INTUIT
Enterprise Suite

The connected build: How the tech revolution is reshaping construction

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Meet the expert

Deborah Huso

Raised in the construction industry, Deborah Huso has been writing on the intersection of construction, finance, and technology for over 20 years. Her work has appeared in *U.S. News & World Report*, *Bloomberg*, and *Concrete International*.

What's inside

Key takeaways

- **Underutilized and poorly integrated technology**, as well as data silos, remain key challenges for construction firms
- Most decision-makers see **AI adoption and skills** as critical to future growth and maintenance of a competitive edge
- **Rising costs** remain an industry-critical issue
- **Proactive investment** in technology solutions is a non-negotiable imperative
- Construction leaders see opportunities in technology, and specifically AI, to **help fill critical labor gaps**
- **Integrated, intuitive platforms with AI-enabled intelligence and tools** are vital for efficient performance
- **Optimize data and insights with AI-powered intelligence** for faster decision-making

The technology investment paradox

The average construction firm spends $58,000 annually on technology such as software and apps, using an average of 10 different tools per business. This is according to "The Connected Build" survey commissioned by Intuit in the fall of 2025, collecting insights from 1,000 business leaders in the US construction sector. The largest firms plan to spend $120,000 over the coming year, on average, to improve their technology but warn **they waste almost 10% of these types of investments, on average, on software and apps they never use**. Using the survey data, this report highlights some of the key challenges and where these investments can pay off.

Intuit's survey quantitatively assessed how US construction leaders are using digital financial tools and technology platforms today—including artificial intelligence (AI). The data shows how they are leveraging these systems to overcome common challenges, from fragmented data to inefficient operations.

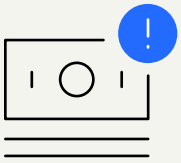
Survey findings suggest the biggest technology and data challenges that construction businesses currently face include siloed systems, integration gaps, and automation and data management issues. In an effort to address these gaps, the C-suite is looking to double its typical annual investment in technology upgrades over the next 12 months.

This report provides an in-depth examination of the motivations and considerations behind these technology investment decisions. It also examines the perceived barriers to making more use of technology and specific profitability considerations.

In this report, you'll learn how firms are using technology to mitigate ongoing industry challenges such as:

- Labor shortages
- Economic uncertainty
- Supply chain disruptions
- Project delays
- Budget overruns
- Safety and compliance

In addition to the data from Intuit's survey, the report also draws on insights from other recent surveys with business leaders who are using tech platforms and AI to address their biggest challenges. In construction, these challenges include market volatility affecting materials costs or supply chains and the ongoing labor and skills shortages. The research shows how they are using AI to get real-time data insights on profitability and cash flow, and for multi-entity or multi-site project management.



Construction firms waste an average of $11,000 per year on underutilized technology solutions

92%

of firms want a unified platform to manage both construction projects and business/financial operations

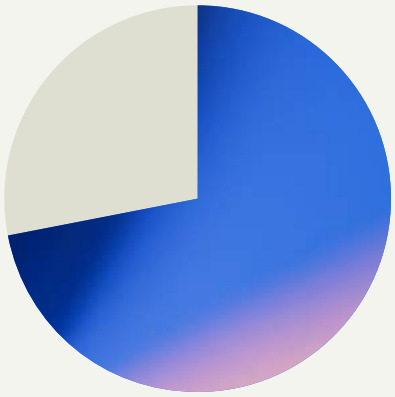
Review of the current landscape

A fast-paced and ever-changing industry, the construction sector routinely operates under tight job deadlines, with personnel gaps, distributed workforces, and fluctuating materials access and costs. Operational complexity exacerbates these challenges. Many construction firms are aiming to address this by investing in more advanced financial solutions and project and human capital management (HCM) platforms.

Yet despite often robust investment in technology solutions, leaders in construction finance or operations continue to face technology challenges that can hamper profitability and company growth due to a variety of factors, including siloed systems, integration gaps, and fragmented data.

Siloed systems

Forty-seven percent of surveyed construction leaders report they have only moderately integrated their operational systems, which can result in inefficiencies and data silos. Many suffer from a "last-mile" data gap as well, where they employ sophisticated platforms for finance operations, but operational data for things like equipment and change orders lags when it comes to digital maturity for critical in-the-field information.



72%

of firms report spending too much time on data management due to disconnected tech stacks

Integration gaps and fragmented data

A weak operations stack creates office-to-field data silos. And while **82%** of surveyed construction leaders would like to see improvements in data fragmentation through better system integrations, past negative experiences with new technology implementation leave them hesitant to pursue better solutions. Nevertheless, a majority of respondents (**92%**) would like a single, integrated technology stack to manage both construction projects and business/financial operations.

Inefficiencies caused by issues with automation and data management

Seventy-two percent of construction leaders report spending too much time managing data as a result of disconnected tech stacks. In fact, many firms suffer from being "over-digitized"—they have too many specialized apps and insufficient integration among them.

Nearly two-thirds (**65%**) report their business wastes money on underutilized or non-essential technology solutions, and **73%** say the overall number of systems and platforms their firms use need to be reduced to improve efficiency. Plus, less than **50%** have high connectivity between office and field data management platforms, resulting in further inefficiencies.

AI imperative

While **79%** of firms are embracing AI for fear of being left behind by competitors, an even greater percentage are already seeing benefits from it and plant to invest further:

- **89%** agree that increasing adoption of AI is leading to improved project outcomes.
- **88%** believe AI can better empower their workforce.
- **82%** believe employees who resist learning new tech skills, and specifically the use of AI, will risk job loss within the next five years.
- **89%** report their firms are either exploring or implementing AI tools.
- **88%** want new technology solutions they're investing in to include AI integrations.

Rising costs

Rising materials costs remain an ongoing, industry-wide issue. Nearly **70%** of survey respondents indicate that costs are a major factor delaying their investment in new technologies. Still, **93%** see upgraded technology solutions as a means for increasing productivity and reducing the impacts of escalating prices and supply chain disruptions.

79%

of construction industry leaders believe failure to embrace AI will leave them lagging behind competitors

Barriers to entry and industry motivators

Construction firms report significant barriers to entry when it comes to the adoption of new technology solutions, such as economic uncertainty. That said, they also see technology as a means for enhancing profitability, improving efficiency, and maintaining a competitive edge.

Perceived obstacles

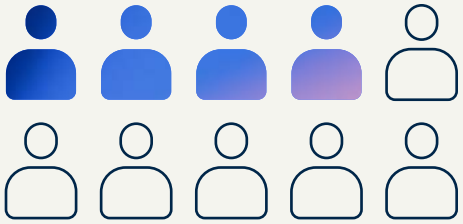
Construction firms report wasting $11,000 annually on underutilized technology, on average. This can make them reluctant to invest more—particularly amid ongoing economic uncertainty.

Nearly **70%** report that they have been delaying tech investment due to economic volatility and concerns about tariff impacts.

And almost **60%** report reluctance to make a new investment in technology solutions because of a previous bad experience with implementation.

Tech investment motivations

More than 2 in 5 construction leaders (**42%**) cite labor shortages as the most pressing issue they face today. This is driving interest in and adoption of AI tools, with **88%** saying AI is critical to empowering their workforce to do more. In fact, **91% say technology can help the industry to address skilled labor shortages**.



42%

of construction leaders cite labor shortages as the most pressing issue they face today

Profitability considerations

Construction leaders also see technology's potential to improve their strategic financial decisions. For example, by helping to track profit margins, project costs, and cash flow more accurately, and by providing more precise data insights and business intelligence. **Fifty percent** want better visibility across all departments.

For over **90%** of firms surveyed, the key motivation behind their technology investment is the need for a unified platform that provides greater clarity across the business, helping to eliminate data silos. Another key motivation is the desire to increase productivity business-wide. **Eighty-six percent of construction leaders believe a fully-integrated tech stack will provide long-term value to their business**.

Key findings

Using tech to build efficiencies and productivity

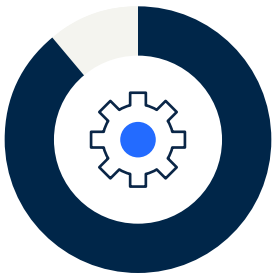
91% want a **unified platform** for an **end-to-end view** of business operations

93% believe **technology** can dramatically **improve productivity**

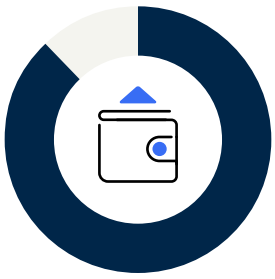
91% believe technology can help **address labor shortage issues**

90% feel it's just as important to **upgrade digital tools** as physical ones

Adopting and integrating AI

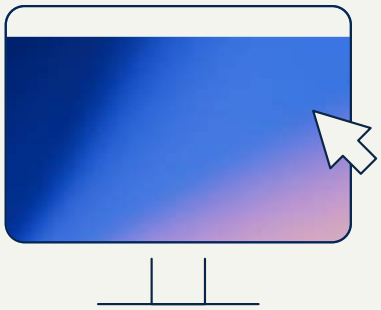


89% consider **AI integrations and advanced data analytics** critical for their business



88% consider **AI integrations key factors in their purchase decisions** for technology solutions

79% believe **failure to adopt and embrace AI** will leave them at a severe competitive disadvantage



87%

of firms see financial/operational software as a non-negotiable investment

How to leverage digital tech for better outcomes

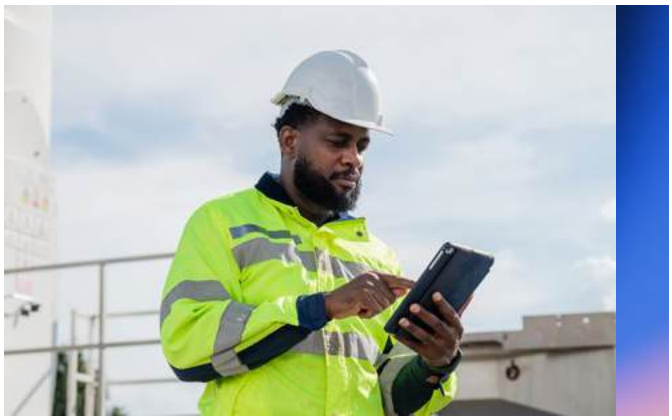
AI-powered automation and all-in-one software solutions can consolidate data across multiple entities and projects, provide real-time insights to drive faster decision-making, and help companies recover lost revenue and grow profitability.

Here are the key ways construction firms can leverage a unified tech stack to mitigate ongoing industry challenges:

Labor shortages

AI-powered platforms with AI agents can help streamline operations so employees can focus on the most profitable projects. They also provide intelligence and insights that lead to better decisions.

- Automated invoicing and payroll
- Improved data quality and reporting capabilities
- Faster schedule adjustments and resource reallocation
- AI-driven error detection
- Reduction in manual workflows



Efficiency and productivity gaps

Technology with AI automation and unified data **helps construction businesses boost efficiency and productivity** by fixing inaccurate information and data dispersed across different systems:

- Unification of siloed data (financials, payroll, projects) into a single platform
- Automation to improve accuracy and compliance
- Real-time data access and forecasting tools to allow for proactive decision-making
- Improved project costing and visibility through comparison of estimates to actuals and customizable budgets

Economic uncertainty

A unified tech stack can help companies create a safe harbor during economic uncertainty by providing real-time financial insights and reports to drive prompt and agile resource management. Here's how:

- Predictive forecasting based on historical data
- More accurate scenario planning
- Optimization of project profitability through detailed cost tracking via project or department
- Multi-entity-capable interface for a holistic view of total business financials
- Cash flow acceleration through automated billing

Supply chain disruptions

An all-in-one software system can dramatically improve visibility into costs and operations. This, in turn, can help firms better manage supply chain disruptions and the impacts of fluctuating materials costs by providing for the following:

- Tracking of overhead and materials by project or department

- Real-time data access and fast forecasting to support quick schedule adjustments and resource reallocation
- Minimization of internal operational delays that can further exacerbate supply chain disturbances
- Custom dimensional forecasting tools for a better understanding of how supply chain disruptions can impact profitability

Project delays

A fully integrated tech stack can help prevent construction project delays by identifying bottlenecks before they escalate. Eliminating data silos and improving data accuracy can prevent inaccurate job costing and mistakes that can hold up project completion. Similarly, an open platform with role-based access ensures all project stakeholders have visibility into job data.

Budget overruns

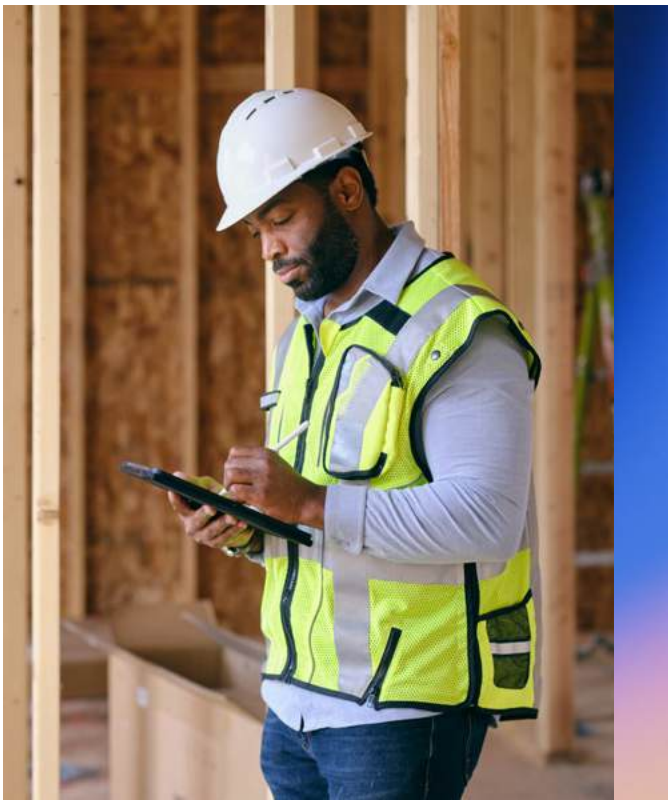
That same real-time visibility can also help prevent projects from going over budget:

- AI-driven expertise can flag cost overruns early, before they impact profitability.
- An integrated system also allows for tracking materials, labor, and overhead by project or department, allowing for better cost forecasting and identifying where cost overruns are happening.
- Through enhanced reporting capabilities with more detailed budget data, decision-makers can organize information by plans, cost codes, and tasks to facilitate targeted corrective action.

Safety and compliance

While data, security, and compliance issues are not always top of mind for construction firms, **a uniform, all-in-one technology platform can improve security and regulatory compliance by centralizing data**, automating processes to prevent errors, and enhancing oversight. Here's how:

- Construction firms can better control data access through **custom roles and permissions** for specific users. This ensures authorized individuals have access to sensitive information to reduce the risk of data breach and misuse.
- Meticulous **recordkeeping capabilities** track costs of labor, materials, and equipment. Plus, automated payroll and tax management can ensure accurate documentation for audits and government financial regulations.
- **Multi-entity management** within a single platform simplifies report consolidation and oversight, helping to ensure consistent adherence to safety protocols and compliance standards.
- **AI-powered error detection** can reduce data entry errors on invoices and bills, as well as misreporting.
- Customizable dashboards can track **construction-specific KPIs**, offering a clear, auditable trail for performance measuring against set objectives.



Integrated tech platforms can consolidate financials and project data to provide real-time insights and time-saving automation. The result? **Faster and more profitable decision-making, streamlined operations that recover lost revenue, and confident scaling**.

What high-growth firms are doing differently

A highly integrated tech stack is a big part of what sets high-growth construction businesses apart. Among the construction firms surveyed, **17%** identified themselves as high-growth businesses, with **an average technology spend of $85,000—47% higher than the average construction firm**. Other key features of technology adoption among high-growth firms include:

- Over **60%** have fully embraced technology solutions to manage operations, finances, projects, and client interactions, compared to **28%** of the overall survey sample.
- **55%** have highly automated finance functions, compared to only **44%** of the overall sample.
- **55%** also have highly automated on-site operations vs. **38%** of the overall sample.

High-growth firms use AI to get ahead

Strategic and integrated technology adoption is a distinguishing factor among high-growth firms. For example, according to "The DNA of High-Growth Business: Understanding What Drives Business Growth Report," AI skills are a growth multiplier. The report found that "high-growth businesses have a **45%** higher level of AI skill development than their counterparts."[1] That means high-growth businesses aren't just using AI; they are training staff on how to employ it effectively.

The report found that fast-growing businesses have high levels of AI literacy. This suggests firms that aren't leveraging new technology to increase productivity can quickly fall behind.[2] Similarly, in another recent survey of over 2,000 companies across the US, India, and Europe,

1 Intuit Enterprise Suite, "The DNA of High Growth Businesses: Understanding What Drives Business Growth," 2025.
2 Ibid.

business leaders identified applications of generative AI as key to innovation and creativity (70%), automation of repetitive tasks (60%), and process simplification.[3]

In fact, between 2021 and 2024, businesses with employees holding one to 10 generative AI skills experienced twice the growth of businesses with no emphasis on AI training and skills.[4]

What can AI do for construction firms?

High-growth construction firms are employing advanced technology solutions, and specifically AI, to manage business finances, make payroll and vendor payments, manage projects and their workforce, and support marketing efforts. Many are using AI via highly integrated or all-in-one platforms that provide faster and more reliable data insights that unlock advanced levels of business intelligence to improve decision-making company-wide.

Here are just a few of the things AI-powered tools can help construction businesses achieve:

- Elimination of more than 20% of manual workloads
- AI-powered insights on P&L, balance sheets, cash flow forecasting, scenario planning, and variance analysis
- Intelligent project management
- Automated payments of recurring expenses and automated billing for recurring invoices
- Autonomous human capital management (HCM), including support of roaming employees across multiple states, multi-currency capabilities for global HR, and multi-entity payroll runs
- Smart tools for winning and executing profitable projects with automated estimates and proposals
- Advanced multi-entity management tools with conversational AI trained on entity data
- Cross-entity, role-based access and security

3 LinkedIn, "AI and the Global Economy: Unlocking Growth and Reshaping Work," April 2025.
4 "The DNA of High Growth Businesses."

Industry sampling

In July 2025, Intuit commissioned a survey of 1,000 accounting and operations leaders in the US construction sector, surveying firms with $2.5+ annual revenue:

- **50%** of respondents (n=500) are businesses with $2.5 to $10M annual revenue.
- **36%** of those surveyed have more than 100 employees; **58%** have 10 to 100 employees.
- Respondents' job titles include owner/ founder, CEO, COO, CFO, CIO, project manager, superintendent, controller, accountant, contracts manager, proposal manager, and director of field operations.
- More than **60%** of responding businesses are poised for growth and expansion, while **17%** (n=170) consider themselves high-growth firms.
- More than **50%** of surveyed firms have been in business six to 15 years, while nearly **35%** have been in business 16+ years.
- The majority of respondents (nearly **70%**) work in residential construction; almost **30%** are on the commercial side.

17%

of respondents describe their business as high growth

Don’t just navigate complexity; master it

The construction industry is at a pivotal point, facing both significant, ongoing challenges and unprecedented opportunities to address them through technology. Technology transformation has become essential to growth and profitability industry-wide.

Firms that embrace integrated technologies, especially AI, are doing a better job of addressing labor shortages and rising costs. The future belongs to firms that prioritize the implementation of an intuitive, unified tech stack to optimize operations and amplify profitability.

Don’t let fragmented data and outdated systems erode your margins and stunt your firm’s growth. Intuit Enterprise Suite can deliver a strategic win for your business by integrating your operations, accelerating cash flow, and supplying real-time insights for building more profitable projects. Turn complexity into profit: Schedule a demo of Intuit Enterprise Suite today.

Learn more