



**Construction fleet technology  
obsolescence solved.**

If you want to grow and become more profitable, take a look at construction technology. It can help you become more productive in many aspects of your business, including:

- Creating more accurate estimates to win the bid
- Improving overall site productivity by 40%
- Proving job progress for on-time payments
- Verifying quality with as-builts

According to a California Department of Transportation study, substantial productivity gains are possible.

But purchasing construction technology such as machine control, software and survey systems has historically been considered a long-term investment. Until recently, this required a significant upfront expense. Contractors would then need to cover that overhead cost on the promise of improved productivity or new business.

Let's take a look at three challenges to purchasing construction tech and see if there's a better way to buy.

GPS Technology	Compared With	Estimated Savings
Grade checking	Manual method	Up to 66%
Reduction or elimination of stakes	Using stakes	Up to 85%
Improved material yields/ select fills /undercutting	Overruns using manual methods	3% to 6% in volume
Uninterrupted earthmoving production under any weather conditions (24/7)	Daytime/fine weather operation only/night work	30% to 50%
RTK, robotics stakeout	Traditional survey stakeout	More than 100% in speed and 66% in staffing

Source: "[Quantitative Cost-Benefit Analyses of the Use of Automated Machine Guidance in Construction: An Examination of Current Practice](#)" by Caltrans Division of Research, Innovation and System Information

Machine control, software and survey systems have historically been considered a long-term investment.

# It's a Big Investment

Construction technology has been proven to increase accuracy, speed and productivity. But be prepared for the fact that technology has a big price tag. It's a long-term commitment and the price reflects this. A complete grade control system can cost between \$35,000 to \$75,000 per machine, which can be a barrier to adoption.

It's easy to feel overwhelmed. How do you know if this is the right choice for your business? Do some research - look at online reviews and forums, schedule a live demo with your local dealers. Talk to and learn from your peers about their experiences with technology and what they've discovered.

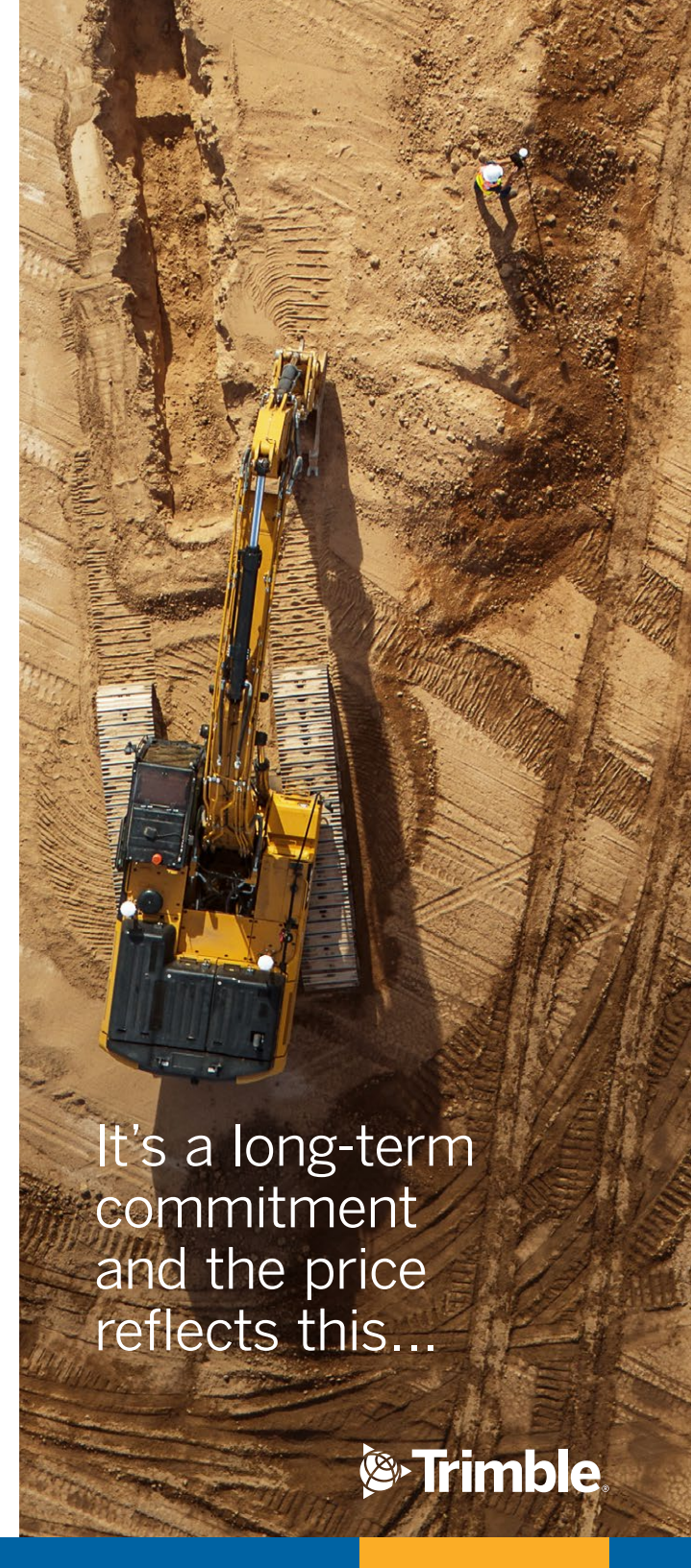
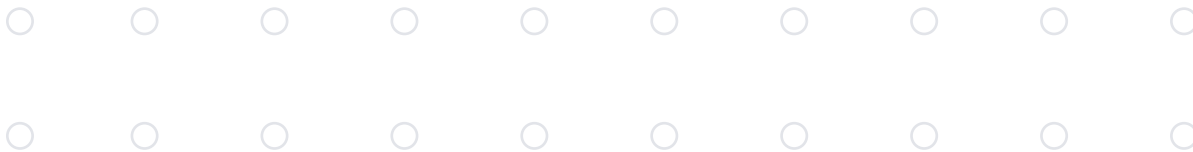
If you make the jump into technology, the right partner can make the difference between success and failure. Choose a company known for high quality solutions that are backed by warranty programs, ranging from accidental damage and repair plans to factory warranties.

Equally important is their local support. Look for a technology provider who has a nationwide network of service and support providers.

## Is there a better way?

Subscriptions make it easy to invest in construction technology. This model makes expenses more predictable and affordable.

Predictability helps you develop better estimates and avoid surprise expenses, and a clearer understanding of project costs.



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## It Can Become Outdated... Quickly

We live in a world of exponentially increasing technology advancements. Never in the history of mankind have so many advancements emerged in parallel and in combination, with so much impact. This concept also applies to construction technology. With the increasing rate of change, it's important to consider the long-term impact on your tech investment.

Typically, new hardware in a system is released every three years. The resultant upgrades can cost anywhere from \$5,000 to \$15,000, much more if you have to replace the entire system.

It's hard to stay up-to-date without a costly re-investment in the latest systems. Today, you can see the newest tech is on job sites, but it is generally a multi-generational, mixed fleet, pairing old technology with new. This is because it is often too expensive and capital-intensive to upgrade an entire fleet at once.

Companies who decide to purchase construction technology can receive a nasty shock when they realize how much money is required just to keep their technology current.

### Is There a Better Way?

Subscription models generally include automatic upgrades and updates, meaning that whenever hardware or software is upgraded your fleet is automatically updated along with it. This gives contractors peace of mind that they'll never be behind the game.



# Accidents Happen

Someone just ran over the rover...

It's a construction site and accidents happen all the time that can damage costly hardware such as displays or other system components. If the broken equipment causes unplanned downtime, you're starting to see your profits go up in smoke.

And if you're unlucky and have multiple pieces of damaged equipment, repair costs can spiral out of control, making an already expensive investment even more costly.

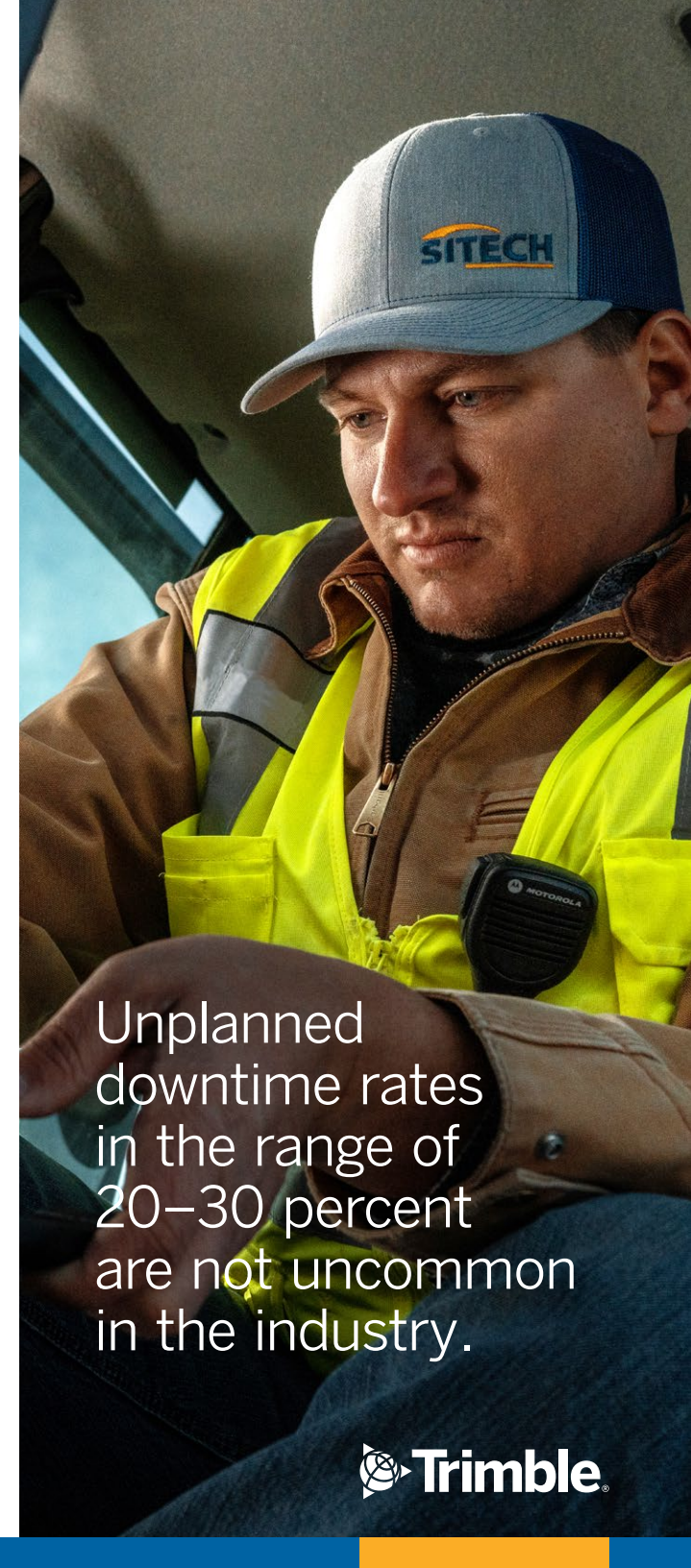
When your technology uptime can mean the difference between making money or losing money, it's vital to get help as quickly as possible. If you decide to buy technology, make sure you factor in unexpected support and service costs in your budget.

## Is There A Better Way to Buy?

Subscription models are generally supported with a full maintenance plan supported by a local dealer. This means your subscription includes accidental damage repair or replacement, including parts and labor expenses to help eliminate unexpected costs.

This is critical in the elimination of a contractor's unbudgeted expenses since the accidental damage of hardware or out of warranty failures can cost up to 10 percent of the system value per year or 100 percent over the lifetime.

Some subscription models offer extended support plans that can be utilized at any time for additional training, infield setup and troubleshooting, design/model creations and moving technology kits to new machines. This extended support can also provide unlimited phone support and replacement units.



Unplanned downtime rates in the range of 20–30 percent are not uncommon in the industry.





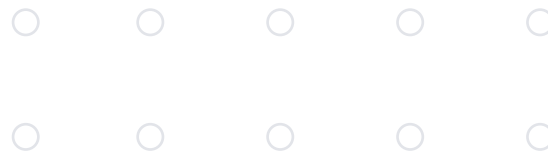
## Why Consider a Subscription?

Accessing construction tech via a subscription method can help businesses adopt technology faster in a more financially viable way and with less risk.

Predictability also helps you develop better estimates and avoid surprise expenses, and provides your customers with a clearer understanding of project costs.

Using a scalable and flexible subscription model to access state-of-the-art construction technology, you are able to do a better job of controlling costs, getting the work done on schedule, protecting your operators and maximizing productivity. Subscription services ensure that hardware and software are up-to-date and you benefit from the latest innovations.

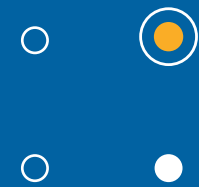
So choose a subscription service instead!



## How does Construction Technology Subscription Work?

Construction technology subscriptions upend the traditional way of purchasing, instead creating a flexible, all-inclusive bundle of systems, service and support with a predictable monthly payment schedule.

- Easily track and manage machine control and site positioning system data and technology across project sites
- Keep track of the location of your devices and machines with detailed activity information
- Manage hardware, firmware and software versions efficiently with at-a-glance visibility of firmware versions
- Monitor operations to keep the job on track and costs down
- Forget about out-of-date hardware and software—you are covered
- Accidental damage repair or replacement is included



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PN - 022482-4403 (04/23)