

**UNLOCKING GROWTH:**

**7 Essential Strategies for  
Surveying and Reality  
Capture Businesses**



The landscape of surveying and reality capture projects is evolving rapidly. Fluctuating interest rates determine the types of projects in demand, such as construction or renovation.

## Adapt and be aware

By enabling fast, flexible workflows, the latest wearable mobile mapping systems can have long-reaching effects on your business.

NavVis VLX 3 vs. TLS: Round 2



Why do some mobile mapping systems perform better than others? It comes down to the quality of the SLAM implementation.

With millimeter accuracy at walking speed, NavVis VLX is the most accurate wearable mobile mapping device on the market.

Strategic investments in tools, training, and personnel can optimize returns.

## 2 Choose technologies that can future-proof your business

Mobile scanning and software-based solutions are leading the way, increasing the efficiency of workflows and teams' performance, and making equipment more straightforward to use than ever before.

Why NavVis VLX? →

Why NavVis IVION? →



*Now with NavVis VLX we can race through different floor plates, sizes of buildings, and complexities without worrying too much. We've had a lot of success with that, and we've quickly ramped up. **We now have four NavVis VLX in operation every day, 5 hours a day.***



Watch the interview



**Adam Fingret**  
CEO, Extreme Measures



The shortage of skilled labor is a significant challenge in most industries, and technology that requires less training and is more automated is naturally preferred.

## 3 Develop your workforce

Turn your team into qualified professionals by employing less labor-intensive technology. Minimize their time in the field and office to prevent disruptions and expensive rework, ultimately ensuring client satisfaction.

[Read why it's time to invest in mobile mapping →](#)

*The thing that excites me  
the most about NavVis  
VLX is — **it's easy to use.***



**Kory Savage**  
Reality Capture Enthusiast

NavVis VLX was engineered to excel in everyday survey tasks. It is a compact, wearable system — **the world's first of its kind** — that incorporates all the necessary sensors to optimize data quality. Additionally, the device is lightweight, comfortable, and flexible for practical fieldwork. Achieving full coverage, control, and operational confidence is of utmost importance.

Capitalize on the increase in green renovation and retrofitting projects by adopting efficient scanning methods.

## 4 Focus on brownfield and foster sustainability

State-of-the-art scanning technologies effectively tackle the challenges faced by the construction industry, including site disruptions, limited accessibility, and cost overruns stemming from safety issues and labor shortages.



Astonishingly, 98% of megaprojects experience more than 30% cost overruns, and 77% of projects face delays exceeding 40%. Inadequate documentation and miscommunication are responsible for causing 52% of project rework, costing US firms billions of dollars every year.<sup>1</sup>

**Digitization is the solution.**

How is the industry changing? According to the latest State of Mobile Mapping report, “in 2022 **construction sites** overtook residential and office buildings **to become the second most common mapping environment.**”

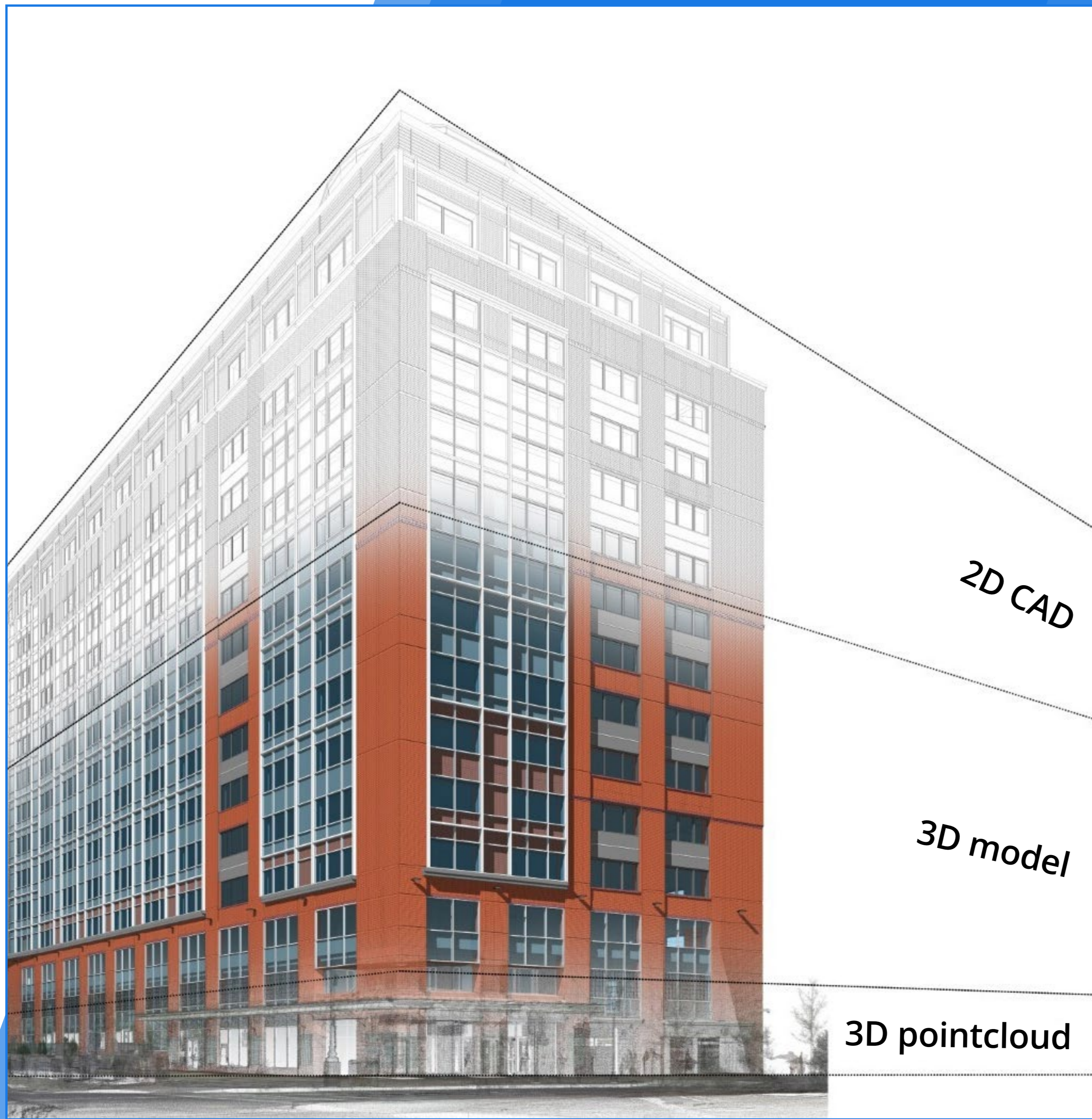
Read the latest SOMM report →

<sup>1</sup> <https://www.navvis.com/blog/collaboration-what-is-holding-the-aec-industry-back>

Every saved work hour can be invested in other projects or in providing more value to your clients.

## 5 Choose the right mix of tools

Many view advanced scanning technologies, hybrid methods, and streamlined workflows as a means to win more jobs by cutting costs. However, increasing efficiency and coverage not only lowers expenses but also enables the delivery and digital survey of more comprehensive information, leading to better project returns for clients.



**Read how NavVis technology was stress-tested as part of a hybrid workflow on a 350,000 sq ft capture →**

*With NavVis, we and our customers have **access to a wealth of data about their indoor spaces.** This data can be leveraged to make informed decisions about space utilization, security, and maintenance, ultimately leading to **better resource allocation and ROI enhancement.***



**Florin-Samuel Coltouan**  
Titan 3D Scanner



Winning and keeping customers are both challenging.

## **6 Prioritize client satisfaction and retention**

Explaining the differences and benefits of various solutions and ultimately offering a more compelling set of deliverables increases trust and loyalty and differentiates your business during the project acquisition phase.

**Read how a complex scan-to-BIM project was quickly delivered to the client's specs →**

*The NavVis IVION platform is great for delivering what seems like a virtual tour, but it is a lot more. We use it for **producing our CAD and BIM deliverables**, and clients are finding value in it to **communicate on the space**.*



**Adam Fingret**  
CEO, Extreme Measures

NavVis IVION automatically produces deliverables like **fully immersive** 360° walkthroughs that can offer a great deal of value. Clients can use them to help stakeholders explore and understand the space; to offer an easy interface for searching, adding, and viewing building information; or even to **provide a single source of truth** for better collaboration in a wide variety of applications.

In order to meet deadlines, control project costs, and mitigate the impact of declining profit margins, it is essential to utilize technology that can reduce both the labor hours required for the job and the cost per square meter.

## **Save more time and costs**

Wearable mobile mapping systems offer multiple levels of scanning efficiency and data accuracy. This enables you to adapt your pricing and deliverables to every client's needs and requirements — all while maintaining healthy margins.

NavVis technology brings major improvements in efficiency and productivity without compromising on quality.

**up to 10×**  
faster in the field

**up to 82%**  
labor time reduction

**up to 50%**  
project cost reduction

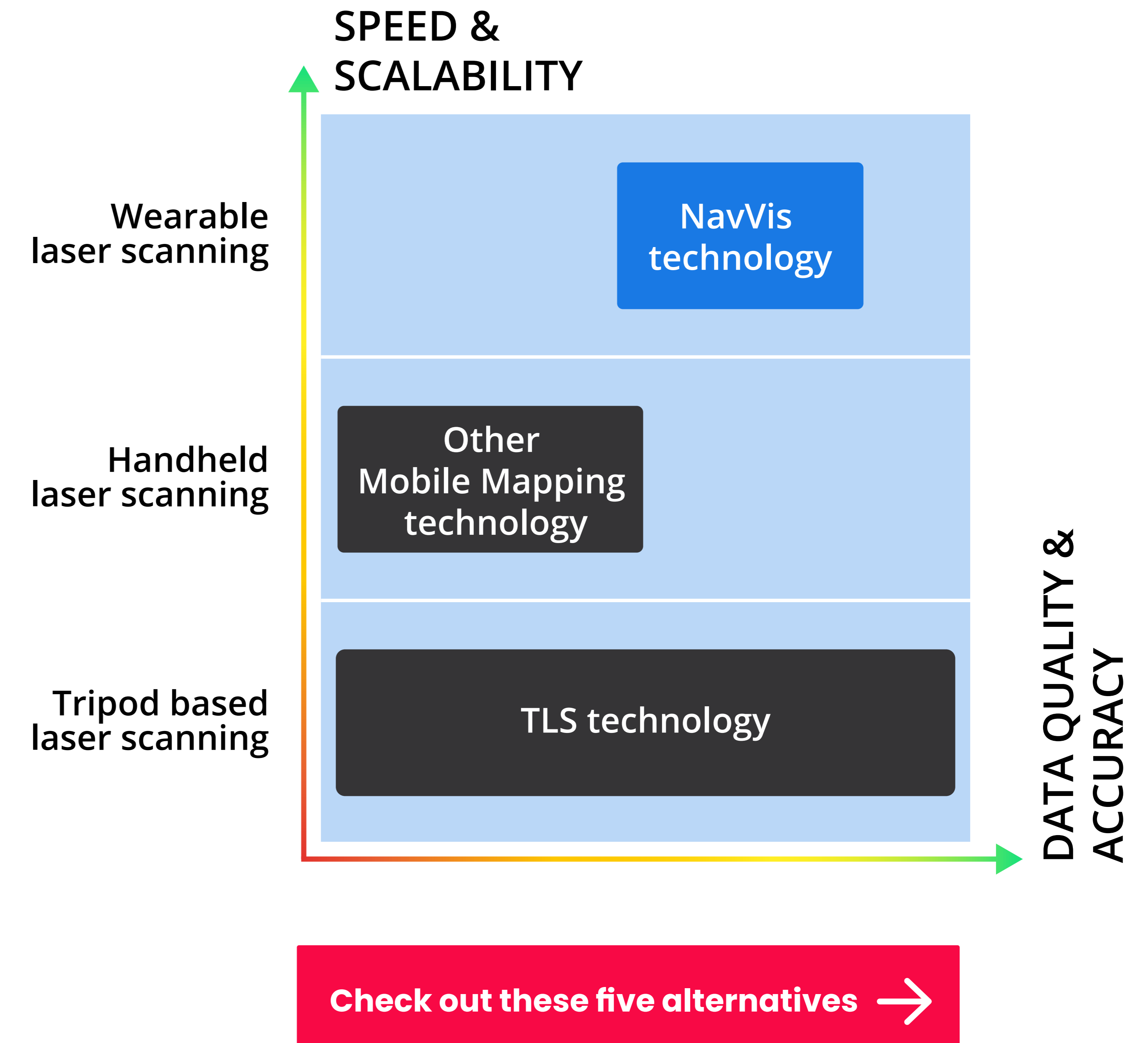
**Check your project's potential →**

## Advantages of NavVis technology

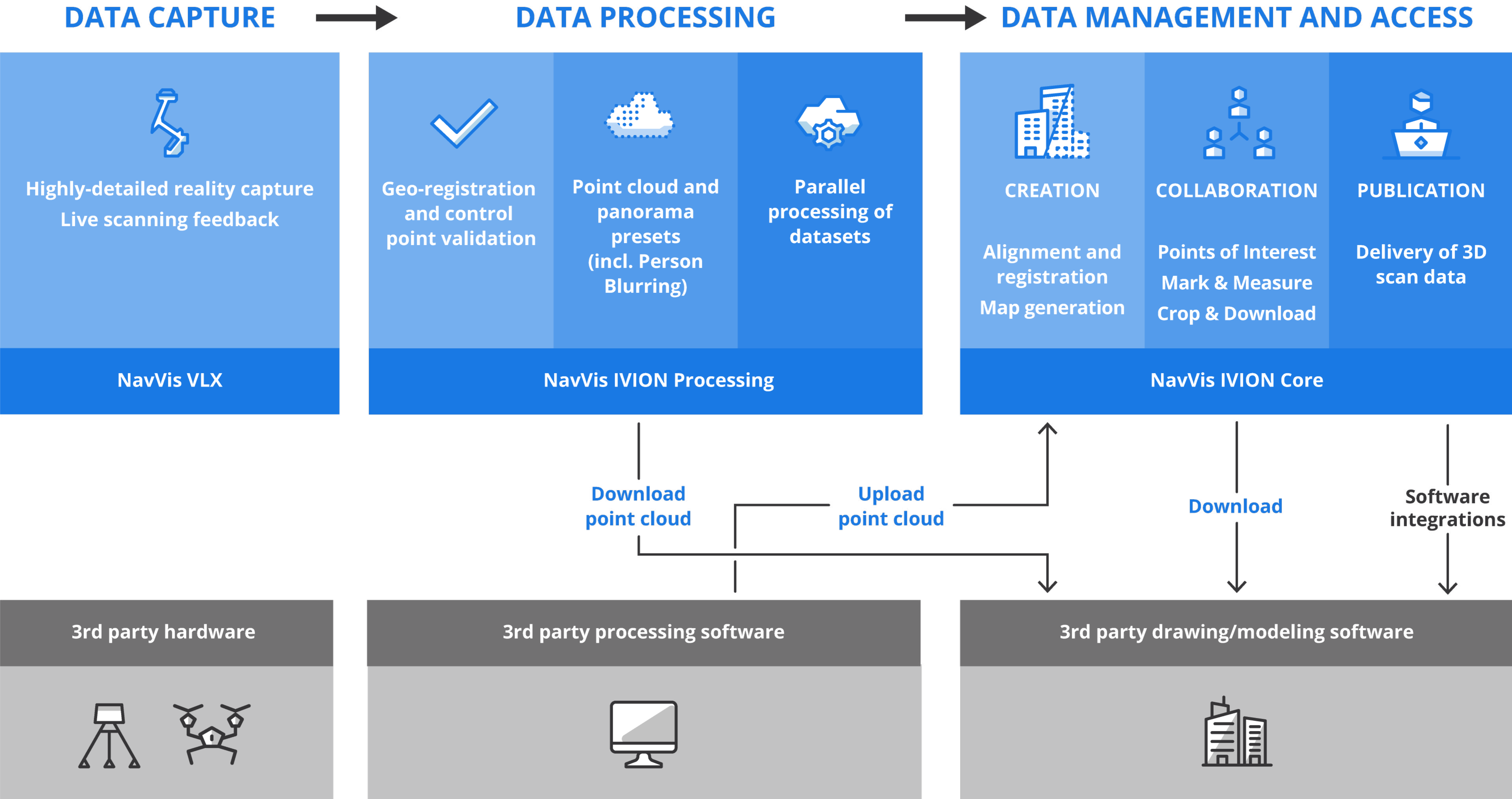
- Designed for versatility and speed without sacrificing data quality.
- Its Industry-leading SLAM enables scans at up to 10 times the speed of terrestrial laser scanners, and NavVis VLX 3 has been rigorously tested to provide global accuracy of 5 mm in a dedicated test environment of 500 sqm.
- NavVis VLX System Software supports the use of ground and wall control points to reduce drift, enabling professionals to easily geo-register their data and align datasets from various sources in NavVis IVION.
- The system also uses advanced image processing for HDR, auto-white balance, and realistic point cloud colorization.
- The device is suitable for capturing complex indoor spaces with challenging lighting, outdoor environments, and construction sites. Customers have reported that up to 90% of their scanning projects can be completed with NavVis VLX.

### Final considerations

When most projects have tight schedules, delivering data that's comprehensive and accurate is going to be a challenge. And while you're scrambling to keep your costs down, where will you find the resources to scale up your business, develop your staff, and take on different kinds of projects? You need a reality capture solution that meets all your requirements for speed and precision, while also being capable of operation in the most demanding environments.



Get more from your workflow



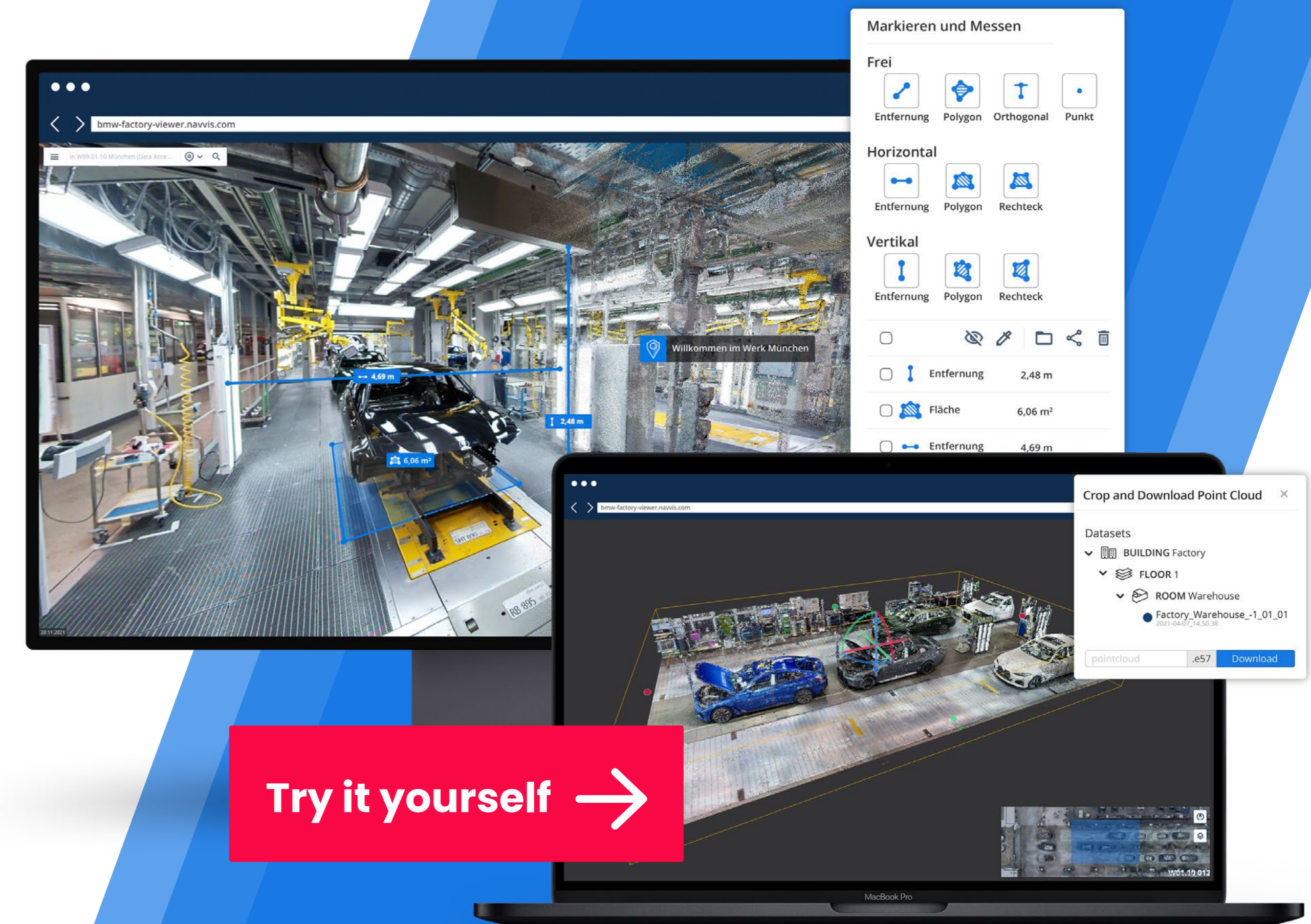
## Technology summary

With state-of-the-art lidar scanning abilities and unparalleled SLAM technology, the NavVis VLX wearable mobile lidar scanner is the **fastest way to the most reliable spatial data**. Its value extends beyond large-scale projects and encompasses your entire project portfolio.

NavVis VLX and NavVis IVION provide an **end-to-end reality capture solution for laser scanning professionals, surveyors, and engineers** that makes mapping workflows more efficient, speeds up model creation and delivery, and adds value to data.

NavVis technology can **seamlessly fit into existing workflows with third-party solutions** like Autodesk Revit, Autodesk Construction Cloud, PointFuse, PointCab, and ClearEdge3D, providing additional value.

Last but not least — at NavVis, **security and privacy is built into the very heart of our products and services**. On our Trust Center, you can find more about all the security features we deploy as standard and the certifications and compliance protocols that we put in place for the peace of mind of our customers.



**Discover the perfect offer for your business needs →**

# Summary

- 1 Adapt and be aware**  
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- 2 Choose technologies that can future-proof your business**  
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- 3 Develop your workforce**  
Turn your team into qualified professionals by employing less labor-intensive technology. Minimize their time in the field and office to prevent disruptions and expensive rework, ultimately ensuring client satisfaction.

- 4 Focus on brownfield and foster sustainability**  
State-of-the-art scanning technologies effectively tackle the challenges faced by the construction industry, including site disruptions, limited accessibility, and cost overruns stemming from safety issues and labor shortages.
- 5 Choose the right mix of tools**  
Many view advanced scanning technologies, hybrid methods, and streamlined workflows as a means to win more jobs by cutting costs. However, increasing efficiency and coverage not only lowers expenses but also enables the delivery and digital survey of more comprehensive information, leading to better project returns for clients.

- 6 Prioritize client satisfaction and retention**  
Explaining the differences and benefits of various solutions and ultimately offering a more compelling set of deliverables increases trust and loyalty and differentiates your business during the project acquisition phase.
- 7 Save more time and costs**  
Wearable mobile mapping systems offer multiple levels of scanning efficiency and data accuracy. This enables you to adapt your pricing and deliverables to every client's needs and requirements — all while maintaining healthy margins.



Discover how top professionals are revolutionizing their surveying businesses with NavVis technology, delivering high-quality data more quickly and cost-effectively than traditional approaches.

LET US HELP YOU GROW →