

Automating & Streamlining Data Flow: Transforming Insights into Action

Making data work harder, not us.

Dominic Martens



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Digital Engineering Manager at Icon





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Digital Engineering Manager

ICON

- Dominic Martens is a global expert in Digital Engineering and BIM with 16+ years of experience, known for leveraging advanced tech in construction.
- As Digital Engineering Manager at Icon, Dominic drives AI and automation integration, leading industry innovation.
- Dominic excels in digital transformation, managing teams of digital engineers, BIM managers, and coordinators on large projects.
- His BIM expertise and AI passion deliver streamlined processes, enhanced productivity, and timely, high-quality project delivery.
- Dominic has held key leadership roles at John Holland, Silver Thomas Hanley, UNIFI Labs, John Wardle Architects, and Hassell.
- At Icon, Dominic pioneers AI-driven digital engineering, reshaping construction industry practices.
- He consistently sets new standards for innovation and efficiency in construction.
- Dominic's leadership is pivotal in advancing digital engineering's future in the industry.



Who is ICON, What do we do

Backed by over 160 years of success, Icon has an unrivalled capability and capacity to deliver high-quality construction projects across a diversity of sectors.

Innovation combined with financial and technical strength enable Icon to develop entrepreneurial solutions – all whilst minimising risk in terms of safety, certainty and commercials.

Our high performing team of over 800 skilled, experienced professionals act together to create possibilities with our partners, earn success in delivery and live quality in every way.



A fully diversified
construction services
provider

Minicon

Australia's most financially
secure small builder



A standalone, majority
Indigenous owned and
operated construction
company



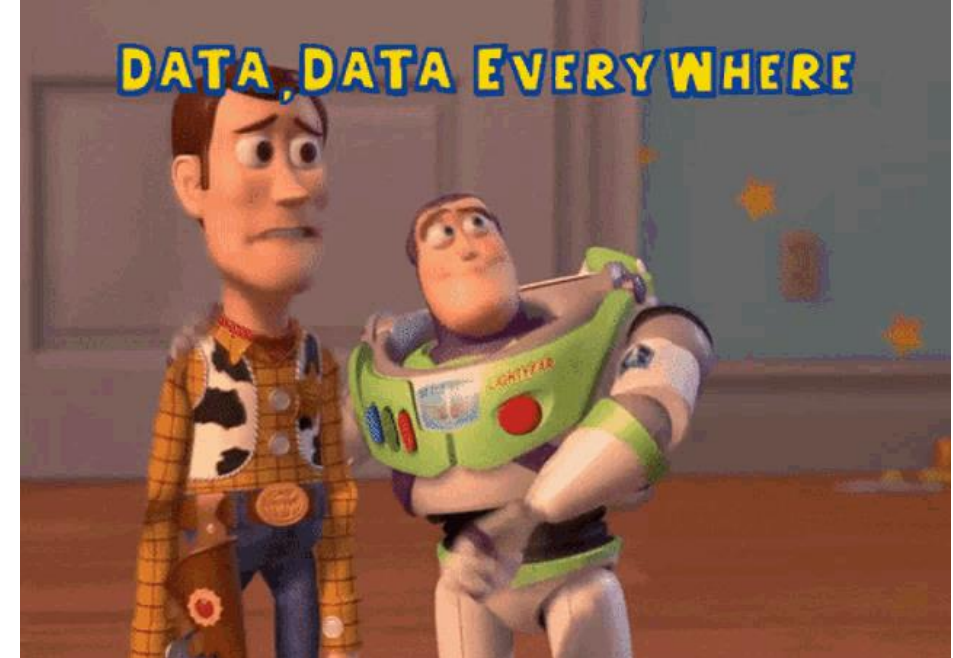
Wholly owned by one of the world's largest construction companies

The Icon Group is drawn on financial backing, experience, research and development capabilities of its parent company, Kajima Corporation.

Kajima Corporation is an \$11 billion construction powerhouse listed on the Japanese stock exchange with more than 17,000 people employed across 20 locations globally. In 2015, Icon became a part of Kajima Corporation, injecting the strength, flexibility and capacity to build projects of any type, any size, anywhere in Australia, New Zealand and the Pacific.

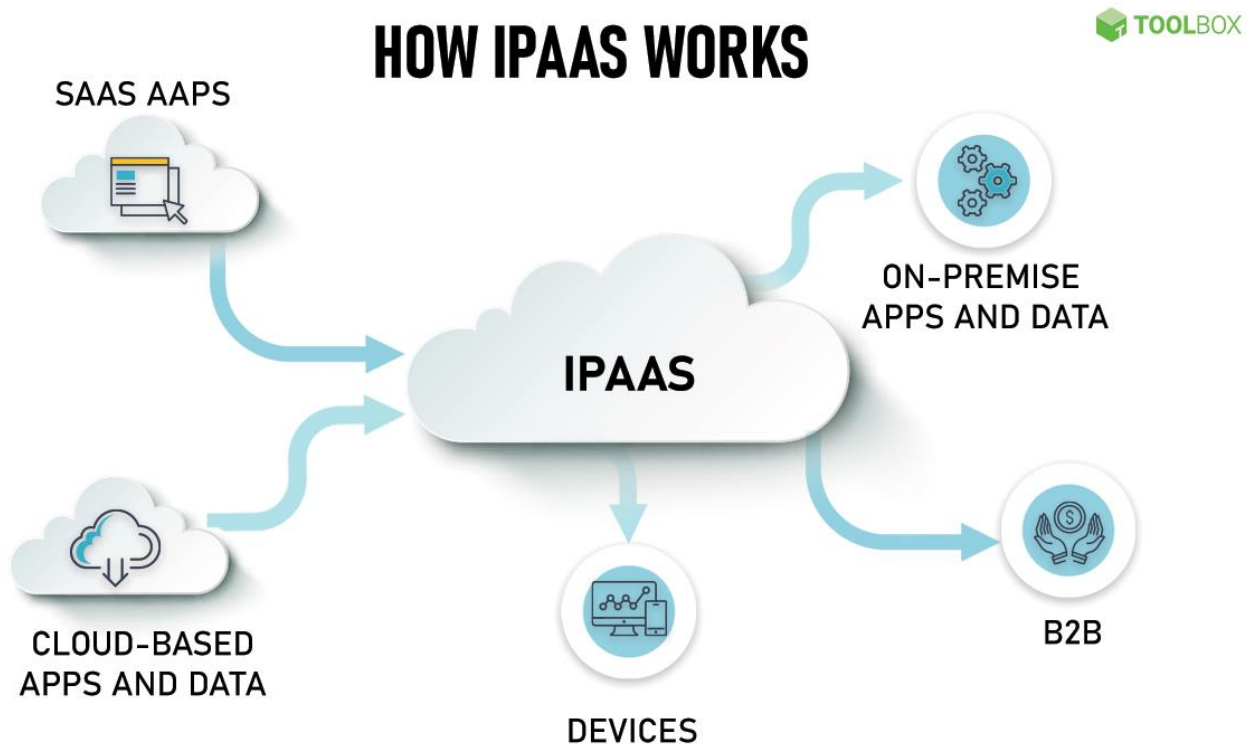
Why Data Flow Matters

Siloed, slow, and stale data limits decisions
Manual processes waste time and risk errors
Fast, reliable data flow = smarter operations



Goals

Move data across systems automatically
Enable seamless data-driven decision-making
Improve reliability through data integrity



The Systems We're Working With

Key data resides in multiple construction-specific systems, including

Project Management



QMS



Payments



Safety, Compliance & More



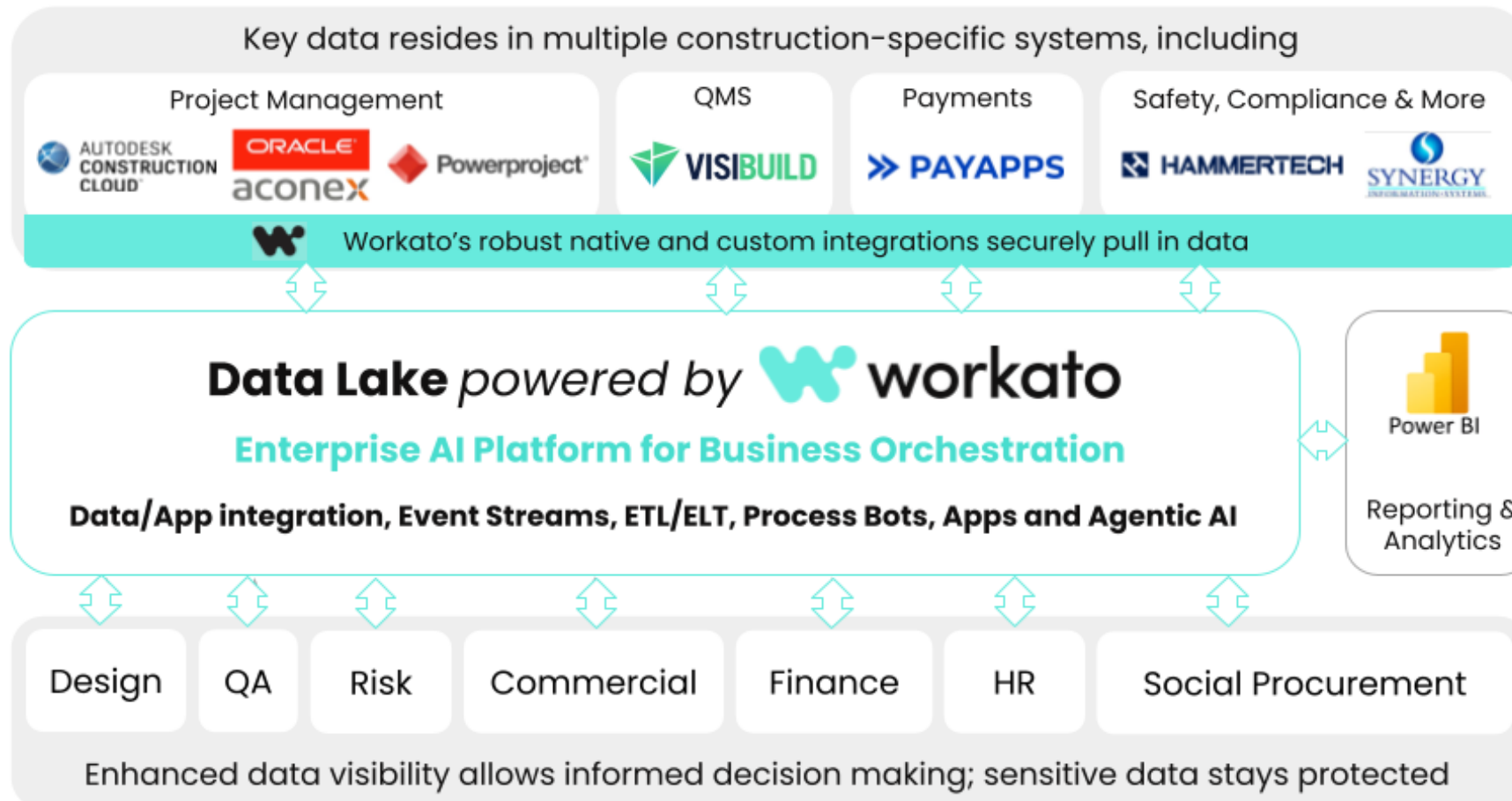
Workato's robust native and custom integrations securely pull in data

Automating the Movement of Data

APIs, scheduled extracts, and webhooks

End manual exporting and data lag

Real-time or near real-time insights



Validation checks (e.g., field matching)

Audit trails for every transfer



roger
wilco

The New Reality

Central source of truth

Faster insights, better actions

Trustworthy, up-to-date information



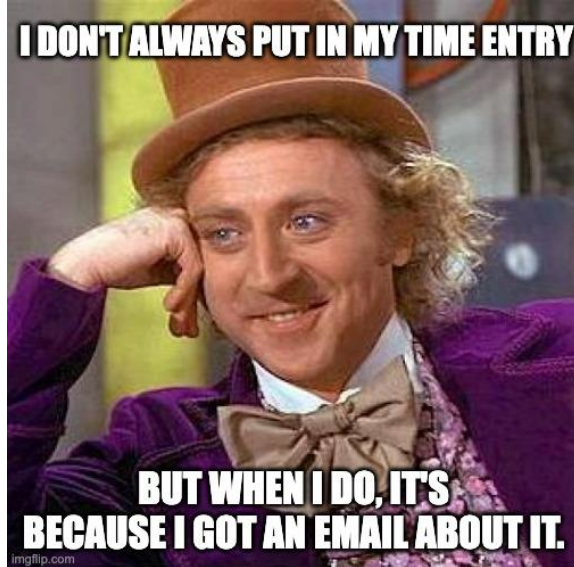
Guessing vs Knowing

Where to Start

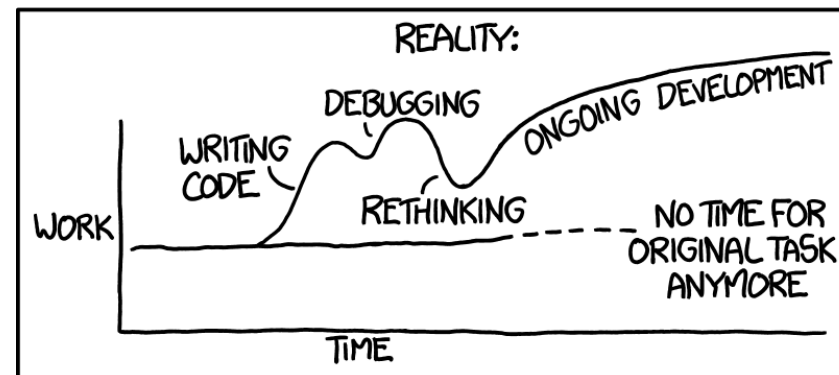
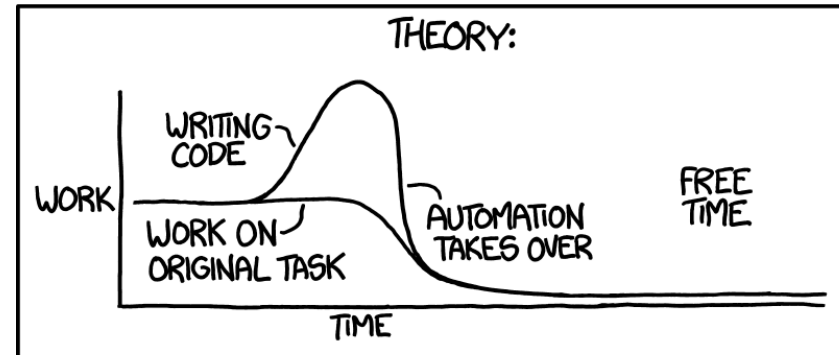
Choose a high-pain manual process

Automate small — prove value

Expand across systems gradually

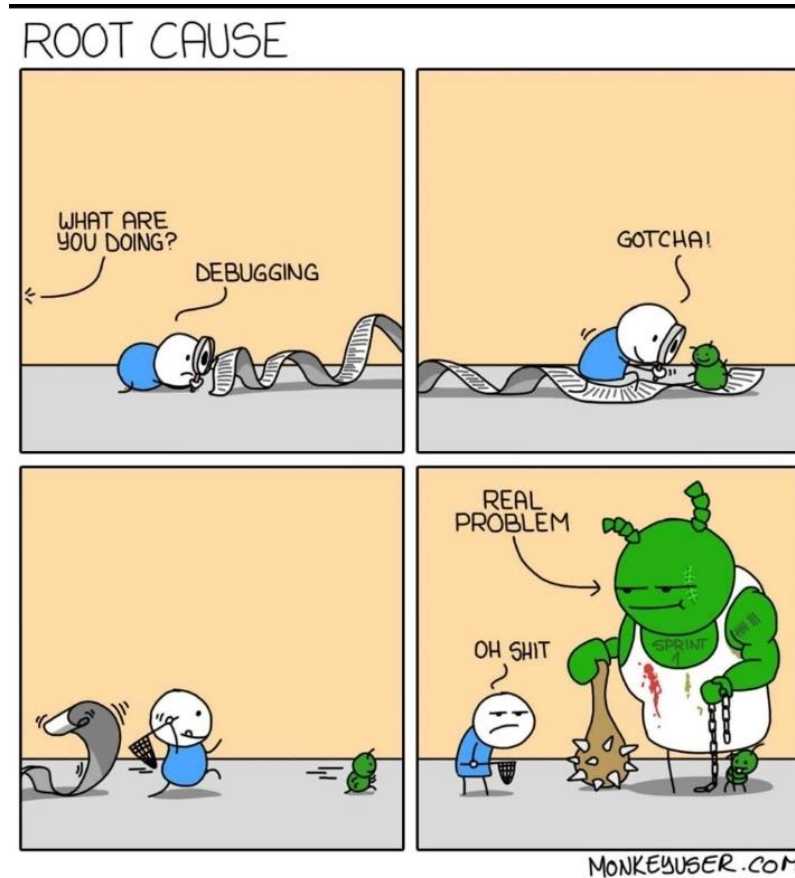


"I SPEND A LOT OF TIME ON THIS TASK.
I SHOULD WRITE A PROGRAM AUTOMATING IT!"



Closing Thought

Automation doesn't replace decision-makers — it makes them better.



"AI is

Yeah
copp



Thank You

Dominic Martens

