project and portfolio status for all stakeholders (providing a shared, single source of truth). These technologies will unlock full digital twin capability, increase the velocity of cash flow throughout the project, and reduce overhead costs and contract leakage.

Improved Commercial Environment
The goal of reducing transactional waste is to improve the returns for investors, owners, contractors and other stakeholders involved in a project. This has multiple positive aspects. First, both the initial and operating expense of a facility may be substantially lower. Second, the margins for those who create the asset (for example, planning, design, and fabrication) may be substantially increased. Third, new and revitalized capital assets will drive value creation.

Different Arrangement of Stakeholders
More companies than ever are involved in capital projects. Increased industry specialization and project complexity means more interfaces and greater exposure to risk (and potential opportunity). “Flattening” the capital project supply chain in a similar manner to industries such as shipbuilding and aerospace will enable different risk pooling and monetization solutions for the stakeholders. Key to this transition will be the concept of disaggregating contractual responsibilities and achieving a high degree of collaboration underpinned by trusting relationships.

Our Approach
We have identified three ways to address our current industry challenges and to create a much more efficient and profitable business model for the construction industry.

1. Different Arrangement of Stakeholders
2. Enabling Technologies
3. Improved Commercial Environment
The Construction Industry Institute (CII) created the OS2 IAP at The University of Texas at Austin (UT) on July 5, 2019. An IAP is a relatively common, non-competitive academic forum that allows its affiliates to pool their contributions and fund research of mutual interest. Four research projects are underway to examine different aspects of a new commercial model for the capital projects business:

1. **Goal Congruence & Alignment**
   This research effort overarches the other three topics. Its goal is to create a “neighborhood-like” structure that fosters long-term relationships among all stakeholders in a project or portfolio of capital projects. Unlike traditional contracting where the goal often is to reallocate risk, the “neighborhood” model should incentivize collaborative behavior and streamline the project process. Faculty involved in this research have backgrounds in cognitive psychology, anthropology, dispute resolution, organizational trust, innovation and entrepreneurship. Also involved are staff in the UT IC2 Institute and the Bureau of Business Research with backgrounds in econometrics and quantitative studies.

2. **Supplier Engagement**
   Existing capital project supply chain engagement (that is, bidding) methods usually do not fully engage the expertise, knowledge, and innovation of engineers, contractors, and suppliers. Oftentimes suppliers are engaged late since they are in the lower tiers of the supply chain. The industry’s traditional bidding process burdens the supply chain with a high cost of capture and subjects it to dysfunctional buying practices that often focus solely on initial cost while ignoring the suppliers’ more compelling overall value propositions. Other industries utilize more successful approaches. This research topic will search for and apply leading practices that can improve the effectiveness of buyer-supplier relationships in capital projects. Faculty involved in this research come from the UT McCombs School of Business and its Supply Chain Management Center.

3. **Dynamic Risk Modeling**
   Poorly managed risk is one of the most frequent causes of poor performance on capital projects and is a major contributor to supplier business failure. Two major problems exist with today’s current risk management practices: a) risk occurs dynamically over the life cycle of a capital project and needs to be managed continually as conditions change throughout execution; and b) risk is impacted by the many organizations on a project, whose perceptions and tolerance of risk and performance beyond the immediate project can differ widely. The objective of this research effort is to develop novel, collaborative, and dynamic methods that identify, price, and allocate significant capital risks. Faculty involved in this research work in UT’s Information, Risk, and Operations Management (IROM) Department in the McCombs School of Business and in the Operations Research and Industrial Engineering (ORIE) Department housed in Mechanical Engineering.

4. **Smart Contracts & Blockchain**
   Blockchain technology allows smart contracts to improve access to information, is immutable and readily auditable, can automate functions such as “micro” payments, and can be connected to enterprise resource planning (ERP) and project management information systems (PMIS) for real-time visibility of transparent data to all project participants. These capabilities support multiple project parties in developing, demonstrating, and verifying reliability so that predictability is enhanced. Smart contracts also can eliminate cumbersome administrative processes and greatly reduce back-office overhead costs. This research team will apply state-of-the-art thinking and technology to explore how this technology can facilitate trust, enhance security, speed up the velocity of cash flow, and improve performance of capital projects. Faculty involved in this project come from the UT Blockchain Initiative and include researchers from UT’s Department of Electrical and Computer Engineering as well as the McCombs School of Business.
Financing is the single largest category of waste on construction projects. Financing costs remain buried in the rate structures at each level of the supply chain but accumulate to the owner’s total installed cost. The OS2 IAP research will explore new methods that enable more rapid payments and reduce the cost of capital while improving the verifiability of the associated transactions, thus eliminating a major source of waste and lowering total installed cost.

Enabling Technologies: IoT + Smart Contracts + Blockchain

Payment Cycle Time

<table>
<thead>
<tr>
<th>Process is</th>
<th>Invoice Generation &amp; Dispute</th>
<th>Customer Processing &amp; Payment</th>
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<tbody>
<tr>
<td>TRIGGERED</td>
<td>1-15 30-45 30-120 DAYS</td>
<td>1-30 1-15 30-105 DAYS</td>
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<tr>
<td></td>
<td>MANUAL</td>
<td>E-COMMERCE</td>
</tr>
<tr>
<td>COMPLETE</td>
<td>Payment Received</td>
<td>Payment Received</td>
</tr>
</tbody>
</table>

Source: Data Gumbo Corporation & PrairieDog Venture Partners
Get Involved

The OS2 IAP was created to leverage the legacy of our industry’s best practices – to incorporate and transcend them. Better opportunities for our industry’s companies and talented people are coming. Your participation is needed as we implement and validate the OS2 IAP innovations on projects that are underway. For more information, please contact our team.

As of Spring 2020, OS2 IAP Affiliates include:

ExxonMobil  BHP  Suncor  COAA  EDRC

Our Team & Partners

Dr. Stephen Mulva, Director of CII and Co-Principal Investigator, Univ. of Texas

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ePM, Program Advisor
PrairieDog Venture Partners, Technology Partner
Construction Users Roundtable, Association Partner