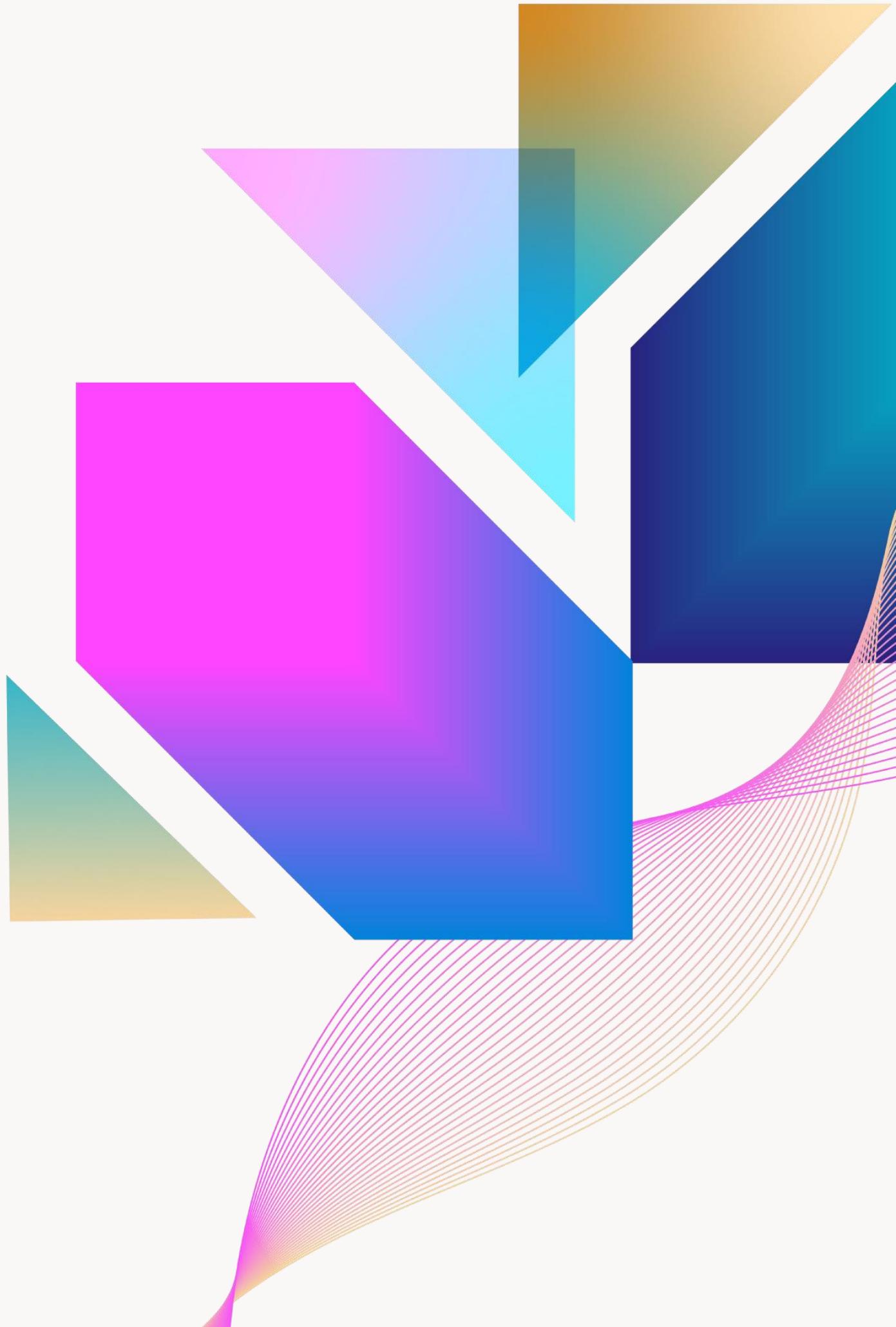




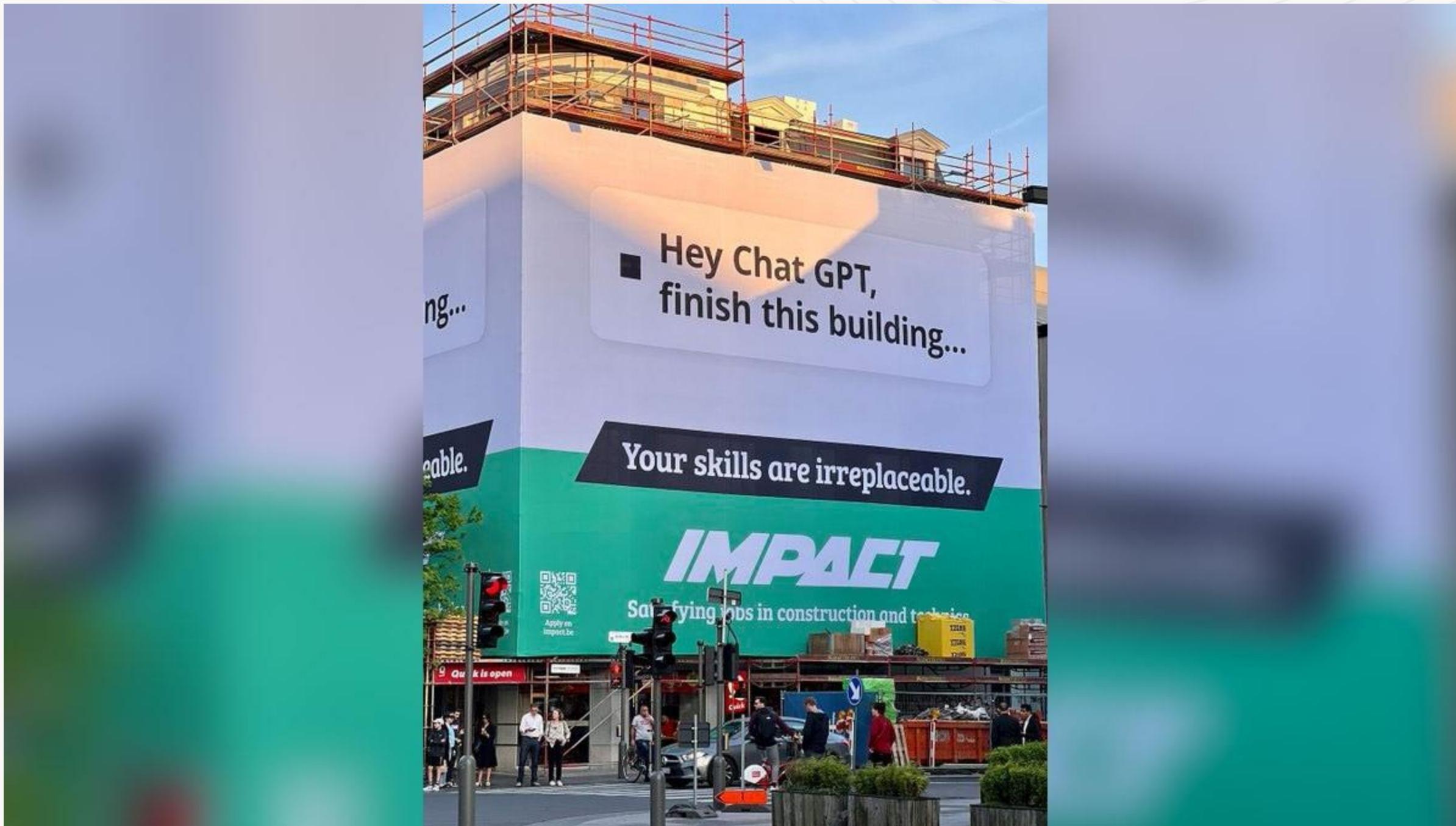
AI, Bluebeam and the Real ROI: Happier Teams a Healthier Industry

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

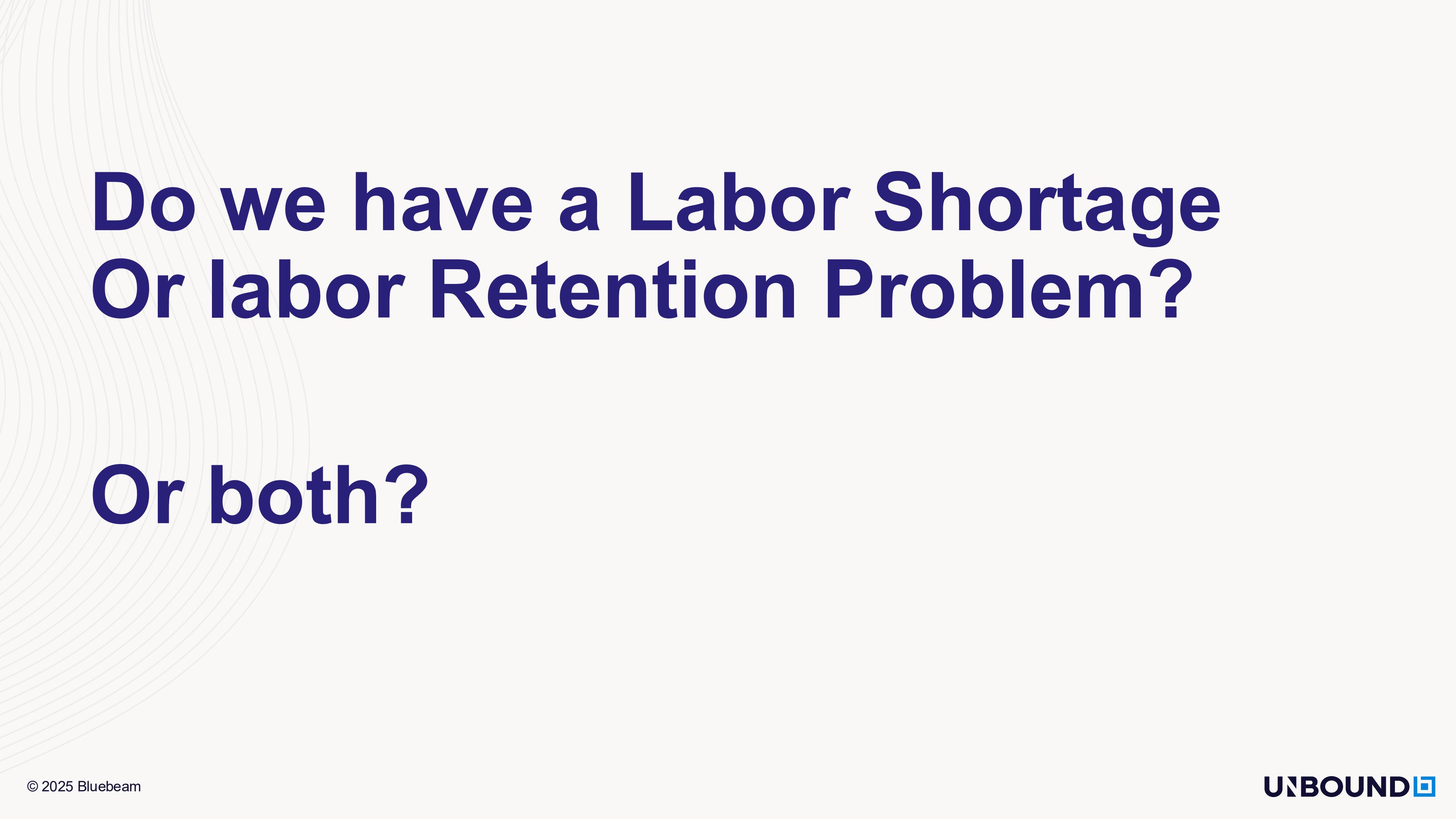


Stefanie Reichman, PE

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

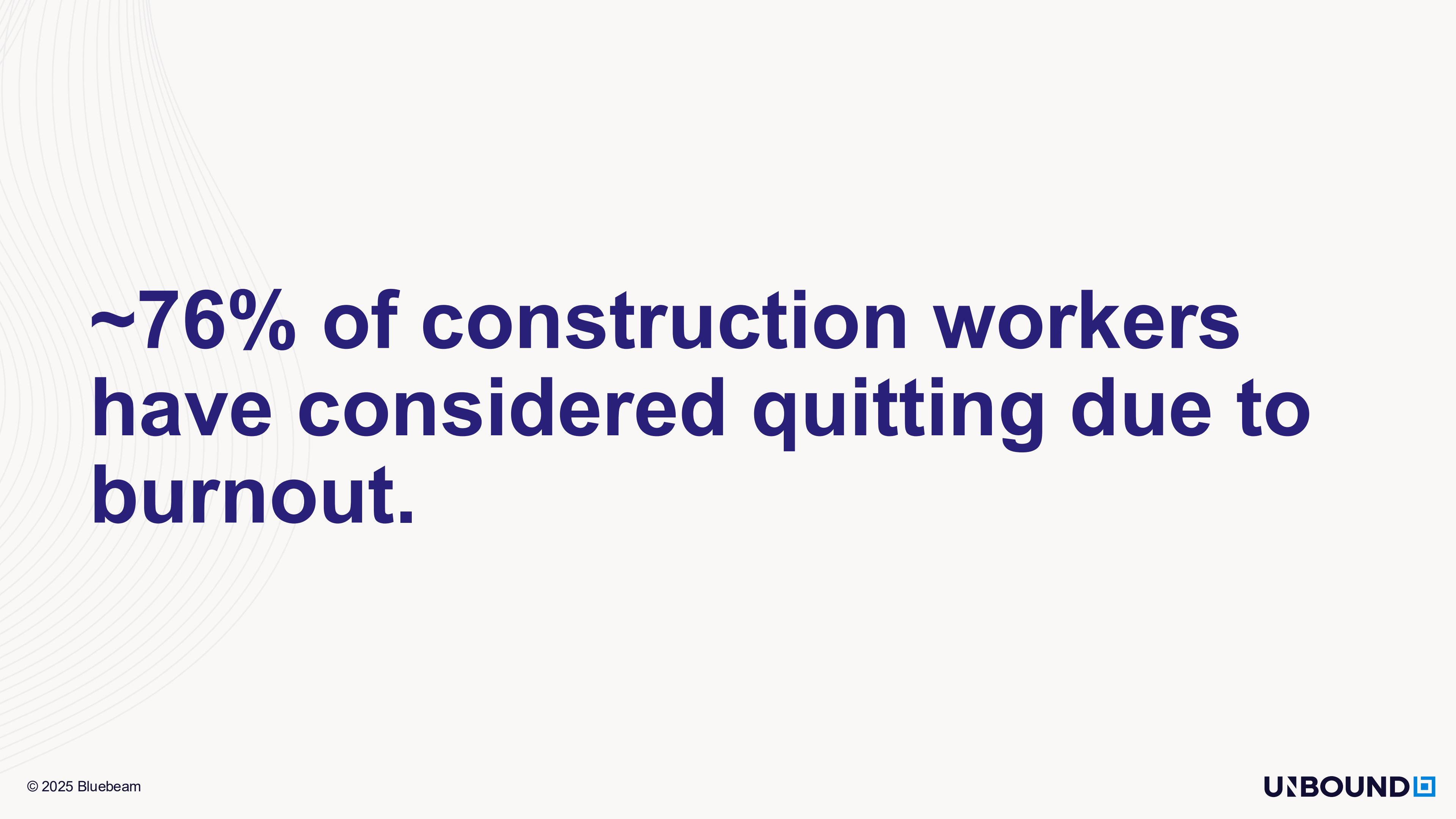


**Do we have a Labor Shortage
Or labor Retention Problem?**

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

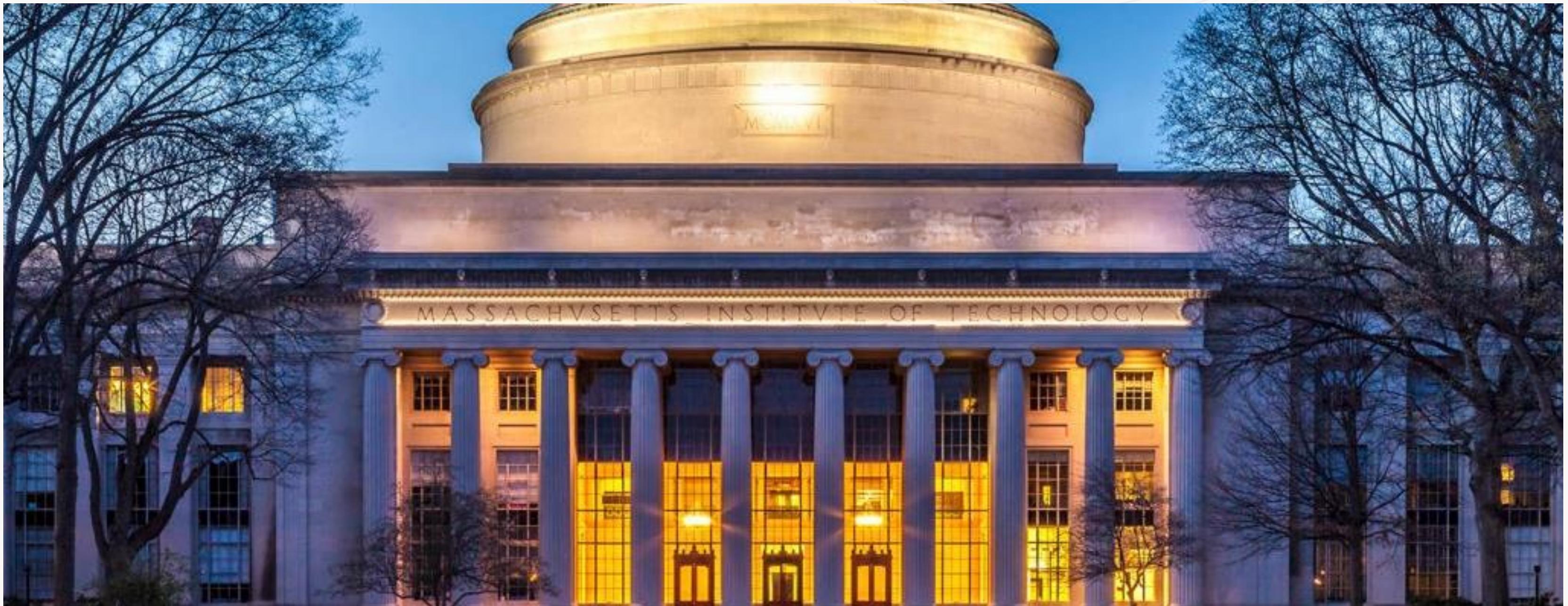
Document Search

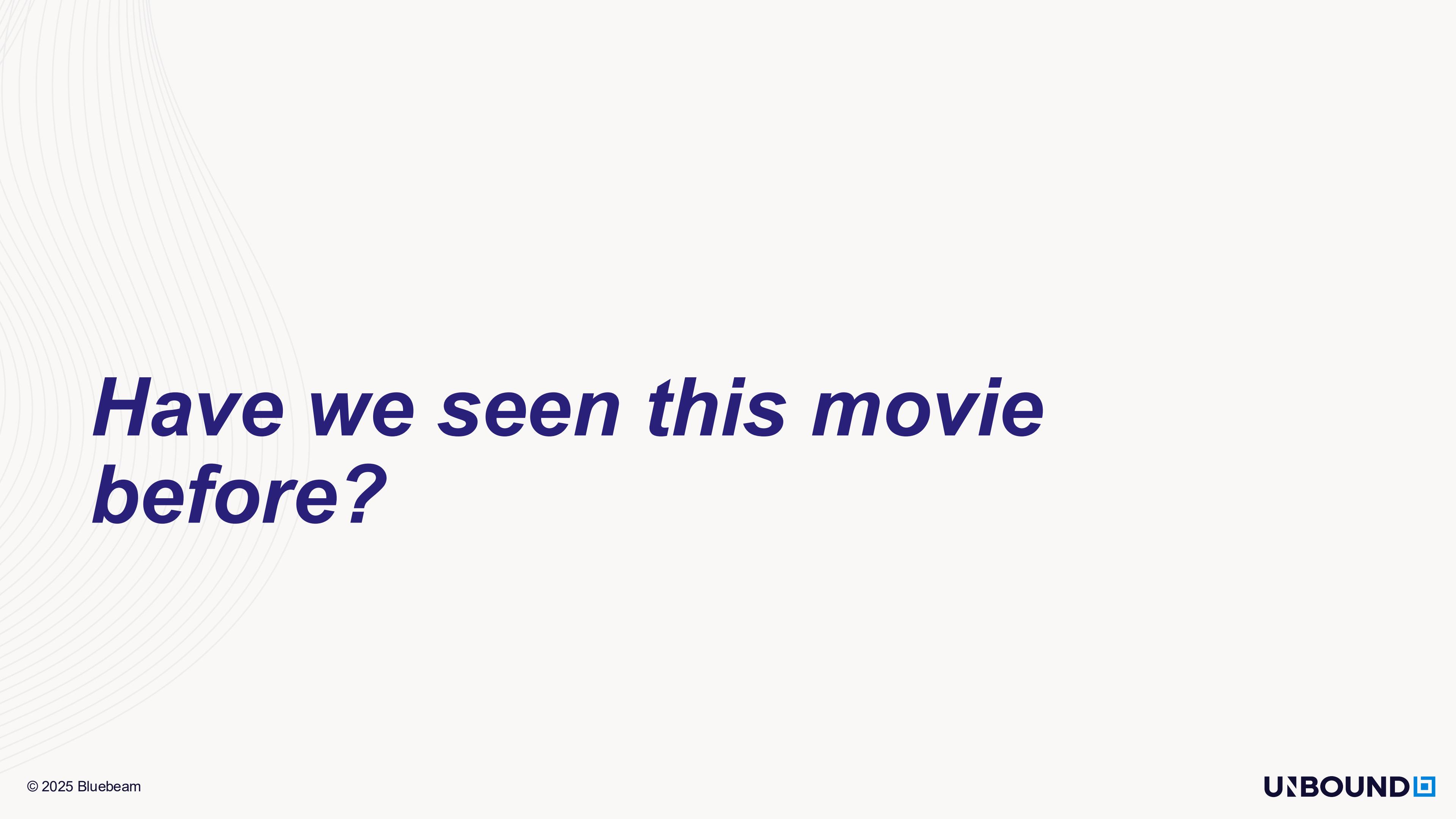
Meaningful

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

* almost

UNBOUND 

The Lesson for Ai



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2,500+

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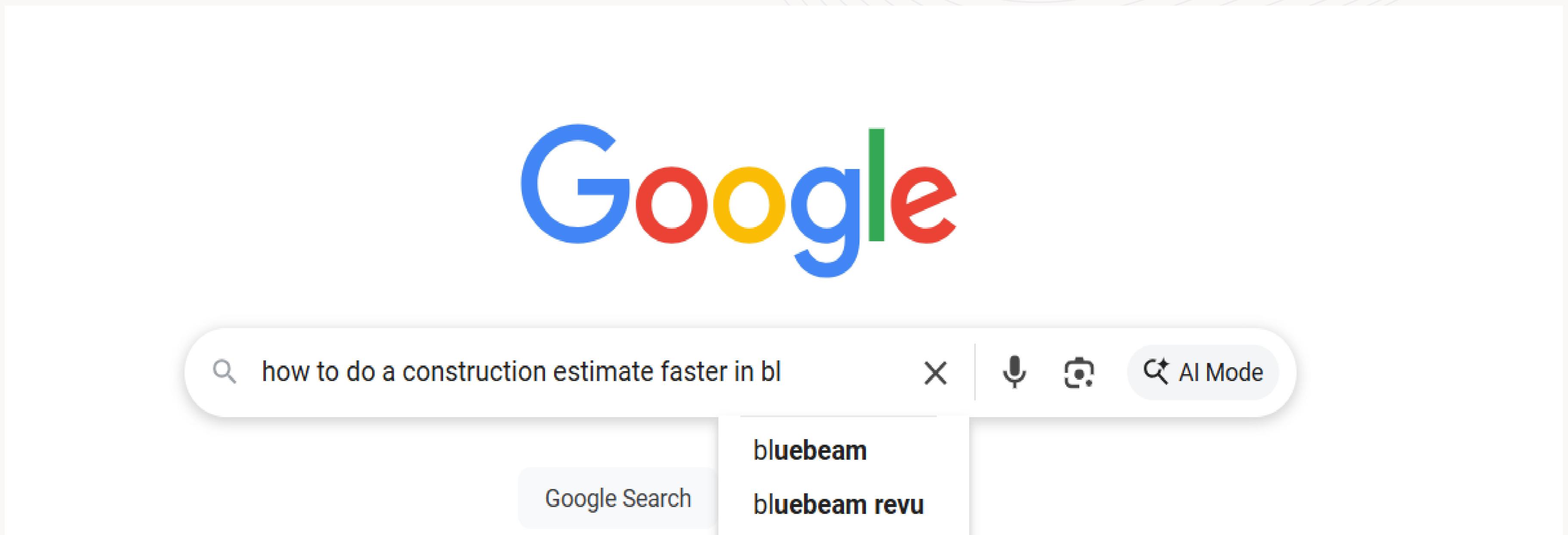
Hosted by Customer Success

Incorporating AI into Workflows



Story Time

Story Time





Visual Search

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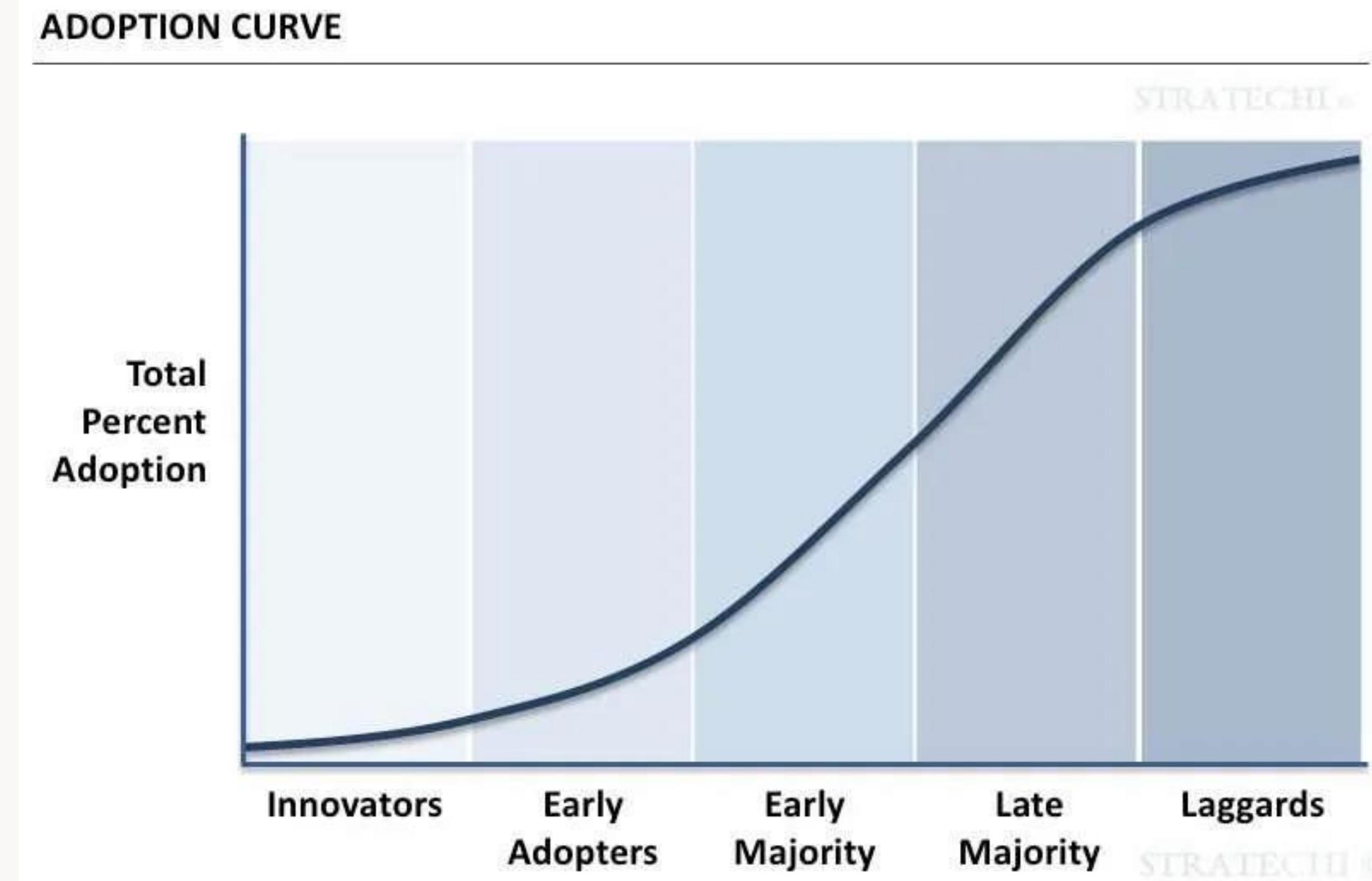


“How did you finish these estimates quickly”

“Bluebeam”

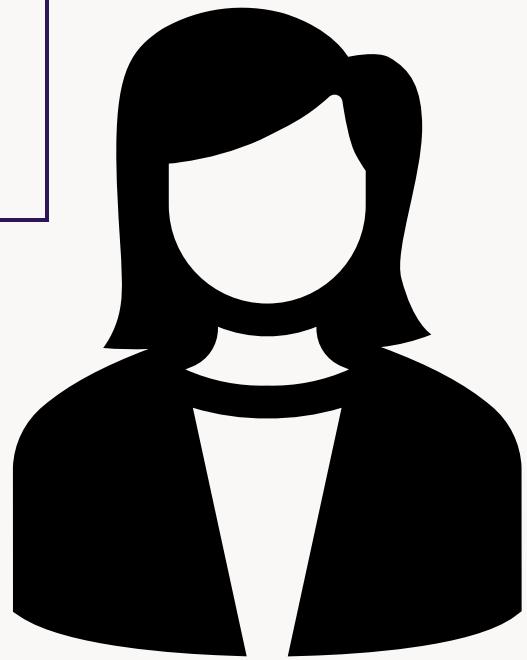
But I didn’t take the extra step

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

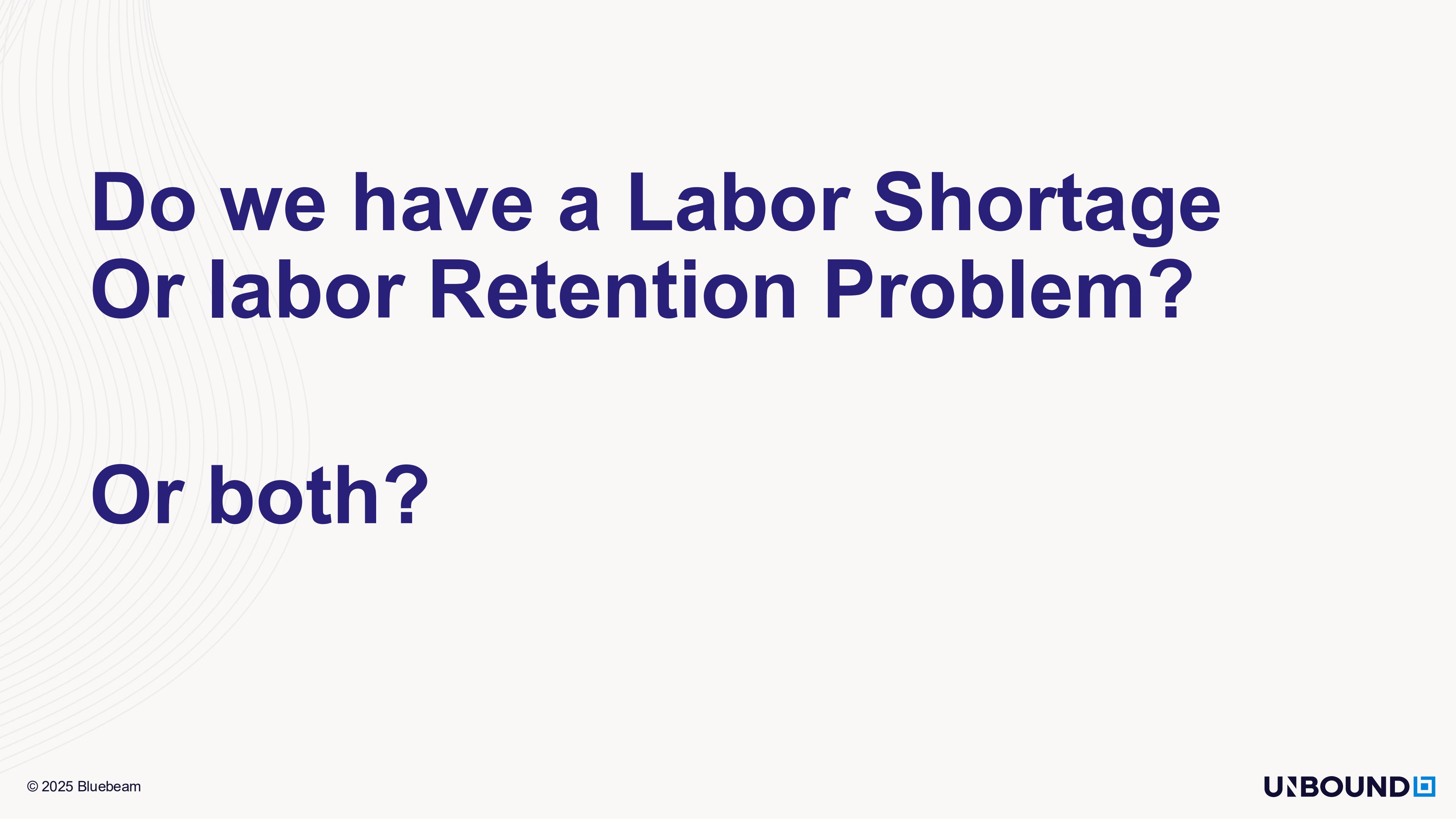
→ Move beyond power users.

Measure What Matters

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

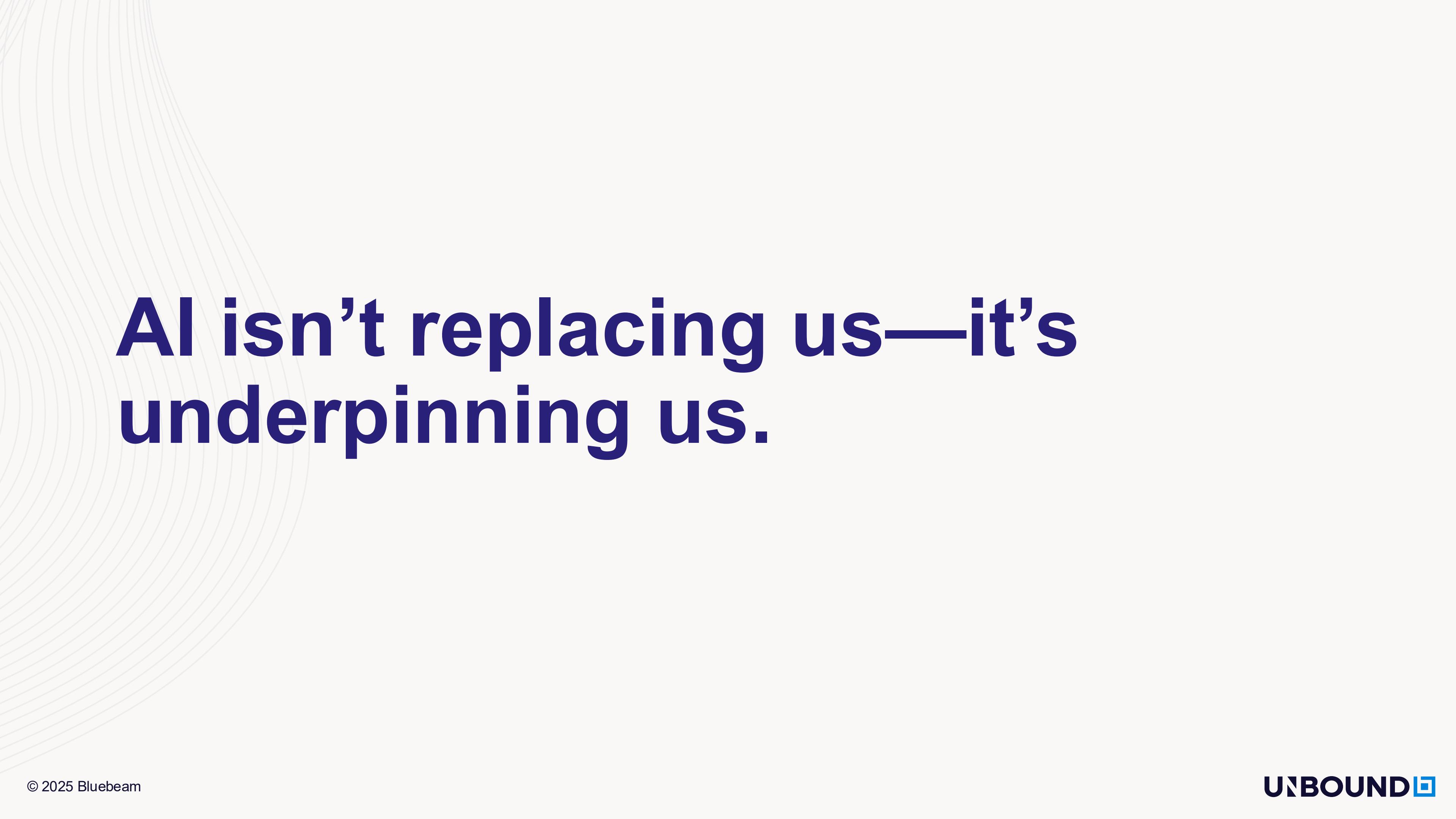
What would YOU do with 30 minutes back?

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!

