

Aerial Photogrammetry

The Key to Reducing Design Rework and Increasing Revenue

Unprecedented federal funding for infrastructure projects coupled with an increasingly competitive hiring landscape has led to a significant project backlog for design and construction firms nationwide. While “too much work” is certainly a good problem to have, it can also result in staff burnout and project errors, ultimately leading to revenue loss from rework, project delays and frustrated clients.

Recent studies revealed that the average cost of infrastructure project rework is a staggering 9 percent of the total project cost, and it’s estimated that 70 percent of that rework is design-driven ([constructionblog.autodesk.com/reduce-construction-rework](https://www.constructionblog.autodesk.com/reduce-construction-rework)). While due diligence in the early project planning stages almost always lessens the odds that you’ll run into an otherwise preventable design or construction challenge, project variables—from site access and



Nearmap 3D textured mesh offers smooth pan, zoom, rotate and tilt capabilities. Users can also take height, pitch and length measurements, and easily switch between 2D and 3D base layers. (Boston)



Nearmap AI offers a regularly updated vectorized map with true location insights. Derived from high-resolution imagery, location content is processed at scale and available via API as well as offline delivery. (Durham, N.C.)



A Digital Elevation Model with contours using Nearmap 3D data.

safety to staff availability and travel time—can significantly delay the start of construction and ultimately derail a project budget and timeline.

The solution? Collect the best data possible, as early as possible.

The use of aerial photogrammetry in the planning, design and construction of infrastructure projects has become an indispensable resource for industry professionals. Now widely adopted by firms of all sizes, aerial imagery and associated geospatial data empowers users to make accurate, critical project decisions early and quickly, thus vastly reducing unnecessary project delays and costly design rework.

The optimal aerial photogrammetry solution varies from firm to firm. Some rely on free imagery providers or local government aerial surveys, and these providers can certainly add value to a project. However, the data and imagery available is often inconsistent and outdated, and if your goal is to reduce rework (and therefore increase revenue), quality matters ... big time.

Enter Nearmap, a global technology leader in the geospatial industry that uses its own patented camera systems and processing software to deliver instant access to state-of-the-art aerial imagery, city-scale 3D content, AI datasets and more. Top firms rely on Nearmap to optimize the project lifecycle, from siting, planning and design to as-built documentation, asset management and final project deliverables. While no infrastructure project comes to fruition without overcoming unforeseen challenges, Nearmap empowers its users to confidently move their projects forward with significantly fewer unknowns and avoid costly project delays due to otherwise avoidable design rework.

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View site progress from multiple perspectives and access advanced tools for remote measurement and analysis with Nearmap Oblique. (Hercules, Calif.)

Learn how Nearmap can help your team reduce rework, increase revenue and bring your client's dreams to life by visiting bit.ly/3DOOFZL or scanning the accompanying QR code.

