

Conference at SaMoTer, scheduled at Veronafiere until 7 May

## DATA CONTROL GENERATES VALUE AND EFFICIENCY IN E—SUSTAINABILITY PROCESSES

**Verona, 6 May 2023** - Without data control, construction sector companies cannot accurately assess and improve their performance and this makes growth more complicated. Today, however, constant and continuous performance monitoring is possible thanks to technology, although it must be fully understood before being implemented. This topic was discussed at Samoter, the international construction machinery exhibition at Veronafiere until Sunday 7 May, during the "Management control and data flow - The importance of digital technology" conference organized in collaboration with the online news portal E-construction.

*"We have always measured average production costs on a monthly basis," said **Giorgio Manara, owner of Maestro**, "but it was difficult to identify peaks and then implement corrective action. Having overcome our initial hesitation as regards technology - and thanks to a simple, customised and intuitive data dashboard - we have undertaken continuous monitoring of production cost trends and this has revealed hidden costs. In a short time, we improved our performance by 30%: we realised that knowing means optimising. And optimizing," Manara went on, "does not necessarily mean producing more but also reducing production times, which in turn helps reduce overheads. Just think of energy costs and the reduced environmental impact of work activities."*

*"Remote solutions can be used to monitor individual machines, fleets or the entire construction site," pointed out **Gianluca Cali, Marketing Director of CGT**. "On-board technology and connectivity enable data collection for the position of the machines, consumption, work hours and emissions, which effective benefits: you may discover unnecessary fuel consumption or that some machines need maintenance. Monitoring and controlling data ultimately means being able to implement corrective action. Briefly," Cali summed up, "digital technology helps improve efficiency."*

*Many entrepreneurs in the construction sector are still unconvinced by technology," suggested **Luca Bongiovanni of Getox**, "yet what may seem like a deluge of data ought not to cause concern because in truth every single item of information helps improve performance. Without knowledge of fixed and variable costs, growth cannot be achieved. A fundamental aspect for introducing technology into the sector in a structural manner," Bongiovanni concluded, "is training, especially and above all for tomorrow' operators."*

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