

# BRACENBUILD

OWNER-SIDE CONSTRUCTION INTELLIGENCE

## WHITE PAPER v1.0

A connected operating system for construction decisions, financial control, workflow accountability, collaboration, risk and executive intelligence.

Concept & Product Strategy | August 2026

## Executive Brief

Construction does not suffer from a shortage of information. It suffers from fragmentation. Budgets, contracts, RFIs, submittals, change events, schedules, drawings, field reports, email, meeting decisions and lender reporting frequently live in different systems. The owner is left to assemble the complete picture after the fact.

BracenBuild is conceived as an owner-side construction intelligence platform: a connected environment that links project documentation to responsibility, decisions, financial exposure, schedule consequences, notifications and executive visibility.

Its purpose is not merely to digitize existing forms. Its purpose is to make the relationships between project events visible and actionable.

## One project. One connected information environment. One accountable workflow.

### The BracenBuild Intelligence Loop

|                |                   |                    |          |                |                    |          |                  |          |                                     |                                |
|----------------|-------------------|--------------------|----------|----------------|--------------------|----------|------------------|----------|-------------------------------------|--------------------------------|
| FIELD<br>EVENT | DOCUMENT<br>ATION | RESPONSIBI<br>LITY | DECISION | COST<br>IMPACT | SCHEDULE<br>IMPACT | APPROVAL | NOTIFICATI<br>ON | FORECAST | EXECUTIVE<br>/ LENDER<br>VISIBILITY | HISTORICAL<br>INTELLIGEN<br>CE |
|----------------|-------------------|--------------------|----------|----------------|--------------------|----------|------------------|----------|-------------------------------------|--------------------------------|

The loop is continuous: every resolved event strengthens the project record and creates data that can improve future forecasting, risk identification and decision-making.

## 1. The Core Proposition

BracenBuild is designed around a simple premise: construction information becomes substantially more valuable when the system understands how one item affects another. An RFI is not an isolated record. It may be linked to a drawing, specification, submittal, contractor change request, budget line, schedule activity, approval, meeting decision and lender exposure.

### From system of record to system of intelligence

- System of record — preserves documents, versions, approvals and history.
- System of action — assigns responsibility, due dates, reminders and escalations.
- System of control — connects budgets, commitments, changes, forecasts and schedule impacts.
- System of intelligence — identifies relationships, emerging risk and the next decision requiring attention.

## 2. Platform Architecture

BracenBuild can be organized as interconnected layers rather than isolated modules.

|                                      |                                                                                     |
|--------------------------------------|-------------------------------------------------------------------------------------|
| <b>EXECUTIVE INTELLIGENCE</b>        | Portfolio health • project health • lender views • risk • forecasts • approvals     |
| <b>AI &amp; ANALYTICS</b>            | Summaries • anomaly detection • aging analysis • decision support • predictive risk |
| <b>WORKFLOW &amp; ACCOUNTABILITY</b> | Assignments • due dates • approvals • signatures • reminders • escalations          |
| <b>PROJECT CONTROLS</b>              | Budget • contracts • CORs • change orders • pay apps • contingency • schedule       |

|                                  |                                                                                   |
|----------------------------------|-----------------------------------------------------------------------------------|
| <b>PROJECT COLLABORATION</b>     | RFIs • submittals • drawings • specifications • meetings • field reports • photos |
| <b>INTEGRATION LAYER</b>         | Email • collaboration tools • ERP/accounting • scheduling • cloud storage • APIs  |
| <b>SECURITY &amp; GOVERNANCE</b> | Identity • MFA • role permissions • audit logs • encryption • retention • backups |

### 3. Connected Project Management

#### RFIs

Configurable routing, questions and responses, linked drawings/specifications, annotations, responsible parties, due dates, status, aging, schedule/cost flags and full history.

#### Submittals

Contractor submission, design-team review, owner visibility, revision cycles, due dates, procurement relevance, annotations, approval status and accountability.

#### Change Events / CORs

Capture potential exposure before it becomes an approved change order. Connect cause, supporting records, contractor pricing, independent review, negotiation, schedule effect, funding source and final disposition.

#### Change Orders

Convert approved changes into controlled financial records with complete lineage back to the originating issue and supporting approvals.

#### Drawings & Specifications

Version-controlled project information with links to RFIs, submittals, changes, field observations and decisions.

#### Meeting & Action Management

Turn meeting minutes into assigned, dated actions that remain visible until completed rather than disappearing into narrative minutes.

#### Field & Quality

Photos, observations, daily information, punch items, inspections and issue tracking tied to locations, responsible parties and related project records.

### 4. Accountability & Notification Engine

Every actionable item answers five questions: Who owns it? Who must contribute? When is it due? What is waiting on it? What happens if it remains unresolved?

- Named primary owner and contributing reviewers
- Configurable due dates and response standards
- Automated reminder cadence before and after due dates
- Escalation to administrators, project leadership or executives
- Visible aging and overdue queues
- Dependency flags for cost, procurement and schedule

- Role-specific daily/weekly action digests
- Immutable history of assignments, responses and approvals

## 5. Financial Control & Forecasting

Owner-side cost control requires visibility beyond approved commitments. BracenBuild is built to distinguish the approved financial position from probable and potential exposure, so management can see the likely destination of the project before the accounting ledger catches up.

| Layer     | Examples                                              | Management Question                 |
|-----------|-------------------------------------------------------|-------------------------------------|
| Baseline  | Approved budget, original contracts, funding          | What did we authorize?              |
| Committed | Contracts, POs, approved COs                          | What are we legally committed to?   |
| Pending   | CORs, proposed changes, pending awards                | What is likely to become committed? |
| Potential | Known conditions, risks, allowances, unresolved scope | What exposure can we already see?   |
| Forecast  | Actuals + commitments + expected exposure             | Where are we likely to finish?      |
| Variance  | Forecast vs. approved budget                          | Where are we over/under and why?    |

## 6. Schedule Intelligence

BracenBuild is built to connect decisions and workflow to schedule consequence: an overdue RFI, submittal, approval or procurement decision is tied to the activities and milestones it may affect, giving the owner an earlier warning than a retrospective monthly schedule narrative.

- Milestones and critical dates
- Decision-required-by dates
- Submittal and procurement dependencies
- Change-event schedule impacts
- Responsible party and aging
- Baseline vs. current milestone movement
- Schedule-linked cash flow and forecast views
- Executive alerts for decisions threatening critical milestones

## 7. Collaboration & Communications

Project collaboration happens around the project record. Authorized participants can comment, annotate, attach supporting information, request revision, approve, reject, sign and date. Notifications can be delivered through the application and, where configured, email, mobile push, SMS and team collaboration environments.

The design principle is that BracenBuild remains the authoritative history even when the notification reaches a user somewhere else.

## 8. Role-Based Experiences

| Role                            | Primary Experience                                                                                            |
|---------------------------------|---------------------------------------------------------------------------------------------------------------|
| <b>Owner / Executive</b>        | Project health, forecast, approvals, major risks, milestone movement, contingency and portfolio intelligence. |
| <b>Owner's Representative</b>   | Full operational oversight across documents, workflow, cost, schedule, reporting and accountability.          |
| <b>Contractor</b>               | Submissions, RFIs, CORs, responses, required documentation, schedules and assigned actions.                   |
| <b>Architect / Engineer</b>     | Design reviews, RFIs, submittals, comments, markups, revisions and approvals.                                 |
| <b>Lender / Capital Partner</b> | Permission-controlled budget, draw, forecast, progress, milestone and major-risk visibility.                  |
| <b>Consultant</b>               | Focused access to assigned scopes, reviews, deliverables and decisions.                                       |
| <b>Administrator</b>            | Users, permissions, workflow rules, templates, escalation logic, integrations and audit controls.             |

## 9. Executive & Lender Intelligence

Executives and capital partners do not have to interpret hundreds of project records. BracenBuild translates live project data into controlled dashboards and recurring reports.

- Current approved budget and forecast-at-completion
- Pending and potential change exposure
- Contingency consumption and trend
- Contract and pay-application status
- Schedule milestones and slippage
- Top unresolved decisions and aging
- Major project risks and responsible parties
- Progress snapshots and recent activity
- Drill-down from executive indicator to supporting source records

## 10. AI-Assisted Construction Intelligence

AI in BracenBuild operates on permission-aware project data, and it assists; it never silently replaces a formal approval. Its highest-value use is synthesis: helping a user understand a large project record quickly and surfacing the relationships that deserve human attention.

- “What are the five largest unresolved financial exposures?”
- “Which decisions could affect the critical path in the next 30 days?”
- “Why did forecast-at-completion increase this month?”
- “Show every change associated with this drawing revision.”
- “Which RFIs and submittals are overdue, by responsible organization?”
- “Summarize what ownership needs to know before tomorrow's meeting.”
- “Identify repeated change-order causes across this project or portfolio.”
- “What approvals are preventing work, procurement or payment from moving forward?”

## 11. Security, Identity & Governance

Enterprise adoption requires security to be designed into the product architecture. The following represents the intended enterprise security direction; specific certifications and controls should only be claimed after implementation and verification.

- Multi-factor authentication (MFA/2FA), with stronger controls available for privileged roles
- Role-based and project-based access control
- Least-privilege permission design and controlled lender/guest access
- Encryption in transit and at rest
- Detailed audit logs for access, workflow and financial actions
- Session management and administrative security controls
- Backups, disaster recovery and documented retention policies
- Tenant/data segregation for enterprise customers
- SSO/SAML/OIDC capability for enterprise identity providers
- Security review program, vulnerability management and incident-response procedures
- Roadmap toward independently audited security/compliance controls appropriate to customer requirements

## 12. Integration & API Strategy

BracenBuild does not require an enterprise owner to abandon the systems already in place. Its integration layer follows a 'connect where valuable, own the intelligence layer' strategy.

- Accounting and ERP systems
- Scheduling platforms
- Document repositories and cloud storage
- Email and collaboration platforms
- Electronic signature providers
- Business intelligence/reporting systems
- Identity providers and enterprise SSO
- Open, documented APIs and webhooks for approved integrations
- Import/export tools that preserve ownership and portability of project data

## 13. Mobile & Field Strategy

A companion iOS and Android experience can extend the same permissioned project environment to the field. Priority mobile workflows include action queues, approvals, RFI/submittal review, photos, field observations, punch/quality items, signatures, notifications and executive dashboards. Offline-capable field capture can be added where project conditions require it.

## 14. Enterprise Scalability

The architecture is designed to carry the product from a password-protected beta to multi-project enterprise use without changing the product's core data relationships.

- Organization → portfolio → program → project hierarchy
- Reusable project templates, cost structures and workflows
- Centralized enterprise user and permission administration
- Portfolio-level analytics with project-level drill-down
- Configurable approval thresholds and governance standards
- Scalable file/document storage and background processing
- API-first integration services
- High-availability cloud deployment and observability
- Data export, archival and project-closeout portability

## 15. Competitive Positioning

The construction technology market already contains sophisticated platforms. BracenBuild should therefore avoid claiming that competitors lack capabilities they clearly provide. Its differentiation should be expressed as product emphasis, workflow design and owner-side user experience.

| Platform                      | Current market emphasis                                                 | Relevant strengths                                                                        | BracenBuild positioning opportunity                                                                                                       |
|-------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| Procore                       | Broad construction platform with expanding owner/portfolio capabilities | Project lifecycle, cost management, collaboration, owner portfolio tools and AI           | A deliberately owner-side operating experience centered on decision accountability and connected owner/lender intelligence.               |
| Autodesk Forma / Construction | Connected design-to-construction ecosystem serving builders and owners  | Documents, cost, project management, BIM/design collaboration, AI and broad integrations  | A lighter owner-control layer focused on cross-workflow decisions, exposure and accountability rather than a design/BIM-led ecosystem.    |
| Oracle Primavera Unifier      | Enterprise capital project controls and asset management                | Deep cost, contracts, workflow, schedule integration, forecasting and enterprise controls | A more approachable modern owner-side experience emphasizing rapid adoption, collaboration, notification and conversational intelligence. |

Competitive note: Procore's 2026 owner strategy explicitly includes portfolio management, capital planning and AI; Autodesk markets owner lifecycle, cost, document and portfolio capabilities; Oracle Unifier provides integrated cost/schedule controls, workflow and predictive alerts. BracenBuild's credible wedge is therefore not 'features nobody else has' but a tightly integrated owner-first decision and accountability model with exceptional usability.

## 16. The BracenBuild Early-Warning Model

| Signals                                                                | Relationship           | Management Output    |
|------------------------------------------------------------------------|------------------------|----------------------|
| RFI overdue + procurement deadline + critical activity                 | Decision dependency    | SCHEDULE RISK        |
| COR unresolved + declining contingency + repeated similar changes      | Cost accumulation      | FINANCIAL RISK       |
| Submittal overdue + long-lead fabrication + pending architect response | Procurement dependency | PROCUREMENT RISK     |
| Pay application + incomplete backup + disputed change                  | Financial governance   | PAYMENT / AUDIT RISK |
| Multiple aging actions assigned to one party                           | Workflow concentration | ACCOUNTABILITY RISK  |

## 17. Product Principles

**Owner first, not owner only.** All stakeholders can collaborate, but the information model protects the owner's need for independent visibility.

**Connect before duplicating.** Integrate established systems where appropriate; make BracenBuild the intelligence and accountability layer.

**Every action has an owner.** Responsibility, due date and status are visible wherever a decision is required.

**Expose risk before approval.** Pending and potential exposure matter before they become booked costs.

**Trace every important decision.** A user can move from an executive indicator to the source documents and history.

**AI assists; governance decides.** AI can summarize, surface and recommend. Formal authority remains with authorized humans.

**Simple at the surface, rigorous underneath.** Enterprise control does not require an enterprise-software learning curve for everyday users.

## 18. Development Roadmap

### Beta Foundation

Secure hosted beta, authentication, projects, core dashboards, RFIs/submittals/CORs, documents, workflow, notifications and audit history.

### Operational Beta

Financial controls, approvals, reporting, role dashboards, schedule relationships, email integrations and mobile-responsive field use.

### Enterprise Readiness

MFA, SSO, enterprise permissions, portfolio hierarchy, APIs, hardened infrastructure, backup/DR, security program and administration.

### Intelligence Layer

Permission-aware AI summaries, natural-language project questions, risk signals, anomaly detection and executive brief generation.

### Native Mobile

iOS and Android applications with push notifications, field capture, approvals, photos and offline-oriented workflows.

### Portfolio Intelligence

Cross-project benchmarks, recurring risk patterns, capital planning support and historical decision intelligence.

## 19. Strategic Outcome

The long-term value of BracenBuild is the project knowledge graph created by connecting people, documents, money, schedule, communication and decisions. Every project can become more than an archive: it becomes a structured body of institutional knowledge that improves the next decision and, over time, the next project.

# **SEE THE PROJECT. UNDERSTAND THE RISK. KNOW WHO OWNS THE NEXT DECISION. ACT BEFORE PROBLEMS BECOME COSTS.**

## **Sources & Market Context**

- Procore — Owners and Cost Management product pages; June 17, 2026 announcement of portfolio management and capital planning capabilities for owners.
- Autodesk — Autodesk Forma / construction management and owner solution pages, including document, cost, project management, AI and integration capabilities.
- Oracle — Primavera Unifier Project Controls and Asset Management product information, including integrated cost/schedule management, workflows, forecasting and predictive alerts.

This document describes the BracenBuild product vision and intended roadmap. Capabilities described as planned, intended, can, should or roadmap items should not be represented externally as production features until implemented and tested.