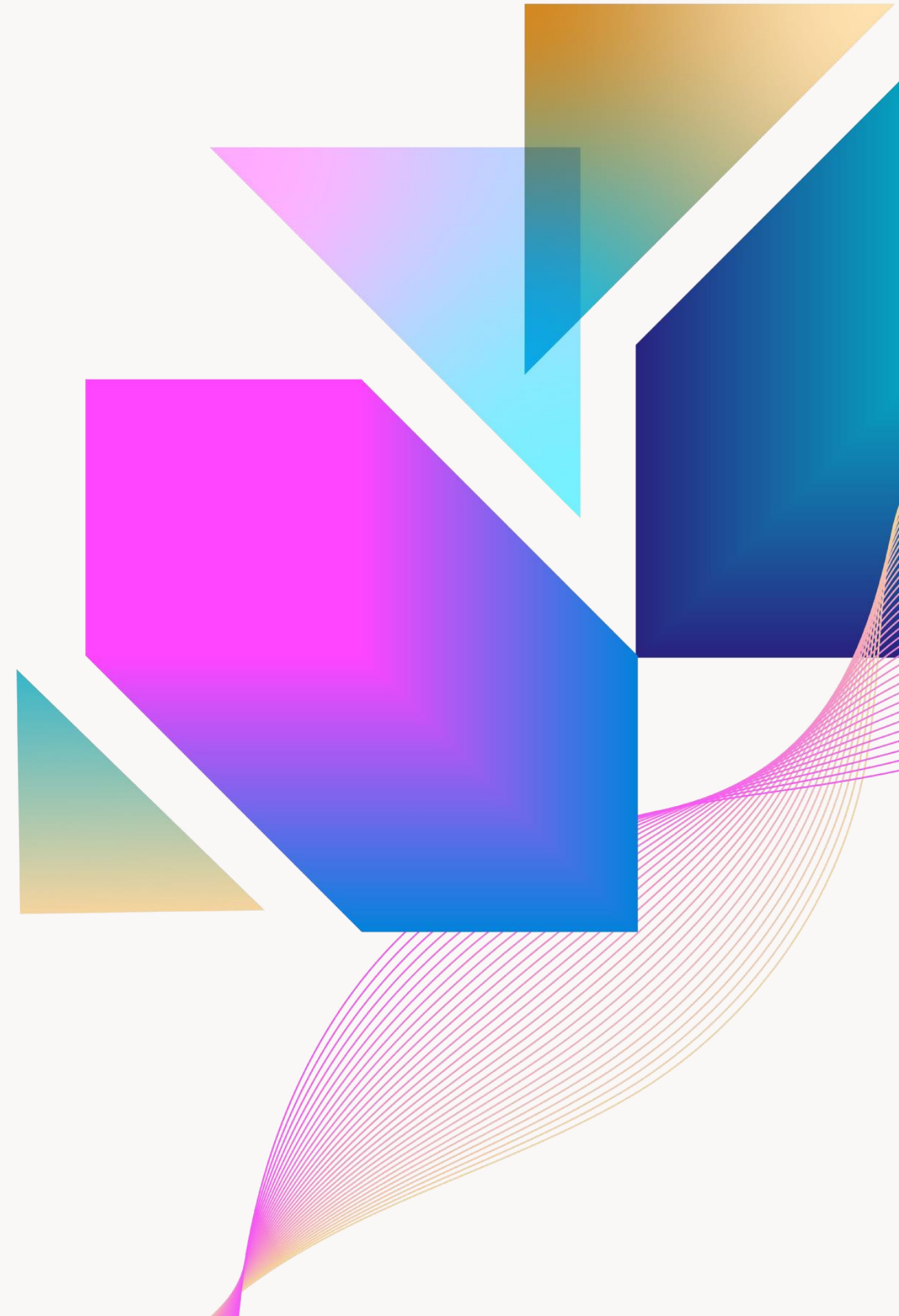




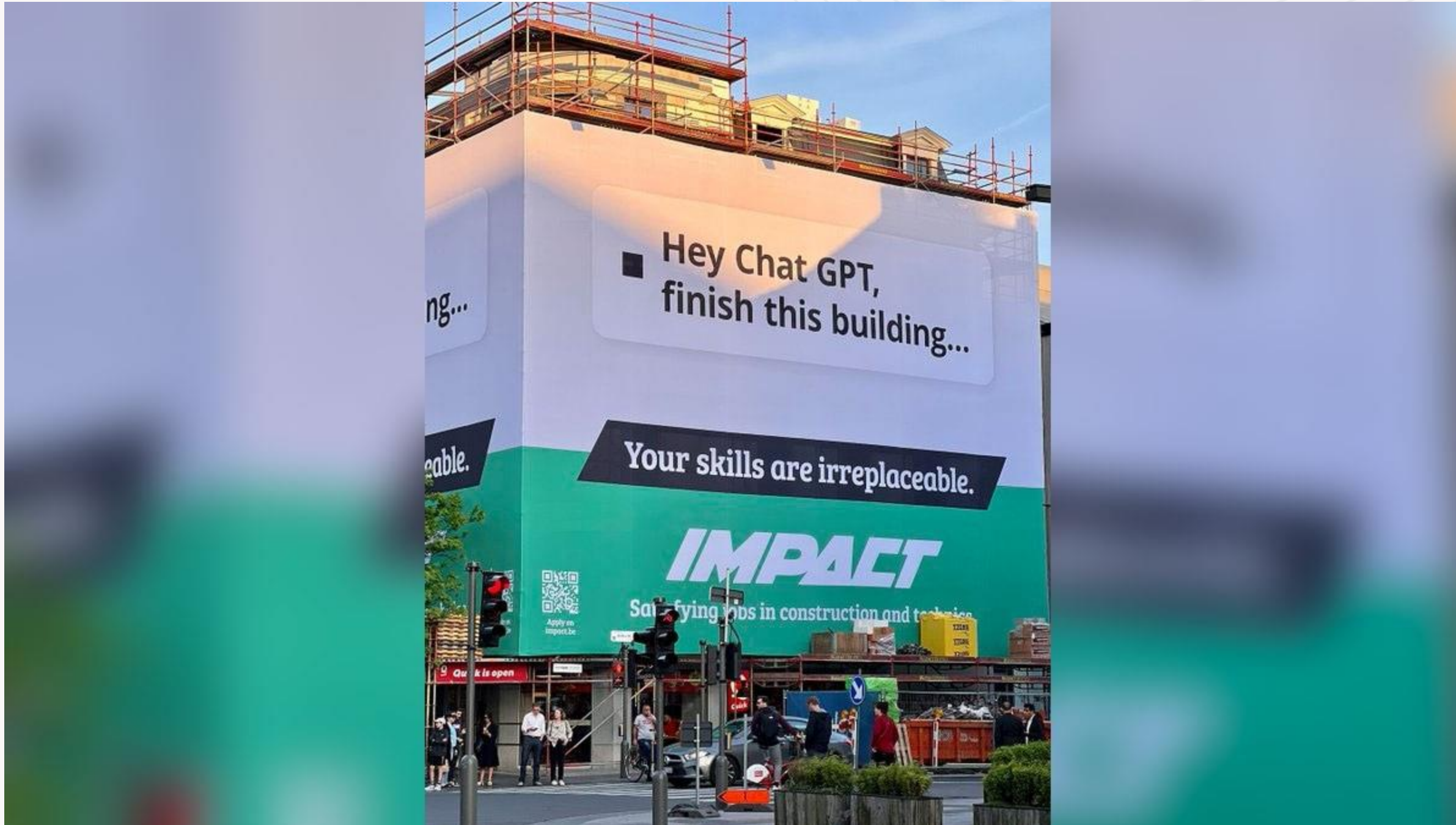
# AI, Bluebeam and the Real ROI: Happier Teams a Healthier Industry

What if AI is the bridge between the labor shortage and happier teams?

Stefanie Reichman, PE



# Remember This?





# What is the purpose of AI in our industry?



# About Me

Not your average Civil Engineer

Civil Engineer

General Contractor

Customer Success @ Bluebeam

Obsessed with working efficiently + being a whole human at work



**Stefanie Reichman, PE**

**Sr Customer Success Manager - Digital  
Bluebeam**

# Agenda

01 The Real Problem

02 AI is our New Bridge

03 Incorporating ai into Workflows

04 ROI Reframed

05 Next Steps

**Do we have a Labor Shortage  
Or labor Retention Problem?**

**Or both?**

**56.9%** Construction Turnover Rate

**47.2%** Average Turnover

**~76% of construction workers  
have considered quitting due to  
burnout.**



- **382,000 job openings / month**
- **44%** of infrastructure skills will need to **evolve** in the next five years - not just trades, but digital & soft skills.
- **Craft workers average age projected to reach 46 by 2030**, as younger talent has different expectations for work.
- **Use of digital tools (BIM, robotics, AI) isn't optional - it's part of strategy to retain & attract talent.**

**Having the workforce is one thing.  
Keeping them, giving them relevant skills, matching  
them to evolving roles**

**that's the fight.**

**three of the four people around  
you is burnt out**

**What can we do...  
today**



# AI is Our Bridge

Shrinking  
workforce



Retention  
problems

Labor shortage

Mental health  
decline



Happier teams

Growing  
industry



# The Mundane vs The Meaningful

## Mundane

Transferring markups

Document Search

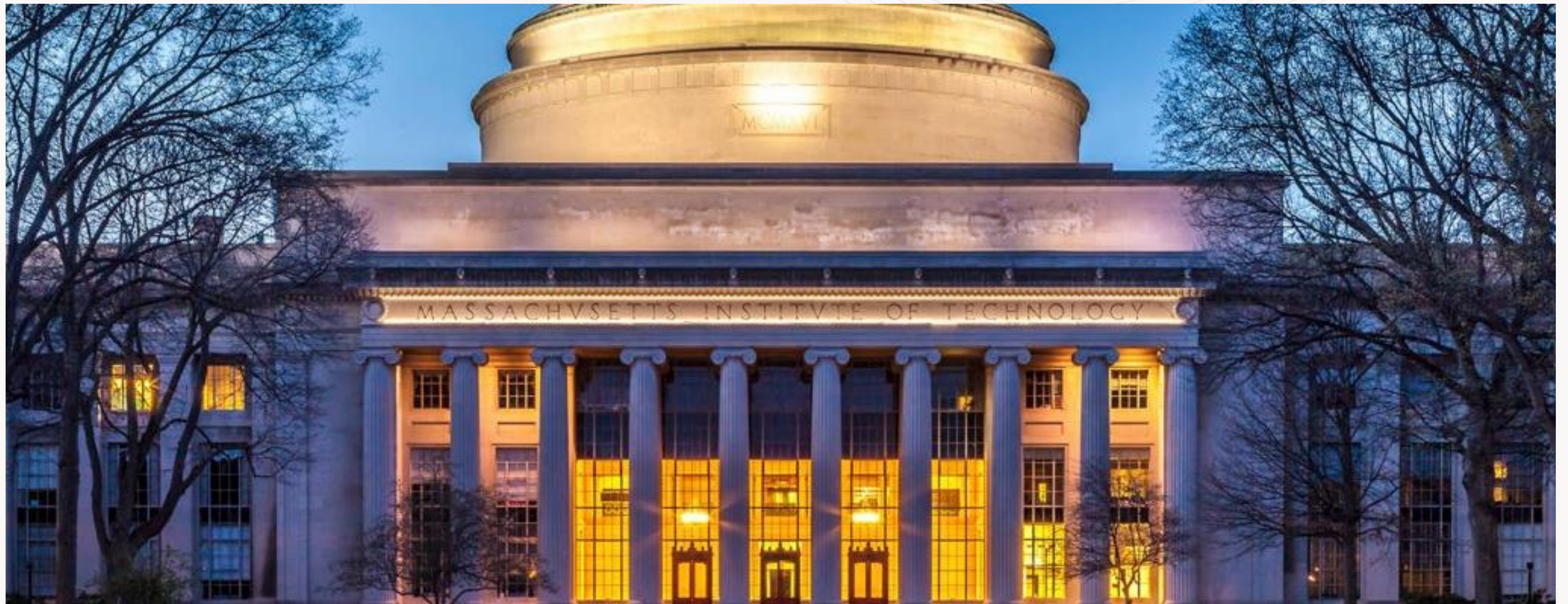
## Meaningful

Identifying Risks

Building Relationships



# BREAKING NEWS: MIT Says that 95% of AI Pilots Failed





***Have we seen this movie  
before?***




**“ I’m only scratching the surface  
of what Bluebeam can do**

**Said by every customer\***

From every company

# The Lesson for Ai

 BLUEBEAM  
COMMUNITY

DiscussionsProductCommunityLearnHelp

Join the Discussion

Search

Revu

Markups

Sessions

Takeoffs

Tips & Tricks

Community Info

Community Activity

Studio

API

3D Drawings

Tool Chest

Community Event

Workflows

Trades

Tasks

September 30—October 2

UNBOUND

2025 WASHINGTON DC

Where the construction world comes together to tackle real-world challenges, drive innovation and shape the future of the industry.

REGISTER NOW

## UPCOMING WEBINARS

## Bluebeam Roundup

Everything Bluebeam You Need to Know



## Tips and Tricks

Hosted by Customer Success

5,000+

BUG members

35+

BUGs around the world

2,500+

Companies represented

Bluebeam User Groups (BUGs)

Lead the way — become a BUG Champion!

# ***Incorporating AI into Workflows***



# Story Time

# Story Time



🔍 how to do a construction estimate faster in bl ✕ 🔊 📷 🔗 AI Mode

- Google Search
- bluebeam  
bluebeam revu



**Visual Search**

**Quantity Link**

**Markups List**

**Custom Columns**

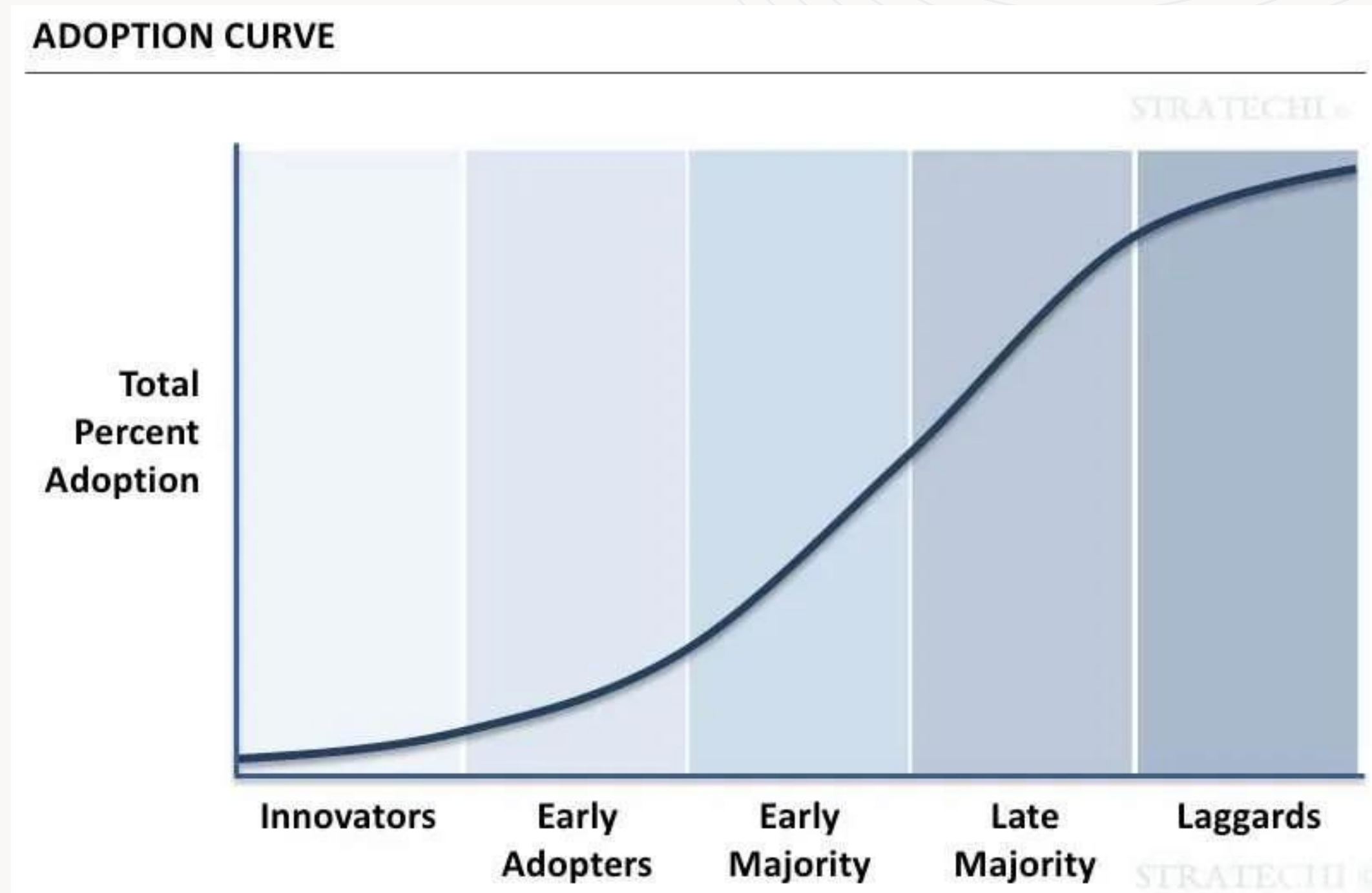
**Studio Sessions**

**“How did you finish these estimates quickly”**

**“Bluebeam”**

**But I didn't take the extra step**

# Adoption Curve





# Customer Success Experience

Look at this  
awesome  
workflow



# Blueprint for AI in AEC

**Automate the  
Task**

**Adopt Broadly**

**Elevate People**

# ***ROI Reframed***

# Let's Redefine ROI

Traditional ROI =

cost savings, faster projects, fewer errors.

Real ROI =

reduced burnout, higher retention, healthier culture.

“Time + Money” vs. “People + Industry Health.”

# General AI Thoughts

## Mindset Shift

→ Tech isn't a threat, it's relief.

## Adoption at Scale

→ Move beyond power users.

## Measure What Matters

→ Don't just track hours saved—track retention, engagement, satisfaction.



# What would YOU do with 30 minutes back?

Think about one task you'd love to hand off to AI or Bluebeam

**Do we have a Labor Shortage  
Or labor Retention Problem?**

**Or both?**

**AI isn't replacing us—it's  
underpinning us.**

**What we build on top of that  
burnout or belonging  
is up to us.**



# **My Challenge to YOU!**



# Thank You!