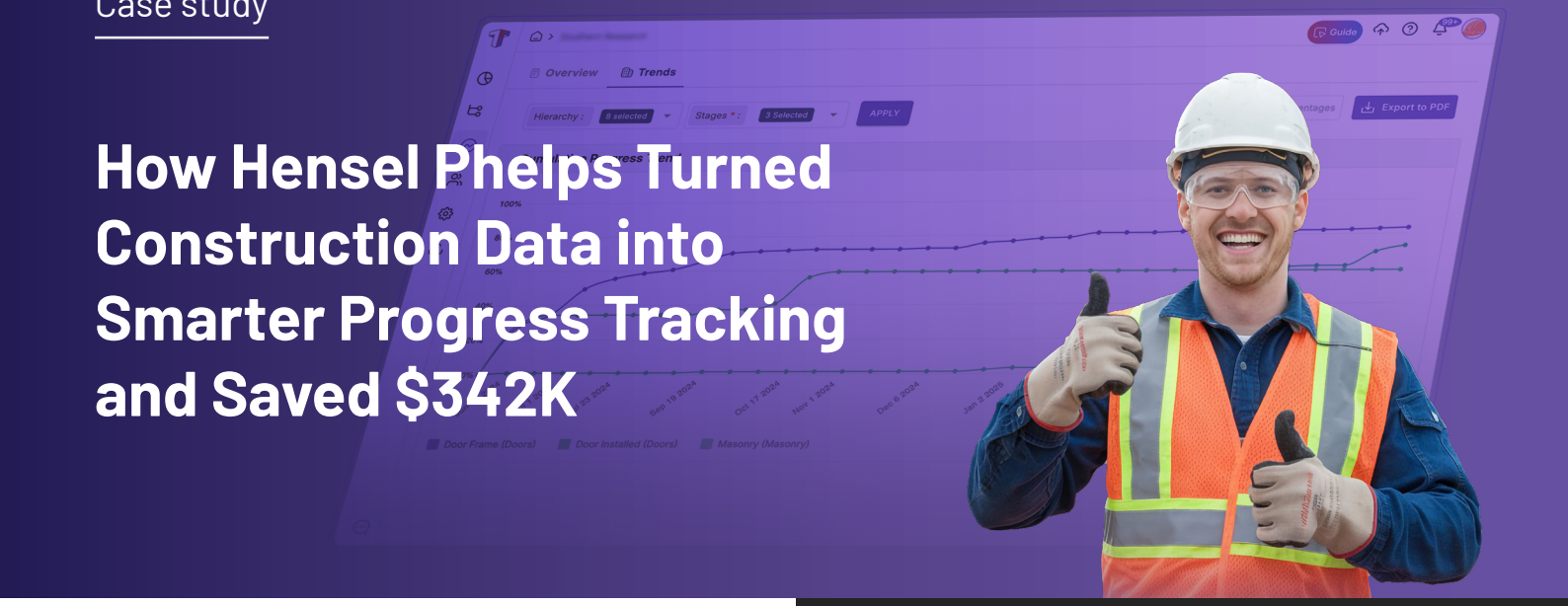
TRACK3D | HENSEL PHELPS Plan. Build. Manage.

Case study

How Hensel Phelps Turned Construction Data into Smarter Progress Tracking and Saved $342K



Challenges

Cleared for Takeoff: Charting a Course Through New Data

At San Francisco International Airport, Hensel Phelps took on a massive challenge: delivering a six-story complex office and operations center between two active terminals with zero margin for error. Logistically, it was complex, but the real challenge lay in how the team tracked progress.

Like many top ENR400 contractors, Hensel Phelps had state-of-the-art tools for capturing and gathering site data. However, as Superintendent Garin Anderson explained, the challenge wasn't in collecting information — it was in making sense of it.

About Client

Client Category: General Contractor
Client Name: Hensel Phelps
Tool used: ProgressTrack
Project Type: Airport

Brief: Hensel Phelps is a large employee-owned company specializing in construction, real estate development and facility services. Founded in 1937, the company is recognized for its diverse portfolio of projects spanning numerous markets including aviation, commercial, education, transportation and government sectors. Known for their commitment to safety, Hensel Phelps consistently ranks among the top general contractors on the ENR 400 list.

> **"We were doing what every GC does — walking the floors, taking photos, marking up drawings. We had no shortage of data, but the challenge was turning it into something useful in the moment. Without that, it just sat there.**

Progress tracking was labor intensive. Trade handoffs were clunky. Pay app reviews were slow and manual. And as changes poured in mid-construction, the team had no quick way to verify if field conditions matched expectations. "It was death by walkthrough," Garin explained. "One trade at a time. One scope at a time."

Despite their best efforts, efficiency was missing — and so was trust in the information at hand.

Solution

Turning Site Captures into Jobsite Intelligence

By deploying Track3D during the project's second phase, the team saw noticeable improvements in productivity and significant upgrades to the process.

Track3D didn't ask the team to overhaul their workflows. The field engineers still performed their routine 360° site walks. But before Track3D, those walks were purely for recordkeeping. The data they collected — whether from 360° photos, phone cameras, or even hand-marked drawings — sat passively in shared folders or local devices. To make use of it, someone had to hunt through images, stitch together updates manually, cross-check them against printed plans, and then sync up with trade foremen to confirm what was actually done. It was a slow, repetitive cycle that relied heavily on memory, judgment, and physical presence.

Progress tracking meant walking each floor separately with every trade. A mechanical scope walk might take 30 to 60 minutes, and that process was repeated for framing, electrical, finishes, and so on.

With Track3D, that manual stitching process disappeared. Now, the same 360° walks fed into an AI-powered engine that segmented every captured frame, identified installed components, and mapped progress directly against the scope of work. Within hours, Garin and his team had a live, visual breakdown of progress by trade, floor, and zone.

> **"We used to spend 20 hours a week trying to verify progress. Now it's a few hours. We're not chasing trades anymore — we're making decisions**

> **"This was the first time I could sit at my desk, open my laptop, and know exactly what had been done. Before walking the job or calling anyone, I could track progress with data — it was all there.**

The impact was immediate. The platform gave the team clear visibility into trade progress, making it both visual and measurable. Insights from Track3D highlighted areas where installations might have been missed or delayed, allowing team to understand whether adjustments could still be made or if it was already too late. By surfacing these gaps early, the team reduced the risk of costly rework and improved confidence in project delivery.

Midway through the build, the project team encountered a challenge — they needed to start tracking lighting installations, a scope that hadn't initially been part of the setup in Track3D. Once the team had identified the lighting tracking gap, they were able to quickly configure Track3D's Progress Track to capture and measure this new element with ease.

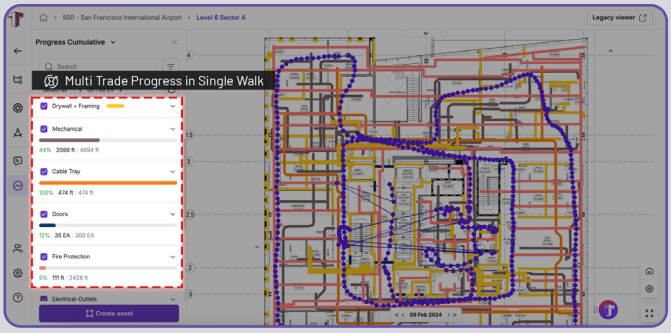
The platform's flexible tracking capabilities meant that as long as an object was visually distinguishable, it could be incorporated into the workflow. Within days, lighting progress was being monitored alongside other trades, giving the team clear, measurable insights into install rates and potential delays.

Track3D became the team's shared single source of truth for construction progress. Project engineers used it to validate percent complete during pay app reviews. Field engineers pulled up time-stamped images to coordinate across overlapping trades. The QC team relied on photo history to verify in-wall work without reopening walls. Even the schedulers referenced it to understand field bottlenecks when updating timelines.

Use Cases in the Field

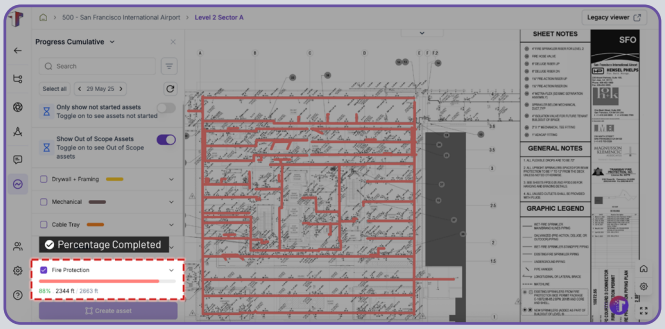
1. Cutting Down Job Walks While Capturing More

With Track 3D's twice-weekly 360° captures, Hensel Phelps reduced 20+ job walks to just one—while tracking progress across multiple trades at once.



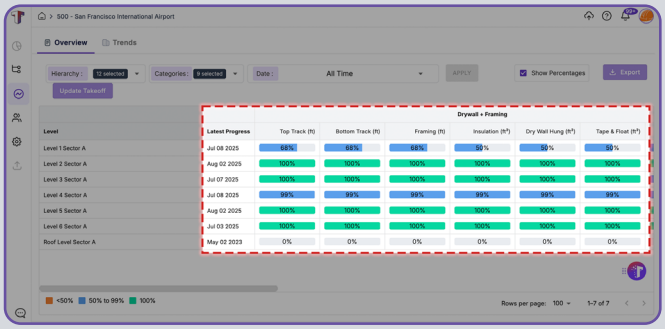
3. Enforcing Trade Sequencing and Zone Control

Zone-based tracking showed incomplete framing in a "finished" quadrant. The team paused electrical work to avoid overlap, double-handling, & lost time.



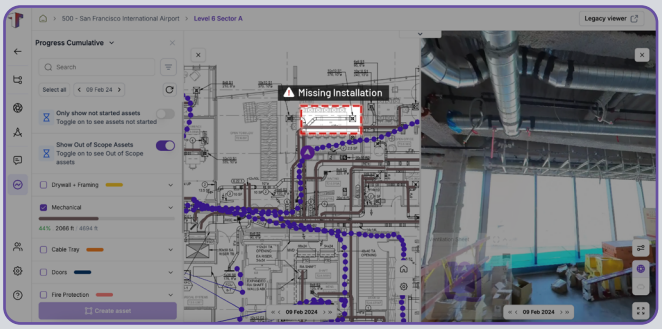
2. Pay App Validation & Overbilling Prevention

Superintendents used current visuals to verify percent complete for pay apps—eliminating full-floor walks, reducing overbilling risk, and saving administrative hours.



4. Improving QC Documentation

Track3D's photo history enabled QC teams to verify in-wall work without reopening walls—speeding up commissioning and reducing punch list volume.



The Outcomes

2,964
Total Hours Saved

$342k
Labor cost savings

50%+
Reduction in documentation time

3
Major reworks avoided

20+
Job Walks Consolidated

26
Sub Trades Coordinated

Impact

Smarter Decisions, Fewer Mistakes, Faster Delivery

Track3D didn't just improve documentation — it changed how the Hensel Phelps team operated. Making the team faster and more efficient.

Over 2,900 hours of coordination time were saved . 20+ monthly job walks were consolidated into one. Field engineers spent less time collecting data and more time resolving issues. In Garin's words, "It gave us the freedom to stop documenting everything manually and actually focus on the work."

But more than saving time or money, Track3D gave the team greater confidence in their progress data, because every insight was backed by verified, measurable results. Each capture was transformed into accurate progress metrics that showed exactly what had been completed, broken down by trade and by zone.

Following the success at SFO, Hensel Phelps began expanding Track3D across other complex builds, where visibility, change, and coordination challenges can make or break delivery.

Conclusion

Hensel Phelps had all the tools. But it wasn't until they deployed Track3D that their jobsite data helped the team truly increase their efficiency. What was once a tedious process of collecting, sorting, and verifying information has now become a streamlined, visual, and intelligent system that supports every level of the field team — from VDC to closeout. For any contractor who's capturing data but still struggling to see the full picture, Hensel Phelps' story is a clear example: you don't need more tools — you need smarter ones.

> ***We weren't trying to innovate for the sake of it. We just needed something that made sense of the data. Track3D turned out to be the one tool that actually did that.***
>
> *— Garin Anderson, Superintendent*

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About Track3D

Track3D, is transforming construction monitoring with AI-first Reality Intelligence Platform that integrates advanced AI with reality capture data to provide an unprecedented overview of construction monitoring. It ensures that every detail is tracked, progress is monitored, significantly reducing costly reworks and delays.

Request a Demo

Learn more : https://track3d.ai
Contact: info@track3d.ai