

A romantic couple is shown in a close embrace in a lush green field filled with yellow wildflowers. The man, on the left, has dark hair and a beard, and is wearing a blue denim jacket with a white shearling collar. He is leaning in to kiss the woman on the cheek. The woman, on the right, has dark curly hair and is smiling broadly, showing her teeth. She is wearing a grey long-sleeved shirt over a black top and a black and white patterned skirt. Her hand, adorned with a large ornate ring and dark red nail polish, rests on the man's shoulder. The background is a soft-focus landscape with more greenery and a cloudy sky.

 utecture<sup>®</sup>





Welcome to  
digital building.  
It's a game-changer.







## Contents

Introduction	04
utecture™ at a glance	06
Builders powered by utecture™	08
utecture™ Features & Benefits	10
Consumer Features & Benefits	18
About us	24

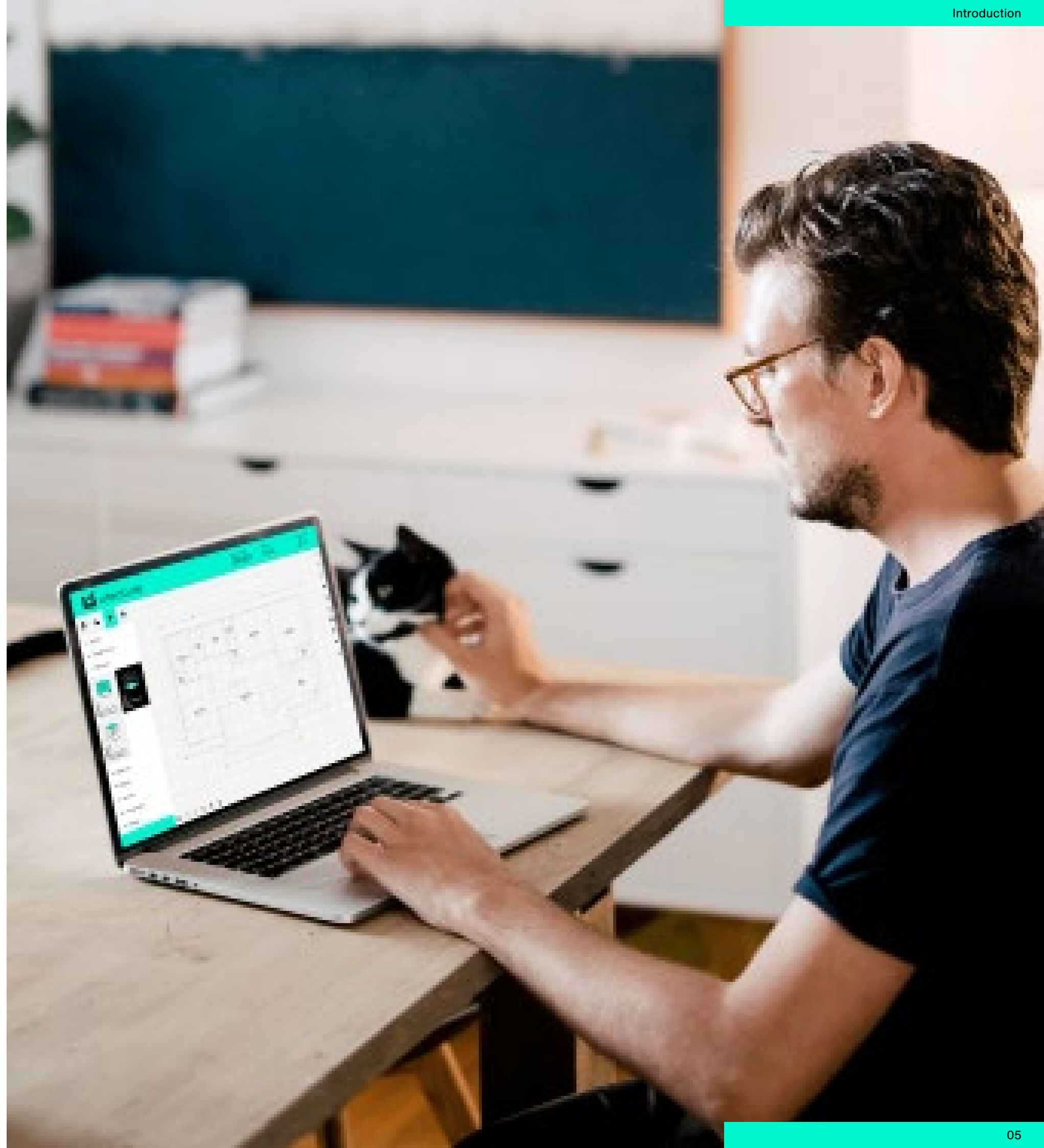


Transform your business with utecture™

utecture™ empowers you to design and deliver dream homes with game-changing efficiency and experience.

utecture™ is what dreams are made of. A groundbreaking new cloud-based digital building platform that empowers you with dynamic design presentation, documentation and workflow management in one.

With potential to save you 60%+ time and cost in your sales cycle, drive exponential efficiency and ROI in your workflow and supply and deliver game-changing customer experience and reach, utecture™ gives you the **power to build like never before.**





## utecture™ at a glance

- ✔ Instantly create full-size interactive 3D digital twins of your home designs online
- ✔ Enable sales teams and customers to personalise, price and virtually-experience homes in real-time
- ✔ Produce full design documentation and accurate pricing and materials schedules in seconds
- ✔ Fully integrate and streamline workflow with a customised enterprise resource planning system (ERP)
- ✔ Create a single source of truth across customer and materials databases
- ✔ Empower sales team mobility and agility with virtual design, pricing and display tools
- ✔ Schedule and coordinate materials across your business with game-changing control and efficiency
- ✔ Import or export capability with your existing software systems







Builders powered by utecture™







# utecture™ Features & Benefits





A photograph of a woman with long brown hair and a young girl with brown hair in a kitchen. The woman is wearing a grey sweater and is holding the girl's hands. The girl is wearing a white t-shirt with a rainbow graphic. They are standing in front of a wooden backsplash. On the counter, there is a white teapot and a white mug. The text "Builders powered by utecture™ achieve cost savings of up to 58% and time savings of more than 65% in the sales cycle alone." is overlaid on the image.

Builders powered by  
utecture™ achieve cost  
savings of up to 58% and  
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— Monash University

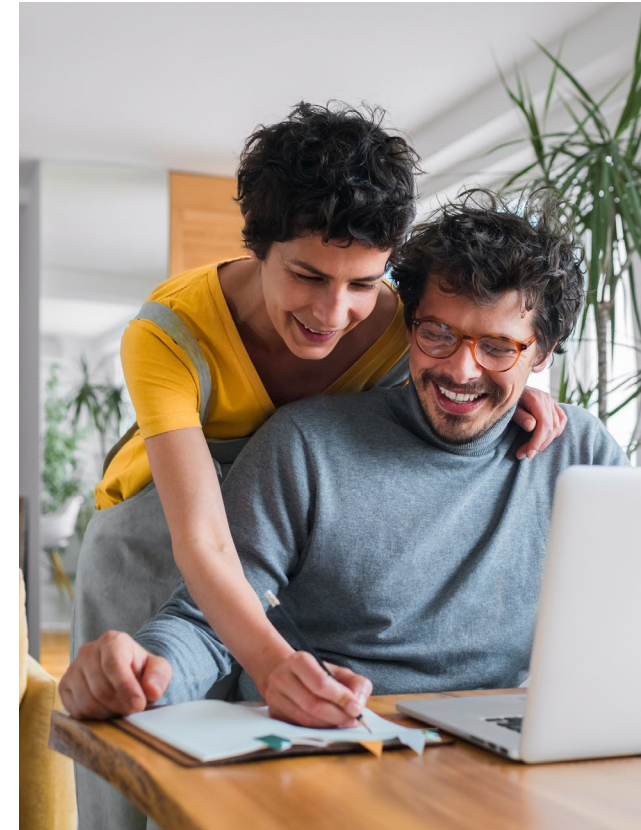




## ERP-POWERED INTEGRATION

## Dream workflow.

Imagine simpler planning, faster decision-making, reduced duplication, increased standardisation and greater accuracy and control over every project. That's the power of utecture™. Providing you with a customisable ERP to manage all your activities end-to-end. Capturing every client interaction and documentation change and informing your team where the job is up to. Seamlessly integrating and informing workflow across sales, drafting, design, estimating, documentation and construction. Empowering you with a secure, central cloud-based database and single source of truth to set process, design and pricing, and drive dream standardisation and supply coordination.



## IDEAL CUSTOMER EXPERIENCE

## Dream empowerment.

utecture™ gives your customers the power to dream. By empowering them to visualise, personalise and live-price your dream home designs and options from anywhere 24/7, you're giving them a new dimension in choice, convenience and transparency. These are the first ingredients of a game-changing customer experience – for them and you. What can traditionally take months to explore, weigh-up and buy, can now take minutes.

## TURNKEY DIGITAL BUILDING

## Dream transformation.

utecture™ brings your building business into the digital economy with agility and mobility. Giving you customer data, insights and decision speed you've only dreamed of, and single source of truth from pipeline to site-prep. Customers are empowered with a 3D interactive digital twin of your designs to personalise, visualise and live-price their dream home from anywhere day or night. Sales teams have a cloud-based tool to serve more customers and accelerate decision cycles. And you have the workflow automation processes and management dashboards to transform your business and grow profits exponentially.



## DATA-POWERED MANAGEMENT

## Dream speed.

utecture™ can halve the time and cost to close the deal. From sales to design to estimating to documentation and construction, utecture™ enables you to fully integrate, streamline and accelerate workflow for your team, and customers. With a powerful cloud-based management platform and data across your business, you can optimise pre-construction scheduling and materials management and drive better supply deals. Dynamically control, configure and update your plan library and rates in realtime. And standardise process, design, pricing and materials for every project, in every location to deliver maximum efficiency.



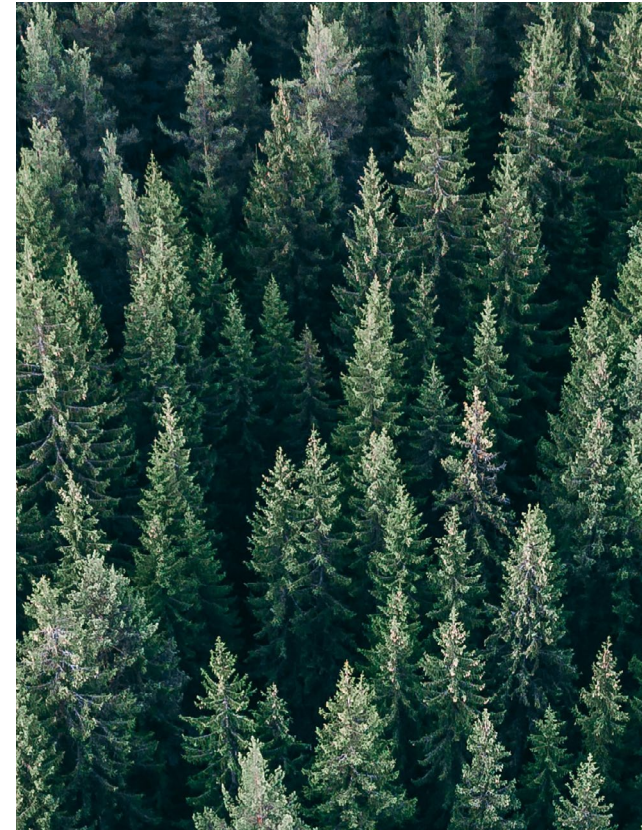




INSTANT ENGINEERING TECHNOLOGY

## Dream solutions.

utecture™ empowers your efficiency with instant engineering. As you design, the system instantaneously engineers lightweight timber and steel framing and alerts you where specialty engineering advice is required. This allows you to streamline the process and rapidly investigate alternative design and engineering solutions to move forward. Framing plans can also be exported to integrate with automated frame manufacturing for further efficiencies and accuracy.



ENVIRONMENTAL EMPOWERMENT

## Dream choices.

utecture™ offers a future of friendlier choices and practices. Customers can configure and price their dream home without leaving home, and make product and material choices based on sustainability ratings and feedback. Having power to choose for the planet and instantly weigh up the benefits reduces stress, builds confidence, increases engagement and positions you as a progressive builder. And you can minimise waste -and overhead- by more accurately defining quantities and scheduling supply and services to home sites empowered with better estimation and process management tools.

UNLIMITED SCALABILITY

## Dream growth.

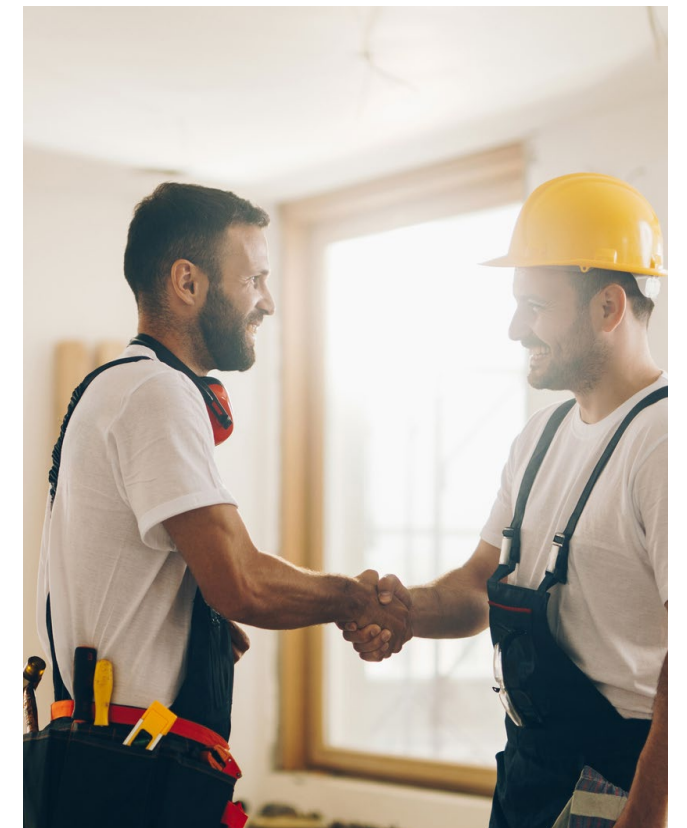
utecture™ intelligently unlocks your growth potential. The powerful cloud-based platform enables customers do their thinking, exploring and customising in their time (not yours) while digitally transforming and streamlining your entire sales, design and planning process for you. So, you can handle more customers and more sales in the design process simultaneously – that's dream business growth.



FLEXIBLE SUBSCRIPTION PRICING

## Dream affordability.

utecture™ empowers all size of builder to become a dream builder. With flexible subscription pricing plans for small agile teams through to large multi-site enterprises, utecture™ offers incredible accessibility and value. The online cloud-based system requires no new on-site equipment to deploy and comes with an easy 3-step customisation, integration and training program, as well as online customer support. With the potential to deliver cost and time savings of 60%+ in the sales cycle and game-changing efficiency end-to-end, utecture™ offers you dream ROI from day one.








# Consumer Features & Benefits







With utecture™ there is great scope to remove inefficiency with a specific focus on increasing the quality of experience for customers.

— Monash University





LIVE CUSTOMISATION

Dream personalisation.

While their dream home may not be an original, your customers will always want to give it their personal touch for their lifestyle. utecture™ enables them to instantly explore and customise all the options and features available in a specific design.



ONLINE ACCESS

Dream convenience.

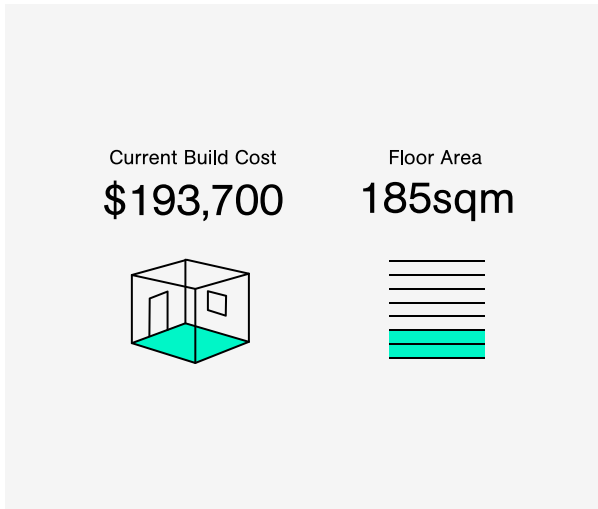
Your customers have never known such convenience. Rather than making time in their busy lives for set meetings at set destinations, they can access utecture™ with your sale teams anywhere and explore, customise and live-price your fully-optioned home designs any time of day or night.



3D INTERACTIVE VISUALISATION

Dream display.

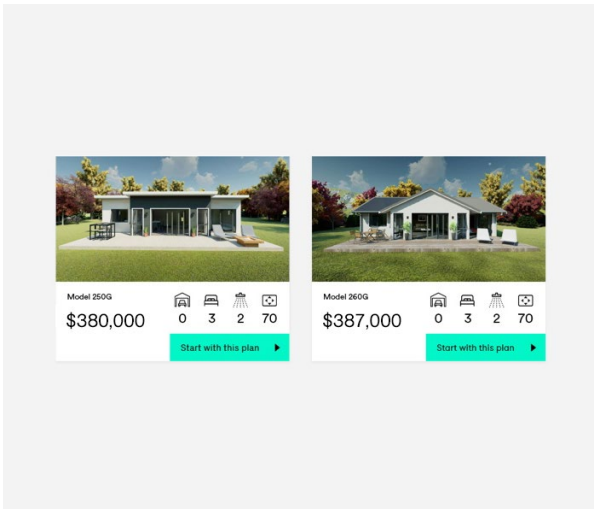
Nobody ever dreamed in 2D and neither should your customers. utecture™ can model and render home designs in interactive 3D so potential buyers can actually ‘walk-through’ and experience the homes and customisations they’re exploring – with absolute confidence in the pricing.



LIVE PRICING

Dream transparency.

Customers often have to prioritise what they want for their budget and lifestyle, which is why utecture's live-pricing feature is such a game-changer for them. As soon as they change features, finishes and layouts, they can see the effect on the bottom-line based on your integrated pricing model. Everyone is clear.



LIVE COMPARISON

Dream choice.

Customers may like more than one of your homes. With utecture™ they can explore and save different 3D interactive designs simultaneously and toggle and compare what they get in each, how they look and feel, and what best suits their lifestyle. All creating dream levels of engagement and commitment.



ONLINE SUPPORT

Dream relationship.

With utecture™ your customer will never feel more supported. It's easy to deal with questions, provide support and remove road-blocks to conversion. Especially as you can screen-share plans and help finalise any details at any time, from anywhere.





# About us







## Our vision

# utecture™. Power to dream.

Customer expectations are constantly advancing with technology. People now want choice, speed, convenience, transparency and interactive 3D visualisation, whether buying clothing, a car or building a home. At utecture™, we are bringing building online with a digital platform that transforms the experience of buying and building a new home.

utecture™ empowers builders and their customers to create and construct their dream homes, lifestyles and businesses. Using the power of technology and imagination of humanity, we're changing the experience, efficiency and accessibility of building forever. Our goal? To revolutionise home-building through technology.

**To power your dreams.**

## Our creators

# Donovan Group

Donovan Group designs and manufactures world leading technology platforms and products that deliver efficiency, sustainability and scale to the building industry. Established as a family business over 50 years ago in New Zealand, our global customers and partners know us as smart, humble visionaries using technology to transform building today and for the future.

We combine deep expertise in design, engineering and manufacturing with leading-edge technology to make building a dream for builders, consumers, partners and the environment.

## Our dream partners



Committed to trust and innovation, Lendlease is a leading international property and construction organisation operating in Australia, Asia, Europe and the Americas. Together we have entered into a strategic partnership to develop our digital solution across the globe.



One of Australia's leading universities and among the world's leading research and education institutions. Monash University's Future Building Initiative (within the faculty of Art, Design and Architecture) sets itself at the forefront of R&D activity in transformation of the building industry working with an international consortium of leading industry and academic partners.



utecture™ is a foundation and strategic bid partner in the \$28m Cooperative Research Centre research and development grant awarded by the Australian Government in 2020 – the first ever in the building industry. Building 4.0 CRC aims to catapult the industry into an efficient, connected and customer-centric future.





[www.utecture.com](http://www.utecture.com)

Contact

+61 411 280 087

[gavin@utecture.com](mailto:gavin@utecture.com)

**Book a demo** to find out more