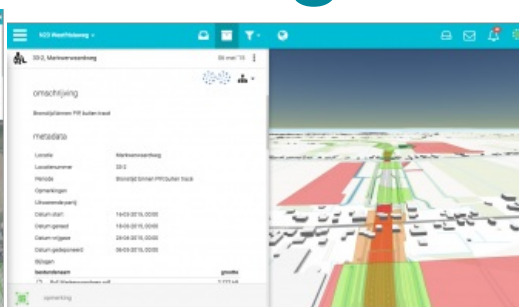
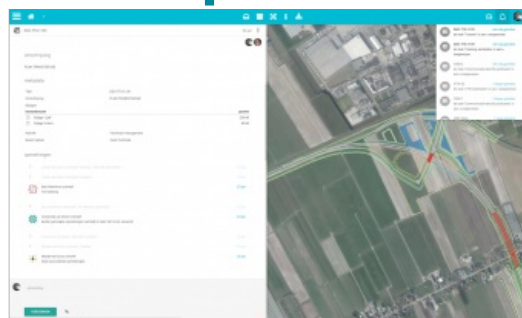
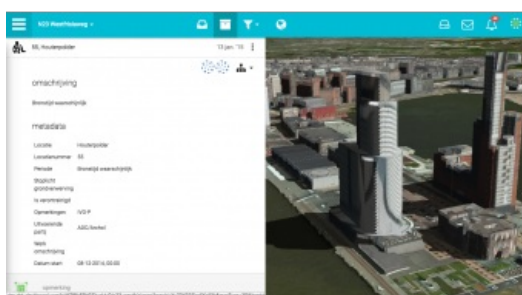


## FUTURE INSIGHT

# “Clearly”™ to Improve Cooperation in Big Projects



To have all data in one place in a simple, structured overview, to have insight throughout the entire process and to know the exact point the project is at – with Clearly, the software tool by Future Insight, all of this is possible. Clearly provides organisations with the necessary oversight concerning the infrastructure of projects, which many projects tend to lack. Using Clearly, mutual understanding and



teamwork can be optimised.

The foundation of the company was set by Rick Klooster and Bas Hoorn in 2014. They met during a project they worked on together and came to realise that they shared the same view of teamwork: teamwork in projects can be much better but it is usually neglected. The founders established [Future Insight](#) and created the software based on the data, process and tools (DPT) method. According to Bas Hoorn, most projects tend to focus on the data and tools but lack the necessary input on the process itself. Therefore, teamwork loses its effectiveness, resulting in wasted time and resources. Clearly focuses on both technical and organisational aspects of a project, which avoids this issue. The provided combination is unique in the world of software and provides the understanding

stakeholders need in order to work optimally together.

## Clearly

[Clearly](#) is an online software tool that structures the work process of projects. The different processes of the project are provided on the left-hand side of the screen, e.g. the conclusion of a contract or the status of the acquisition of land. On the right-hand side, the project is reflected in 2D and 3D (see Figure 1). This way, the location of the topics at hand are visualised. The option of being able to click on objects on the map provides enormous insight to the project (see Figure 2). As a result, stakeholders are all on the same page, which accelerates and qualitatively improves the decision-making process. As Rick Klooster states, “Clearly is able to streamline the processes within a project. As soon as a task is completed, Clearly automatically provides the following task on the to-do list for the next responsible actors.”

By structuring the data in an effective manner using this software, teamwork can be set up and performed effectively. This results in a smarter and faster way in which the data is generated. Once all data has been gathered and processed, a file is set into motion which can always be referred to and turned back to. This is also efficient for stakeholders who may wish to join the project at a later stage, as all data is gathered in one place.

## Themes

Clearly can be applied to (complex) projects with spatial impact (civil construction projects, urban planning projects), e.g. when extending roads or building bridges. In these projects different themes, like contracting, communication and smart cities, play a big role. The Future Insight organisation is built on these themes, ensuring the necessary expertise to guide projects within all these themes. The implementation of Clearly is therefore supported from the very beginning until the end of the project. In the beginning, Future Insight helps to clearly state all wishes and demands of an organisation and reflects its starting points. It is crucial to make use of Clearly at this early stage in order to provide insight for upcoming stages and prevent mistakes that could have major consequences in later stages. Furthermore, specialists will explain this data and will help by translating this data into information that the people concerned can comprehend. Additionally, different specialists work with different kinds of clients in order to provide customised knowledge and guidance.

The constant factor within this project is Clearly. Clearly is involved in the entire process, from the initial stage at which the ideas are developed until the delivery of the project. Clearly also adapts to the already existing software within a project and uses the output of that software in order to create the ‘big picture’ of a project, which makes Clearly so easy to work with. Moreover, the software is structured in a

simple manner and can be used by anyone, meaning each stakeholder can obtain insight to the project.

## Project assistance

In addition to Clearly, Future Insight also provides a three-layered set of specialists: a project leader, a specialist who optimises the teamwork and a specialist with technical background. This combination of specialists provides technical knowledge, helps with organisational aspects and brings fresh energy into the project. Thus, Future Insight not only provides the software, but is also a partner who assists in the project. Thanks to this varied expertise in various themes, it is possible to make rapid changes and hence increase the company's flexibility.

## Energy

Future Insight is not just a standard IT company that provides software. It is different due to the importance it places on flexibility, and this also applies to the company itself. The company aims to change the world by creating a new method of working together. According to the founders, this method is needed for the future. "We have to let go of strict rules and complicated systems. We believe in simple, flexible and freedom. In our office we call this 'rolling energy'," comments Bas Hoorn. This new method of working together also applies at the Future Insight office. The employees do not work according to strict shifts and everyone is equal, meaning there are no strict rules that provide various standards within the company. This freedom and flexibility creates an energy that people can feel as soon as they enter the office. As Rick Klooster explains: "There always has to be energy. If someone is not happy about what he or she is doing, he or she will never find the energy needed in order to create a successful project. We want to share with our clients the insight that energy and optimal teamwork are critical for a project."

## Clients

Future Insight is able to help any clients who are involved in (complex) projects with a spatial impact, such as civil construction projects and urban planning projects. Currently, Future Insight is working with numerous engineering bureaus and contractors as well as doing business with various cities, to create smart cities in 3D. Most recently, the firm has been working with the city of Rotterdam to create a 3D city model of Rotterdam in Clearly (see Figure 3). With this model, Rotterdam secured EUR18 million worth of EU subsidy to further develop the city.

Future Insight has big plans for the future. For now, it is working on some projects in Europe, but Future Insight wants to go even more international by the end of the year. There are plans to enter the American market and in November a delegation of the organisation will depart to Miami to talk about business with numerous companies. "We have been working on the functionalities of Clearly a lot. Since we have 3D totally integrated in Clearly, we are an interesting player for big companies. Projects in Europe are very cool to work on, but the rest of the world is even better, right?!" concludes Bas Hoorn.