

■ CASE STUDY

ONE VDC TEAM, THREE PROJECTS, AND THE IMPACT OF AI-DRIVEN ELECTRICAL RACEWAY DESIGN

How a small but mighty VDC team ran multiple complex projects
in three months with AI-powered modeling & routing



OWEN ELECTRIC
Florida-based electrical contractor

CASE STUDY: OWEN ELECTRIC

INDUSTRY LANDSCAPE

THE RISING BAR

What GCs expect now, and what that means for VDC teams

Expectations for BIM model completeness are rising faster than VDC headcount can keep up with. GCs expect more from the model than they did even 12 months ago; more detail, more completeness, more data embedded from the start, and that bar keeps getting higher.

The largest general contractors in the country are making their requirements clear: if there's a conduit, they want to see it. Every branch, every wall run, every home run. The industry is also waking up to what a fully built model can do beyond coordination, feeding prefab decisions, production tracking, QR-coded field deliverables, and owner-facing asset management. The model is no longer just a coordination artifact.

For VDC teams, that is genuinely exciting and genuinely challenging at the same time, because the expectation has outpaced the tools and workflows most teams are still using.

“The level of detail is getting more and more intense. The light bulbs are coming on collectively with what a model can do, and so the asks for our team seem to get broader and deeper all the time.”

— Jenni Blood, Director of Construction Technology, Owen Electric

SUCCESSFUL AND GROWING

ABOUT OWEN ELECTRIC

Owen Electric is a growing Florida-based electrical contractor working across commercial, industrial, and large-scale specialty projects.

Their VDC team of six, led by Jenni Blood as Director of Construction Technology, has scaled fast over the past three years and is actively chasing bigger work, data centers, Space Coast projects, and flagship commercial builds.

At any given time, they typically run two to three smaller projects run per person alongside one large project, and with more major projects now in their pipeline, some scopes will require two to three team members operating in parallel. This is not a team still learning how to do VDC; they have already built that capability and are now asking what the ceiling is.



Images in this case study are representative of the industry / environment described and are used to ensure the confidentiality of our client partners.

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THE PROBLEM

THREE PRESSURES DRIVING CHANGE

Demand has outpaced the workflow

The Owen VDC team is facing three distinct pressures when asked what was driving them toward a tool like Augmenta, and all three were accelerating at the same time, and compounding.

01 - MODEL COMPLETENESS

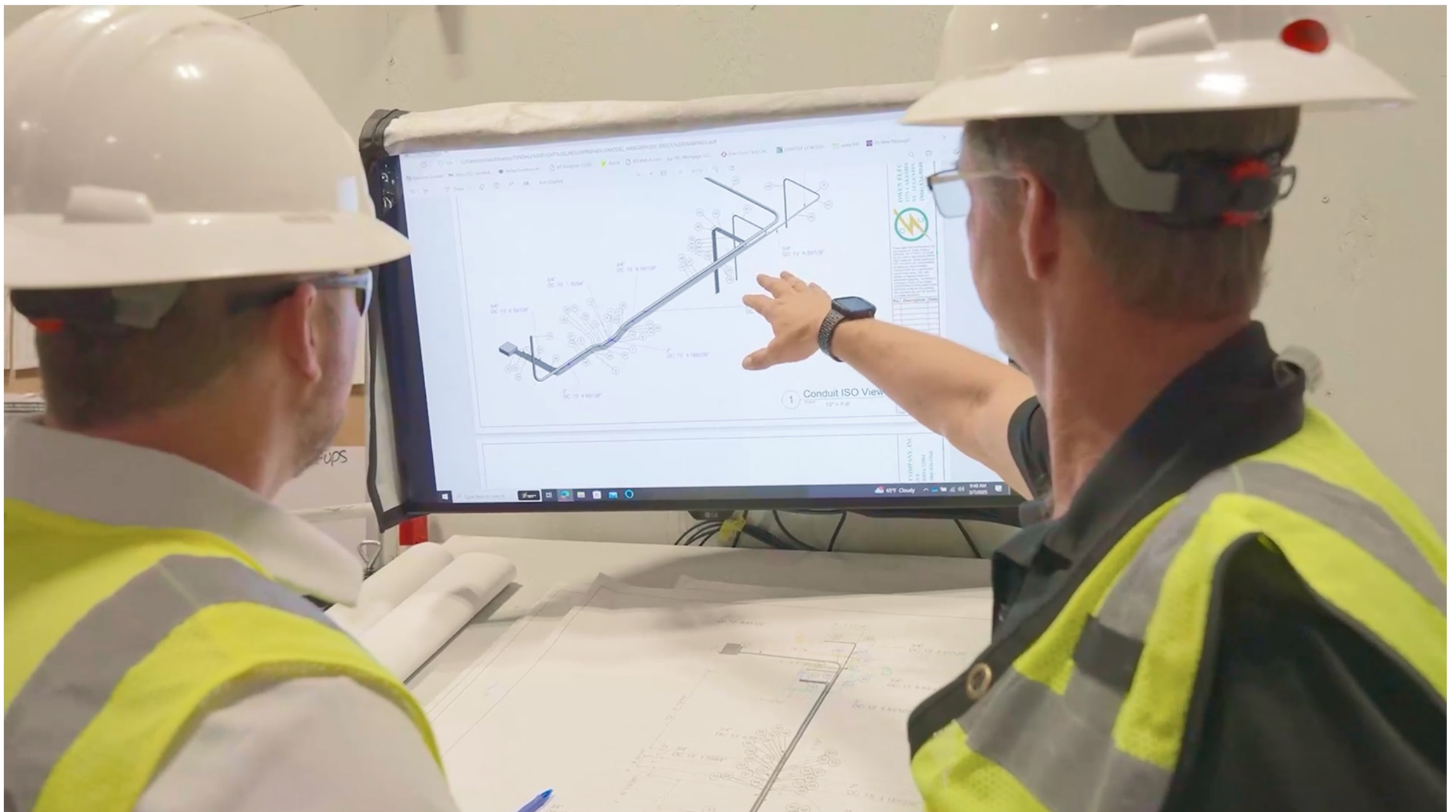
Every branch, every home run, even low-voltage pathways - the model has to show all of it. The level of detail that top GC partners now expect has moved significantly in recent years, and the gap between a standard electrical model and what GCs require now is measurable in hours per project.

02 - TEAM CAPACITY

Owen is running at capacity, and can't hire fast enough to keep up with the growing demand for their services. Every hour spent on manual modeling is an hour not spent on specs, submittals, or the kind of deeper project review that prevents expensive problems downstream.

03 - INFILL

Populating models with the level of details GC and clients are expecting is the most time-consuming, most error-prone part of the workflow. It's a painstaking process of tab-selecting each conduit and manually entering circuit numbers, wire sizes, and conductor quantities one at a time. It's also a challenge to get back on track when something pulls you away mid-task.





“My team is too smart to be spending all that time modeling. There is so much more they can be doing and that we want to do as a team.

This [Augmenta] just really takes the load off.”

— Jenni Blood, Director of Construction Technology, Owen Electric

■ HOW IT STARTED

30 MINUTES AT AU

From first impression to first project

Jenni and VDC Manager Justin Schader both caught the Augmenta demo at Autodesk University, and by Jenni’s account she talked to the team for about 30 minutes. She came back to Justin with a straightforward read: she thought they were onto something.

Her initial concern was the one most VDC teams raise when evaluating new technologies, whether the output would create more work than it actually saved. What helped resolved that question was the fact that Augmenta delivers multiple solutions. Instead of producing one design and asking the team to work with it, ACP (Augmenta Construction Platform) generates multiple routing options simultaneously, letting users evaluate based on fewest bends, prefab suitability, and overall labor efficiency.

As Robert Close described it, it is the equivalent of having something tap you on the shoulder and show you a route you hadn’t considered, which breaks the tunnel vision that builds up when you have been manually routing the same project for several days. Justin flagged ease of learning as another key concern going in.

His assessment after using Augmenta on his first project: not hard at all.



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“If there’s anything more painstaking than tab-selecting a single conduit and typing in a circuit number, that feeling of not having to do it anymore is a game changer.

That’s hours and hours right there.”

— Joey Welch, VDC Engineer, Owen Electric



■ A FORWARD-LOOKING VDC TEAM MEETS A CENTURY OF EXPERIENCE

TWO TEAMS. ONE PARTNERSHIP.

Built to adapt

Most new technology deployments follow a predictable pattern: one motivated person figures it out, builds confidence in the output over a few projects, and then gradually brings the rest of the team along. Owen did not follow that pattern with Augmenta.

They ran three projects across five different team members over the course of three months, each one successful. That includes Robert Close, who took over Project Ovation mid-stream with limited experience, just a couple of videos, Augmenta AE support, and 165 conduit runs generated on his first real attempt.

125 years of field experience

Part of what made that result possible is who is on the other end of the phone. Augmenta's team brings a combined 125-plus years of real-world industry experience to every customer engagement. They are former electrical superintendents, VDC leaders, project managers, and BIM team builders who have worked the trades and coordinated complex projects. Most vendors are structured with sales teams that outnumber their application engineers by a significant margin. Augmenta is built the other way around.

When Owen's team runs into something they can't resolve on their own, Alberto Lopez is the person they call. He brings 20 years of electrical and construction experience to every conversation and when Jenni's team needs assistance, he jumps in to help out. That access to a genuine expert, rather than a support queue, changes how a team approaches a new tool. When Jenni evaluated Augmenta, she wasn't just looking at the tool. She was looking at the people behind it.

“I could tell that they have fought the battles we’ve fought.

They’ve done the hard things, and they’re coming from a place of empathy and real-world experience.”

— Jenni Blood, Director of Construction Technology, Owen Electric

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THE INITIAL PROJECTS

THREE PROJECTS, THREE USERS, THREE MONTHS

Owen ran three projects with ACP spanning different project types, different users, and widely varying levels of NDA restriction (two of those projects required Augmenta to work without access to the full linked model).

PROJECT OVATION

JAN 2026

Location	Florida
Building type	Custom-tier specialty event facility with integrated back-of-house commercial kitchen
Size	54,000 sq. ft. flagship footprint with 30,000 sq. ft. of climate-controlled assembly area
Conduit scope	~13,000 linear feet 165+ runs
Complexity	Enhanced power distribution network for high-density entertainment systems, and programmable specialty lighting
Manual estimate	60 hours
ACP Active time	30 hours [50% reduction]

PROJECT REENTRY

FEB 2026

Location	Space Coast, Florida
Building type	High-bay industrial integration center for heavy-lift mechanical systems
Size	Vertical-scale architecture with oversized industrial apertures for multi-level component logistics
Conduit scope	~9,600 linear feet of feeder 70 runs
Complexity	Perimeter-redundant routing and subterranean conduits optimized for high-volume interior clearances
Manual estimate	80 hours
ACP Active time	43 hours [~46% reduction]

PROJECT CLEARANCE

MAR 2026

Location	Florida
Building type	High-security precision fabrication facility with multi-functional office support
Size	Large-scale industrial envelope featuring 30’ vertical clear-spans and multi-zone overhead material handling
Conduit scope	~9,000 linear feet of branch conduit 100+ runs
Complexity	Extensive branch-circuitry network designed for granular power delivery across a distributed manufacturing floor
Manual estimate	105 hours
ACP Active time	48 hours [~54% reduction]

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■ MORE TANGIBLE VALUE

THE HOURS DON'T DISAPPEAR, THEY GET REALLOCATED

What Owen's team does with the reclaimed hours is one of the more interesting parts of the story. Robert Close described it directly: instead of spending a full day routing pipe and another day making adjustments, he sends the scope to Augmenta and uses that generation window to go deeper into the project than he would typically have time for.



PLAN & SPEC REVIEW

Pulling general and sheet notes (that typically get skipped under deadline pressure) enables Owen to catch conflicts earlier. The team can also check specs against the model (rather than making assumptions), and verify connection points on long-lead electrical gear (while there is still time to act).

INFILL FROM THE START

More complete data infill than a manual workflow allows for (especially under tight deadlines). Circuit numbers, wire sizes, conductor quantities, and device-specific notes are embedded in the model rather than entered retroactively (if they get entered at all).

SUBMITTAL PREP

Verify connection points and long-lead equipment specs while there is still time to act on what you find (not after the window has already closed).

BETTER QUESTIONS EARLIER

Surface constructability and field questions when they are cheap to resolve (not after coordination, not in the field, and not as a change order).

“Instead of scrambling in a week to get content in when I really should be learning the project, I can strip some info out of some PDFs, throw it in a spreadsheet, and send it to ACP.

While it's thinking, I get to go through the plans, check specs, look for any oddball notes — stuff that usually gets thrown to the wayside in the need for a quick turnaround.”

— Robert Close, VDC Engineer, Owen Electric

“We’re always last to the dance in those first coordination calls because every other trade partner has a design model that’s pretty good. We don’t.

With the help of Augmenta, we can come to these early coordination meetings and really claim some space, in an articulate way.”

— Jenni Blood, Director of Construction Technology, Owen Electric

■ WHAT’S NEXT

BUILDING ON THE FOUNDATION; WHERE THEY’RE HEADED

Claiming space at the coordination table

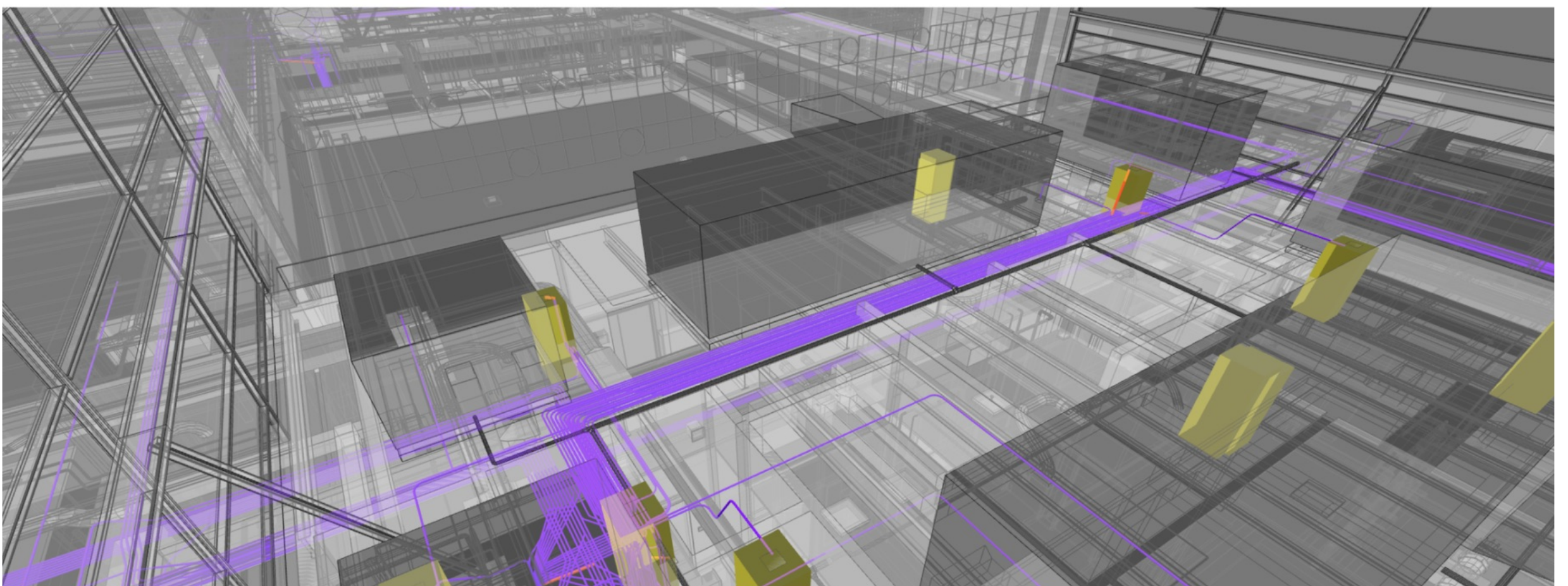
Electrical is always last into the coordination process, and every VDC manager knows exactly what that means in practice. Every other trade shows up to the first coordination meeting (“first to the chow bowl”) with a populated design model. Electrical usually has to ask for more time.

Owen adopted Augmenta to close that gap, and with three projects of production experience behind them, the workflow confidence, and the team capability to do it are now in place. Robert, Joey and that rest of the Owen team are excited to see the reactions when they show up to early coordination meetings with full-populated models.

Beyond validation to full scaling

Owen’s next project is large, and another opportunity to keep flexing ACP’s muscle. It is a large complex project, requiring two to three VDC team members working in parallel, and one where the coordination gap between electrical and the other trades could be widest and most costly. They are planning to run ACP from the start and that single shift in timing is where the full value of ACP finally gets measured in a coordination context.

Now what the field receives is not a drawing that says ‘here are six conduits’. It is a drawing that says here are six conduits, each carrying four conductors and a ground, feeding these specific circuits. That specificity is what Jenni means when she talks about the model becoming something more than a coordination artifact.



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■ THE TEAM, THE TOOLS AND THE NEXT FIVE YEARS

THE NEXT GENERATION OF VDC

Playing the long game

Jenni thinks about the long-game. She wants to model every job regardless of whether it is in the contract, because she believes full-model workflows are the only foundation that makes prefab, production tracking, and field data management actually scalable at the volume and complexity of work Owen is pursuing. Less than half of their VDC-modeled projects already go to the prefab shop. The path to getting that number higher runs through accurate models that are built with enough embedded data to support everything downstream.

A new hire recently chose Owen specifically because of the tools they use and how they use them. The tools are attracting the talent, and the talent is getting more out of the tools with every project. That loop compounds, and Jenni is deliberately building out her VDC function with an eye towards a fundamental shift in capacity and growth.

“I believe our industry needs every advantage it can get. Demand continues to outpace the number of qualified people available to do the work.

One of the biggest misconceptions I encounter is the idea that technology can simply be turned on and solve problems automatically. If that were true, everyone would already be using it successfully. Real results still depend on people, processes, and execution.

What stands out about Augmenta is that it genuinely supports the teams doing the work - the people responsible for producing deliverables faster, with greater detail and accuracy. Any technology that helps those teams be more effective is a step forward for the industry.”

— Jenni Blood, Director of Construction Technology, Owen Electric

“I would love to see us model every job, whether it’s required in our contract or not. It needs to be integrated in all of our workflows.

If we’re going to really leverage prefab, we’ll have to have models for every job.

Augmenta is an ideal solution; one of the things we’ll need to get us there is to help offset VDC time when it’s not in the contract.”

— Jenni Blood, Director of Construction Technology, Owen Electric



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RESULTS WITH AI-POWERED MODELING & ROUTING

PROOF, NOT PROMISE

ROI that compounds exponentially

3 Projects in 3 months	~50% Modeling time saved
5 Users across projects	165 Conduit runs generated on a first attempt
32K+ Linear feet of conduit generated	48 Hrs Per project, redirected from routing to specs, submittals, and constructibility



The impact goes beyond the model

Owen's small but mighty VDC team saw roughly 50% overall modeling time reduction across all three projects, and that number is improving with each successive deployment.

But the time savings are only part of the story. The team is realizing benefits across every phase of the project lifecycle:

- Meaningful time back, redirected to specs, submittals, and constructability review
- Increased capacity to take on more projects without adding headcount
- Richer models with more embedded data, ready for field teams and shared partners
- Earlier presence at coordination, showing up with a populated model instead of asking for more time

Three projects, five users, all successful from the first generation. The efficiency gains are real, and they are compounding.

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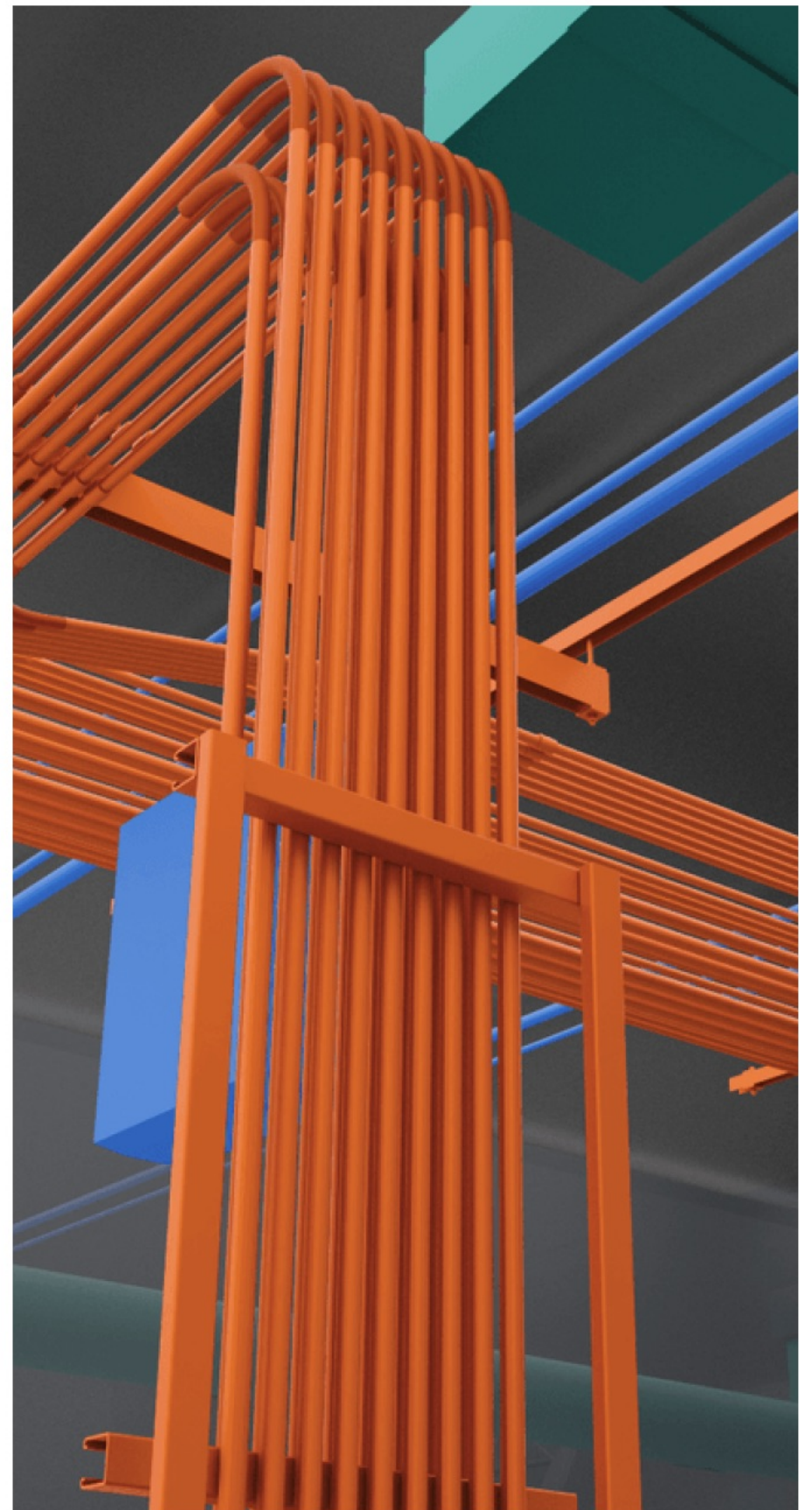
■ ABOUT AUGMENTA

REVOLUTIONIZING HOW THE WORLD BUILDS.

AI-powered electrical raceway modeling, routing and coordination

Augmenta Construction Platform (ACP) generates construction-ready models for electrical raceway systems in hours with automated routing powered by Spatial AI.

Augmenta is built by people who have spent careers in the field. The team brings a combined 200-plus years of real-world MEP, VDC, and project management experience to every customer engagement. Application engineers outnumber sales team members, and are deeply passionate about quick issue resolution, successful deployments, and long-term partnerships.





AI-POWERED ELECTRICAL RACEWAY ROUTING AND COORDINATION

EC&M[®]
Product of the Year
2026 Category Winner



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