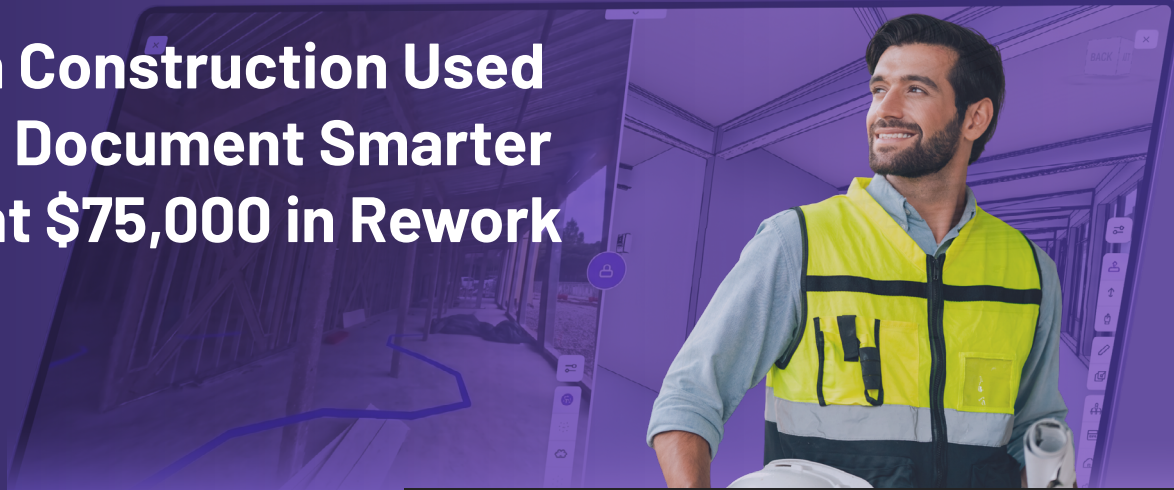


Case study

How Rycon Construction Used Track3D to Document Smarter and Prevent \$75,000 in Rework



Challenges

On a five-story, 175,000 sq ft self-storage facility with liquidated damages on the line, good instincts weren't enough. Rycon needed a complete, reliable picture of site conditions at all times.

The existing documentation process was manual. Superintendents captured site photos weekly and uploaded them to the project photo library, a time-consuming exercise that, despite the effort, only ever showed what someone decided to photograph. Across hundreds of thousands of square feet of active construction on multiple floors, quality issues could develop undetected for days with no systematic way to catch them.

And when something did go wrong, finding documentation of a specific site condition meant manually sifting through the project photo library, a search that averaged 15 to 30 minutes and frequently came up empty.

That combination of blind spots and slow answers carries real financial consequences. A single undetected error discovered at the punch list meant a week of costly rework in liquidated damages before a single trade picked up a tool.

Project Snapshot

Project: Self Storage Building | Atlanta, GA

Project Size: 175,000 sq ft

Product Used: VisualTrack

Track3D Deployment: 17 months | 298 captures

Contractor: Rycon Construction

About Rycon Construction:

Rycon is a 100% employee-owned company (ESOP) providing construction management, general contracting, design-build, and program management services nationwide, completing over \$1.2 billion in construction annually. An ENR Top 400 Contractor, ENR Top 100 Green Contractor, and BD+C Top 150 Contractor, Rycon operates from nine offices and specializes in new construction, renovations, and adaptive reuse.

From large-scale developments to fast-track interior fit-outs, Rycon delivers a comprehensive range of services across diverse project types. The firm's portfolio includes aviation, healthcare, higher education, industrial/warehouse, multi-unit residential, student housing, food service/dining, commercial, retail, data centers/mission critical, financial, self-storage, government/municipal, and LEED-certified facilities.

Founded in 1989, Rycon has built a strong reputation for performance, reflected in an 86% repeat client rate.

Solution

Track3D didn't ask Rycon's team to change their workflows. The project engineer kept doing what project engineers do - walking the floors. What changed was everything that followed. Instead of fragmented folders of manually uploaded photos with no spatial context, every walkthrough was fed directly into Track3D, where captures were automatically organized by location and date and accessible to the entire team from anywhere.

Before Track3D, daily site walks produced passive records. Photos sat in the project photo library with no location tags and no timeline. Making sense of them meant manually hunting through images, cross-referencing drawings, and syncing with trade foremen to confirm what had been done. It was a slow, repetitive cycle that relied heavily on memory, judgment, and physical presence.

With Track3D, the entire manual documentation process came down to a single 10-minute walk. One floor, approximately 32,000 square feet, generated roughly 1,800 processed visuals, automatically organized, location-tagged, and ready to use. The same coverage done manually would have required stopping at 50 different points, shooting in four directions, and manually uploading 90 to 200 images with no spatial context attached. Track3D was nearly three times faster and captured ten times the visual coverage.

Over 17 months, those walks added up to 298 total captures and documented 98.7% of the building footprint. From excavation through to final inspections, Track3D served as a single unified documentation layer across the entire build. And it was that continuous coverage that avoided a \$75,000 rework before it became a problem.

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This was the first time I could look at a floor and know exactly what had been done, not based on what someone told me, but based on what the data actually showed.



Dylan John, Project Manager

RYCON
Construction



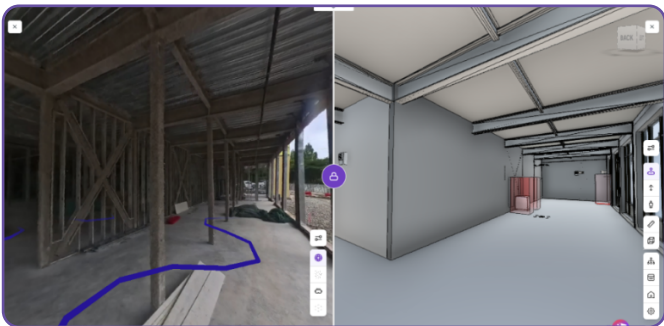
How It Played Out in the Field

1. Quality Control: Catching What the Eye Misses

During a routine QC walk, Rycon's team pulled up Track3D's BIM vs Reality comparison view, comparing the BIM model against 360° reality capture from the field. What they found stopped the virtual walk cold: columns had been fully installed in locations where no columns were supposed to exist.

The issue hadn't surfaced during submittal review. The subcontractor hadn't flagged it during installation. No one walking around the site had noticed. But when design intent and physical reality were displayed side by side, the discrepancy was impossible to miss.

The columns were removed, and the affected areas were fully remediated before any finishes had been applied. Had the issue gone undetected until punch, the combined cost of column removal, floor repair, area restoration, and liquidated damages would have amounted to a conservative estimate of **\$75,000** in total rework exposure.



“ —————
It wasn't caught in the submittal review. It wasn't caught by the subcontractor during installation. We were just doing a QC walk using Track3D and suddenly realized there were columns where there shouldn't be any columns.



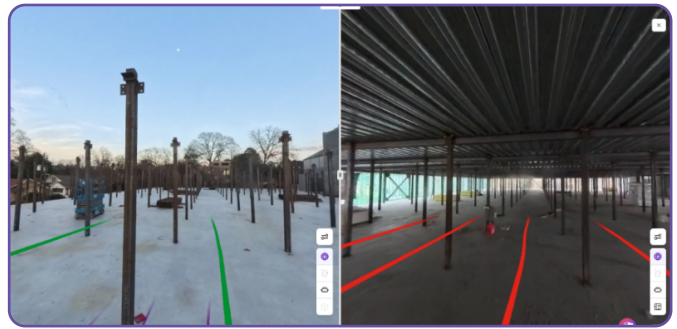
Dylan John, Project Manager



2. Owner Communication: Replacing Description with Evidence

When owners asked about progress in OAC meetings, Rycon's team stopped describing and started showing. Pulling up Track3D gave everyone in the room an immediate, spatial understanding of where work stood, cutting through the back-and-forth that typically accompanies verbal progress updates.

For owners managing multiple projects without dedicated on-site representation, the ability to navigate the building themselves from anywhere replaced a class of questions that had previously consumed meeting time and generated follow-up email chains. The project team had a credible, neutral record to point to. Owners had visibility they hadn't had before. Both sides left meetings with less ambiguity and better clarity.



3. Issue Resolution: From 30 Minutes to 2

When a question arose about a specific site condition, such as whether waterproofing had been applied in a certain area, what a space looked like before a trade moved in, or where a particular scope boundary fell, the old answer was a time-consuming manual search through the photo library. That search averaged 15 to 30 minutes and frequently came up empty if no one had happened to photograph that area on the right day.

With Track3D, the team navigated directly to the relevant location, filtered by date, and had their answer in approximately **two minutes**. With 98.7% of the building footprint documented over the project's life, the right image almost always existed, and finding it was no longer a matter of luck.



4. Full-Site Visibility: Verifying the Site at Every Stage of Construction

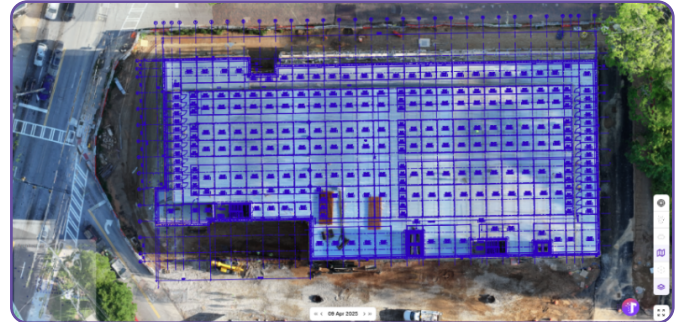
Track3D's drone captures added another layer of visibility to what was already being documented on the ground.

The first came during excavation. Rycon needed to determine whether the sand stockpile on site would be sufficient for backfilling after all underground elements were placed. Track3D's drone-captured orthomap provided the data needed to measure the stockpile volume accurately, replacing a guess with a precise, data-backed answer.

The second came as structural work progressed. The team needed confidence that the building boundary and slab placements were tracking against the design.

By overlaying the floor plan directly onto the drone orthomap, design intent and physical reality could be compared in a single view.

The same visibility that protected the interior extended to every corner of the site.



The Results

\$75K

Rework Cost
Avoided

3x

Faster Documentation

10x

More Visual Coverage

~2 Min

To Locate any
Site Condition

298

Total Site
Captures

98.7%

Building Footprint Covered

The Impact

Across 17 months and every phase of construction, from ground excavation to final finishes, Track3D gave Rycon's team a level of visibility that manual documentation had never been able to provide.

The daily walk that had previously generated a folder of passive, unsearchable photos became a location-tagged intelligence system covering nearly the entire building. The column installation issue alone avoided an estimated **\$75,000** in combined rework and liquidated damages.

The \$75,000 saved on a single QC walk was the moment Track3D proved its value on this project. But the deeper return was in how the team operated every day.

Every manual process that had previously slowed the team down was replaced by a single platform that kept pace with the project from the ground up. With a timestamped visual record of every stage of construction, the team had the documentation to hold every trade accountable, resolve disputes with evidence rather than memory, and walk into every OAC meeting with proof. On a project like this, that kind of visibility made every decision easier.

Following the self-storage facility deployment, Rycon has continued expanding its use of Track3D across additional, complex project types where the visibility, coordination, and documentation benefits only multiply at scale.

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