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BUSINESS IMPACT  
BRIEF

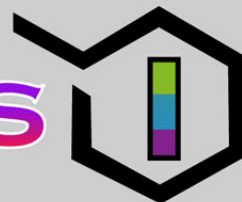
## Digital Adoption Challenges and Best Practices in the Construction Industry

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A construction worker wearing a white hard hat and a safety vest is shown in profile on the left side of the image. In the background, a large yellow crane is visible against a sky with a warm, orange and pink sunset or sunrise glow. A large, semi-transparent white circle is positioned on the right side of the image, containing the following text in a purple, sans-serif font:

CONSTRUCTION  
INDUSTRY'S  
DIGITAL  
TRANSFORMATION  
IS NOW MORE  
NECESSARY  
THAN EVER  
IN ORDER TO  
VISUALIZE,  
DESIGN, AND  
BUILD THE  
STRUCTURES  
AND CITIES OF  
TOMORROW.



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# INTRODUCTION



BUSINESS IMPACT BRIEF





The construction industry has traditionally been conservative towards new trends in digitalization, but it is becoming ever more clear that new action towards change needs to be taken. As reported by the United Nations, approximately 55 percent of the total population currently live in

urban regions; but that figure is going to reach 68 percent in 2050, accounting for approximately 2.5 billion more individuals. As the demand for new structures and infrastructure is expected to rise significantly, the construction industry is

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