

M-Files for Construction

For M-Files sales professionals. Use this before any construction vertical conversation, with or without the Teaser Deck in front of you.

What We're Selling

You're selling M-Files. This is a vertical pitch, not a different product. The construction industry has well-documented, common problems around content and data management across project operations. M-Files is both a strategic and tactical answer to those problems. TEAM IM's role is to make that connection credible and easier to deploy. We've done this before. Fulton Hogan, a tier-one civil contractor, is the proof point. And we bring pre-built configurations for construction workflows, bid tracking, package management, and contract lifecycle governance, so the client isn't starting from zero and neither are you.

Three things make this pitch work:

- **It's a real fit:** Construction firms generate and lose track of enormous volumes of critical documents across long, complex projects. M-Files was built for exactly this kind of environment.
- **We have evidence:** Fulton Hogan is a referenceable enterprise deployment in the civil construction vertical. Use it.
- **We have scaffolding:** TEAM IM's pre-built configurations accelerate time-to-value and reduce implementation risk. That's a TEAM differentiator, not an M-Files one.

Core thesis: Familiar tools manage project tasks; M-Files manages the enterprise context.

The Problem We Solve

Construction firms lose money not because of bad workmanship, but because project information is broken, scattered, and untracked:

- **35%** of project hours lost to administrative drag and information hunting ([PlanGrid/FMI, 2018](#))
- **\$31B** lost annually in the U.S. to rework caused by poor project data and miscommunication ([PlanGrid/FMI, 2018](#))
- **90%** of projects not completed on time, with inadequate information exchange cited as the primary cause ([PlanRadar, 2025](#))
- **52%** of construction rework traces directly to outdated or missing documents in the field ([Autodesk/FMI, 2025](#))

The root cause is structural. Field execution tools (Procore, Autodesk, and their equivalents) are built for right now. They manage active tasks, current schedules, today's punch list. That's their job and they do it well. But they don't capture project **or enterprise** context over time. Drawing revision histories stay trapped at the site level. Change order trails scatter across personal inboxes.

Closeout documentation doesn't get assembled until the job is done and everyone's already moved on. M-Files is the enterprise memory layer that field tools don't provide.

The Value Proposition

Three business outcomes drive every conversation. Lead with these, not features:

Margin Protection	Tracks every change order, approval, and sign-off automatically. Stops margin loss from unvouched modifications before it starts.
Closeout Efficiency	Handover packages assemble continuously from day one, not in a last-minute scramble at project end. Subcontractor records, compliance docs, and as-builts are consolidated as the work happens.
Legal Defense	A complete, traceable record of every approval, drawing version, and sign-off. If a claim goes legal, the evidence is already organized.

How to Position It

This is a margin protection and litigation defense conversation, not a document management conversation. Lead with business outcomes, not features. A VP of Operations doesn't care about metadata architecture; they care about where their margin is going and whether their firm is exposed to claims.

M-Files does not replace Procore or any field execution tool. It sits behind them as the enterprise memory layer, capturing what those tools touch and preserving it over time. Get this on the table early when Procore comes up. It will.

Keep coming back to the "Golden Thread": a single, connected, unbroken record across every project, every platform, and every phase of the lifecycle. It's the concept that ties the whole conversation together.

Key Language to Use Consistently

- **"Golden Thread of Truth"**: the connected record across all projects and systems
- **"Context-first"**: documents organized by what they are, not where they're stored
- **"Enterprise memory layer"**: what M-Files is to a firm's field execution stack
- **"Proven scaffolding"**: pre-built configurations, not custom development
- **"Offline-first"**: field integration that works without cell service (via JourneyApps)

Your Supporting Assets

- **Teaser Deck**: Prospect-facing presentation for live calls or cold outreach. Speaker notes guide delivery slide by slide. [PPTX](#) | [PDF](#)
- **Battle Card**: Tactical reference for competitive situations and objection handling. Pull this when Procore, pricing, or adoption concerns come up. [PDF](#)
- **Fulton Hogan Case Study**: Available in the M-Files Sales Vault on the TEAM IM site. Use when the prospect needs a real-world reference from a tier-one civil constructor. [PDF](#)