

Dodge Construction Network leverages Reltio and AWS to differentiate with data



Dodge Construction Network is a technology-driven construction data, analytics, and insights provider. Dodge delivers trusted market intelligence that helps construction professionals grow their business, and it is redefining and recreating the business tools and processes on which the industry relies.

Founded
1913

Head office
Hamilton Township, New Jersey

4 billion+
Elements in the data platform

40,000+
Customers served

Recognized
as having the industry's most comprehensive pre-construction database

Specialties
Construction, market research and analytics, construction plans and specs, project leads, workflow, document management, productivity tools, construction data, products directory, size market opportunities, building product manufacturer, SaaS, and Big Data & Analytics

[Dodge Construction Network](#) (Dodge) has a rich 100+ year heritage with deep, long-standing relationships that have been built and maintained over decades. The company powers four trusted industry solutions – Dodge Data & Analytics, The Blue Book Network, Sweets, and IMS – to connect the dots across the entire commercial construction ecosystem. Dodge provides premier and highly differentiated access to private and early-stage construction information and with the Reltio partnership Dodge is able to deliver a 360-degree view of customers, contacts, projects, and products providing unparalleled data quality and the ability to bring new and enhanced services to market faster.

Challenge: Bidding goodbye to data silos and duplication

In April 2021, Dodge Data & Analytics acquired the industry's most comprehensive directory of suppliers, general contractors, and specialty trade contractors through the purchase of The Blue Book Building and Construction Network. The merger of these two companies created data silos, content duplication, and a much larger data set. Dodge realized if they wanted to understand customer needs, create new services quickly, and provide reliable data, automating their data management in the cloud was a must.

Solution: Constructing a data platform in the cloud

Dodge knew what it wanted—a cloud-native master data management solution that was easy to use and could be up and running quickly on [Amazon Web Services \(AWS\)](#), where Dodge's data resides. Dodge uses various AWS services including [Amazon Simple Storage Service \(Amazon S3\)](#), [Amazon RDS Service](#), [Amazon ElastiCache](#), [Amazon Elasticsearch](#), [Amazon DocumentDB](#), [Amazon SageMaker](#), and others.

High on Dodge's list of requirements was the ability to offer their data stewards an interface that would allow manual matching and leverage machine learning so that matching could be automated in the future. Three products were evaluated for data matching, merging, and more. After a positive engagement experience, Dodge selected the [Reltio Connected Data Platform](#) to anchor their data ecosystem.

Scaffolding an increase in business value by starting small

Dodge and Reltio kicked off the project with a scaled-down use case as a proof of concept. From there, Dodge and Reltio created a single source of truth from the combination of Dodge and The Blue Book's previously ingested data. Once Dodge had visibility to the combined data set, they realized it could deliver increased business value for their customers.

For example, using data science techniques against a mastered data set from Reltio, Dodge can now provide general contractors with an optimized list of specialty trade contractors who are qualified to perform specific types of work on a construction project. This is particularly helpful to general contractors who have just expanded into a new geographic region.

Specialty trade contractors benefit from this because they can identify general contractors who routinely seek services performed by their company, thereby highlighting companies they should build relationships with. Finding specialty trade contractors to bid on projects is then more efficient for Dodge's general contractor customers, and satisfied customers mean more business for Dodge.

Improving CX with high-quality data delivered in near real-time

To deliver accurate information and insights to customers, Dodge must have high-quality data stores. Reltio has been critical to ensuring that Dodge has a single source of truth that everyone can trust. For example, it's common to have the same company listed on multiple construction projects. Often, the company name or contact information appears differently on these projects. With Reltio, Dodge can analyze the company and contact data to create a master record that each project can reference in near real-time.

"Our customers are extremely busy. They require solutions that provide accurate information when they need it. Reltio allows us to operate at the speed of business so we can help our customers make decisions to grow and scale their operations" said Keith Davies, CTO, at Dodge Construction Network.

Solution

- Cloud-native master data management solution up and running on [Amazon Web Services \(AWS\)](#)
- AWS services including [Amazon Simple Storage Service \(Amazon S3\)](#), [Amazon Relational Database Service \(Amazon RDS\)](#), [Amazon ElastiCache](#), [Elasticsearch \(now Amazon OpenSearch Service\)](#), [Amazon SageMaker](#), and more
- Interface that allows manual matching and future automation through ML

powered by 

Benefits

- Eliminated data silos and data duplication that resulted from their 2021 merger
- 360-degree view of customers, contacts, projects, and products, with unparalleled data quality
- New and enhanced services brought to market faster
- Connected over 20,000 different data sources
- Used data science to better match general and specialty trade contractors thereby increasing business value for both
- Created a master data record that individual projects can reference in near real time

Connecting data across companies, contacts, and internal systems builds a competitive advantage

Dodge can connect over twenty thousand different data sources in Reltio due to its capacity and scalability. These aren't just the construction project sources it obtains from different sites, Dodge can also feed account and prospect data from its customer relationship management (CRM) system into Reltio and use the CRM information to enrich insights. Leveraging Reltio, Dodge has brought all of the data together and mastered it so there was no duplication, quickly creating the Dodge Construction Network data set.

"Dodge now offers a uniqueness of data that's unmatched and Reltio sits in the middle of it all," explained Davies. But what really stands out for Davies is the relationship with Reltio. "With Reltio, we have a partner who has supported us in the journey of mastering our data and that's been key in allowing us to get to market quickly and bring significant value to our customers," he said.

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CTO, at Dodge Construction Network



WHY RELTIO

We believe data should fuel your success, not hold you back. Our first-of-its-kind, master data management SaaS platform unifies and cleanses multi-source, complex core data into a single source of trusted information—in real-time. Agile to fit any company's needs and flexes at will. Reltio Connected Data Platform helps you act on your data with confidence. Our diverse set of customers—from start-ups to large enterprises in more than 140 countries spanning multiple industries—rely on our award-winning platform to fuel their success.

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