

# Transforming Project Management

## MIDDLE EAST

**Big Project Middle East speaks to Zepth's Prasoon Shrivastava about integrating AI into his firm's construction management solution, the benefits it can offer developers and project managers, and his plans for 2024**

In December 2023, construction project management specialist, Zepth announced it integrated Artificial Intelligence (AI) into its platform, and said it represents a 'transformative leap in the industry'. The firm said it plans to deploy 40 AI agents to reach Artificial General Intelligence (AGI) status where its machine will have human-level intelligence.

Here, **Big Project Middle East** speaks to Prasoon Shrivastava, Founder & CEO of Zepth about his firm's solution and how it can support the built environment, the integration of AI and his plans for the future.

### What was the trigger to launch Zepth and integrate artificial intelligence?

The launch of Zepth was driven by the need to revolutionise construction project management, and harness the transformative power of AI to tackle the industry's multifaceted challenges. Recognising the potential of AI in an industry marked by complexity and high stakes, and integrating it with Zepth was a strategic decision to elevate project efficiency and effectiveness.

AI in Zepth is more than just a feature; it's a tool that reshapes every project stage. AI's utility in

construction spans various project stages, including design, procurement, operations, and asset management. This capability is crucial in navigating the complexities of construction projects and ensuring efficient management.

The integration of AI contributes to risk management by identifying potential project pitfalls and enabling proactive measures to mitigate them. This foresight is invaluable in circumventing cost overruns — one of the most common challenges in the construction sector. At the heart of Zepth's AI capability are intelligent assistants transforming vast data into actionable



**Eyes on the future**  
In 2024 the firm will focus on several initiatives as part of its quest to gather global insights that are essential for its progression towards Artificial General Intelligence.

insights. This is crucial for steering projects away from common pitfalls and risks. By leveraging AI, Zepth stands at the forefront of technological advancement in construction project management, offering solutions that are not only proactive but also predictive.

### The construction management software market has a number of existing and emerging players – how does your solution compare to others on the market and what is your USP?

In the competitive landscape of construction management software, Zepth carves out its unique space with a user-centric design complemented by advanced data analytics. Our platform is engineered to simplify complex project management tasks, making it intuitive for users. The integration of AI for risk mitigation addresses a wide array of construction challenges, from ensuring safety to managing costs effectively.

Zepth's USP lies in its ability to adapt and evolve in a rapidly changing industry. Unlike traditional 'Big Tech' solutions that have become cumbersome and outdated, Zepth is designed for today's dynamic construction environment. We offer more than just a software solution, we provide a tool that grows and evolves with the industry's needs.

Our approach to redefining the common data environment with state-of-the-art AI technology positions Zepth as a leader in the industry. We are committed to delivering a platform that isn't just an improvement over existing solutions but stands as the best-in-class option for construction management. For our users, this translates to enhanced efficiency, simpler project handling, and improved decision-making capabilities, all packaged in an easy-to-use interface.

### What are some of the challenges that developers/project managers encounter on their projects today? What do you believe is the root cause of these issues?

Today's projects are inherently complex and unique, each presenting distinctive challenges to developers

and project managers. The root of these challenges often lies in the fragmented nature of construction projects. Each project involves a myriad of elements — diverse teams, a range of machinery, vast financial resources, and various materials — all of which must work in perfect harmony. This complexity is compounded by the uniqueness of each project, where standardised solutions often fall short.

The primary challenges in construction projects include unclear objectives, scope creep, unrealistic expectations, inadequate risk management, cost overruns, time management difficulties, communication breakdowns, and safety concerns. These issues often stem from the intricate and fragmented nature of construction projects, where coordinating several moving parts is daunting.

For instance, unclear goals or objectives arise from the difficulty in aligning diverse interests and visions of various stakeholders. Scope creep often occurs due to the evolving nature of projects, where initial plans may not fully define the project's eventual scope or complexity. Unrealistic expectations can be attributed to a lack of understanding of the intricacies involved in bringing a project to fruition.

Poor risk management, another critical issue, stems from the inherent unpredictability of managing diverse teams and resources, often in varying geographical and environmental conditions. Cost overruns and time management issues are frequently a consequence of these complexities, exacerbated by communication gaps among stakeholders.

Zepth's AI-driven platform is designed to directly address these root causes. Providing tools for setting clear project goals and parameters, it integrates diverse interests and visions into a cohesive plan, thus mitigating the risk of scope creep and miscommunication. The platform's predictive analytics capabilities are instrumental in anticipating and managing risks, ensuring projects stay within budget and on schedule. In essence, Zepth offers a solution that understands and addresses the



deep-rooted complexities and unique nature of construction projects.

**What benefits can your solution offer to developers/project managers, and what is the return your existing clients have experienced/tracked in terms of efficiency, time and cost savings?**

Zepth's platform offers a transformative experience for developers and project managers by creating a common data environment and a defragmented ecosystem, leading to significant efficiency, time, and cost savings. This integrated approach ensures that all project information is centralised, enhancing collaboration and decision-making across all stages of a construction project.

The platform's AI-driven capabilities allow it to continuously improve project outcomes by efficiently detecting and mitigating risks. This leads to optimised project planning and a reduced likelihood of errors and rework that are often costly and time-consuming. By facilitating better planning, Zepth significantly boosts jobsite productivity and efficiency.

In construction, Zepth excels by bringing AI to the forefront, streamlining tasks such as site preparation and monitoring. This efficiency translates into measurable time savings. The ability to perform routine tasks more efficiently than with traditional methods not only speeds up project timelines but also frees up resources for other critical tasks.

Clients using Zepth have reported significant returns in terms of efficiency, time, and cost savings. These benefits are a direct result of the platform's ability to provide a unified view of projects, enabling more effective management and coordination. The common data environment reduces information silos and ensures that all stakeholders have access to up-to-date and accurate project data, leading to well-informed decisions and more efficient project execution. This integrated approach ultimately results in projects that are completed on time, within budget, and to the highest safety standards.

**Sustainability and the need to decarbonise is a key issue in the**

**built environment – what benefits can your solution offer from a sustainability standpoint?**

Zepth's platform is at the forefront of promoting sustainability and decarbonisation in the construction industry, a sector historically responsible for significant environmental impacts. Our solution is designed to address these challenges head-on by enabling paperless construction and efficient resource utilisation and advocating for eco-friendly practices.

One of the foremost ways Zepth promotes sustainability is by promoting paperless construction. By digitising project management, Zepth significantly reduces the need for physical documents, cutting down on paper waste and the associated environmental footprint. This digital transition not only contributes to sustainability but also streamlines workflows, ensuring that information is easily accessible, shareable, and updatable in real time.

Efficient resource utilisation is another cornerstone of Zepth's

**Championing AI and AGI**  
Prasoon Shrivastava is the Founder & CEO of Zepth.



approach to sustainability. Our platform provides tools for precise planning and resource allocation, minimising waste of materials and ensuring optimal use of manpower and machinery. This meticulous approach to resource management not only reduces the environmental impact of construction projects, but also contributes to cost savings and efficiency enhancements.

In addition, Zepth's analytics help in forecasting and mitigating potential environmental impacts, enabling proactive measures to be taken. This predictive approach ensures that sustainability considerations are integrated throughout the project lifecycle, from initial planning to completion.

Overall, our solution offers a comprehensive approach to sustainability in construction. By fostering paperless processes, efficient resource utilisation, and the adoption of eco-friendly practices, Zepth not only contributes to the environmental goals of developers and project managers but also aligns with the global need for a more sustainable and decarbonized built environment.

**Walk us through how Zepth supports clients once they have made the decision to leverage your platform – do you offer training, around the clock support etc?**

Once clients choose Zepth, they enter into a partnership underpinned by comprehensive support and continuous innovation. Recognising that a new platform can be a significant transition, Zepth is committed to ensuring a seamless and effective integration into clients' existing workflows.

At the outset, Zepth provides extensive training to all users free of charge. This training is designed to be thorough yet user-friendly, ensuring that every team member, regardless of their technical expertise, can leverage the full capabilities of the platform. From basic navigation to advanced features, our training modules cover every aspect of the platform, empowering users to make the most of Zepth's functionalities.

In addition to initial training, Zepth offers robust, continued support to



address any challenges or questions that may arise. Our support team is available around the clock, providing timely and effective solutions to ensure uninterrupted project management. This level of support is crucial in fostering confidence among users and ensuring they can maximise the benefits of the platform.

Moreover, Zepth is continually evolving, consistently building new tools and features to enhance client experience and meet the ever-changing demands of the construction industry. This commitment to innovation means that clients not only have a solution that meets their current needs, but also one that adapts and grows with their future requirements.

In essence, Zepth's client support extends beyond mere problem-solving; it is about building a relationship where clients are continuously supported and empowered through training, responsive support, and a commitment to ongoing product enhancement. This holistic approach ensures that clients can fully realise the benefits of Zepth in optimising their construction management processes.

**Talk to us about your roadmap for Zepth and what other features/technology you**

**Supporting sustainable efforts**  
Shrivastav says his firm's AI-powered solution can enable developers and project managers to transition to paperless construction and supports efficient resource utilisation.

**40**  
*Zepth plans to deploy 40 AI agents to reach AGI status, where its machine will have human-level intelligence*

**are looking to integrate.**

Zepth's roadmap is sharply focused on pioneering Artificial General Intelligence (AGI) in the construction management industry. We are ambitiously pushing the envelope by developing an AI Project Manager that mirrors human intelligence, making strategic data-driven decisions with unparalleled efficiency.

Our plan includes advanced AI-driven procurement modules to revolutionise resource management, ensuring maximum efficiency and cost-effectiveness. Concurrently, we plan to integrate mixed-reality technology for a transformative jobsite management experience, merging the physical and digital worlds for enhanced project visualisation.

With a steadfast commitment to mobile and cloud-based solutions, we're ensuring Zepth's adaptability and scalability across diverse construction environments. Our vision is clear: to be at the forefront of innovation in the construction management industry, transforming it with intelligence, efficiency, and groundbreaking technology.

**What are your plans for Zepth in 2024? What are some of your key goals?**

This year Zepth is set to redefine the

**“Our platform is engineered to simplify complex project management tasks, making it intuitive for users. The integration of AI for risk mitigation addresses a wide array of challenges, from ensuring safety to managing costs effectively”**

landscape of AI-driven construction management, with a clear target to emerge as a leader in this space. Our focus is sharply set on advancing towards AGI, propelling our platform beyond conventional boundaries.

We plan to expand Zepth's market presence strategically, venturing into new territories and establishing strategic partnerships to amplify our innovation and reach. These initiatives are pivotal in our quest to gather diverse global insights that are essential for our progression towards AGI.

Central to our 2024 strategy is the continuous evolution of our platform. We aim to integrate groundbreaking AI features that not only automate but also replicate human-like cognitive abilities in project management. This new advancement is more than an upgrade; it's a fully-fledged transformation that will revolutionise efficiency and decision-making in construction management.

Our vision for Zepth in 2024 is to lead the revolution in AI-driven construction management, and set new industry benchmarks. We are not just adapting to change; we are creating it, steering the construction industry towards a future where technology is not just a tool but a transformative force. □