

VERSATILE® AND SELLEN CONSTRUCTION

Building stronger relationships

“

CraneView provided more transparency among everyone on the job allowing us to have more productive conversations internally and with our subcontractors.”

TYLER BOYD, PROJECT MANAGER | SELLEN CONSTRUCTION

Sellen

Founded in 1944 and headquartered in Seattle, Sellen Construction builds iconic projects for the region's tech, science, arts, health care and hospitality leaders. Sellen operates primarily in the Pacific Northwest and offers a wide range of services from preconstruction support, cost estimating and constructability services, to Virtual Design and Construction (VDC), integrated project delivery and sustainability services. Sellen has a Special Projects group that regularly performs smaller, specialty tenant improvements for a variety of nonprofit, office and health care clients. Sellen's notable projects include the Bill & Melinda Gates Foundation Campus, expansions on the Seattle Children's Hospital campus, the King Street Station Restoration, and The Spheres.

Fostering Innovation

Sellen regularly brings innovative processes and technology to its jobsites, delivering world-class service to its clients. CraneView® was used to explore the benefits of collecting data from the crane to drive predictive processes and performance efficiencies.

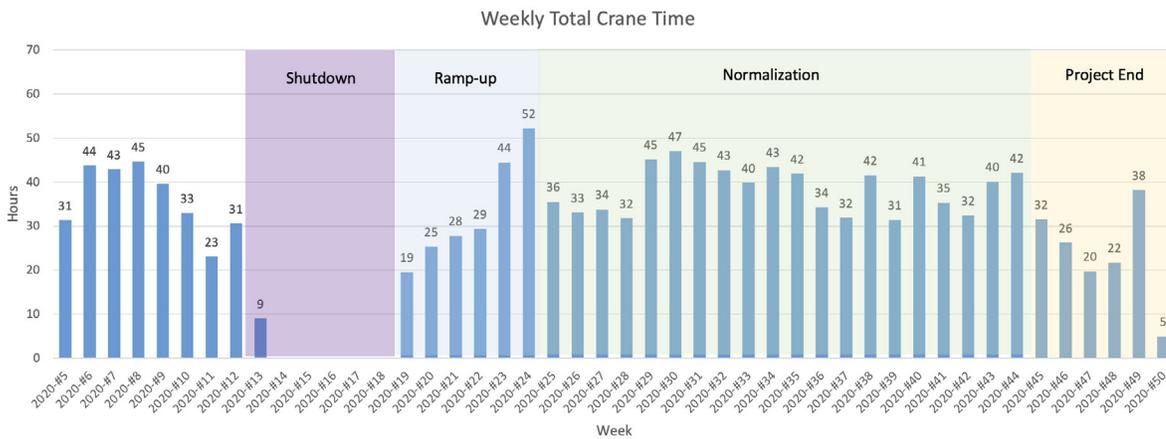
The success of this project led the Sellen team to enter into an enterprise partnership with Versatile to use CraneView across its portfolio.



Cascadian is a Class A, 211,000 square-foot office project in Seattle's thriving South Lake Union neighborhood. It is planned to be completed in Q3 of 2021.

Expecting the Unexpected

With CraneView, the Sellen team had established a productivity baseline that became even more valuable during and immediately following the shutdown. Using this data was imperative to re-setting and maintaining pre-shutdown productivity levels as the site team remained committed to keeping the schedule – despite the unforeseeable delay.



CraneView gave the team visibility into pre-shutdown levels of crane usage so they could effectively ramp up production shortly after reopening the site to the original levels and beyond.

By partnering with their subcontractors, the site team used the planned versus actual hook time from CraneView to identify critical picks to prioritize each day. The results brought an immediate and mutual solution that allowed the team to get the most out of the crane while minimizing the need for overtime.



“

This kind of technology is not something we’ve depended on traditionally as builders. But once I saw with my own eyes how it could deliver measurable crane utilization, the value became clear.”

RUSSELL PAANANEN | SUPERINTENDENT
SELLEN CONSTRUCTION

Enabling Proactive & Transparent Planning

The data provided by CraneView allowed the Sellen team to function in a more predictive way, anticipating task durations and downtime. This equipped the team with the information they needed to build out more accurate schedules far ahead of the actual work being completed, delivering better project certainty.

For Tyler Boyd, Project Manager for Sellen, the value of CraneView comes down to keeping everyone on the same page. *“CraneView provided more transparency among everyone on the job,”* he said. *“It allowed us to have more productive conversations both internally and with our subcontractors.”*

By enhancing day-to-day coordination with its subcontractors, CraneView has created stronger partnerships based on transparency, accountability, and trust.

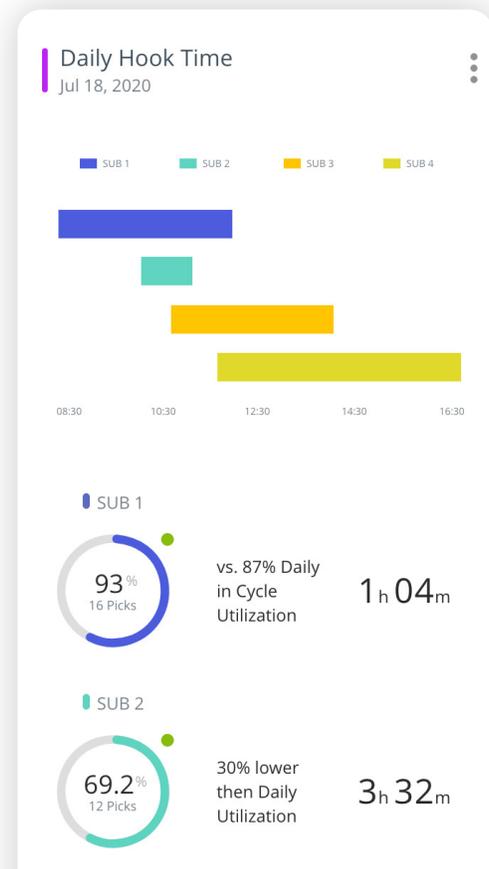
Looking Toward the Horizon

Sellen plans to use the data from this project and future projects to inform its planning and execution strategies now and well into the future. Sellen’s leadership in innovation is driving better outcomes for its clients, partners, and staff, paving the way for the future of the industry.

“

CraneView shows us exactly what we did on any given day...we can better identify issues and work with our subcontractor partners to move forward together as a team.”

PABLO ROMERO | LIFT DIRECTOR
SELLEN CONSTRUCTION



Want to learn more? Let's Talk.

Contact us at letstalk@versatile.ai today.