

Unlocking productivity with the Seismic Product Platform

Richard Crosby - Seismic Group Ltd

A stylized financial chart with a blue line graph and red candlesticks on a dark blue background with a grid pattern. The line graph shows an overall upward trend with some fluctuations. The candlesticks are red, indicating upward price movement.

Productivity

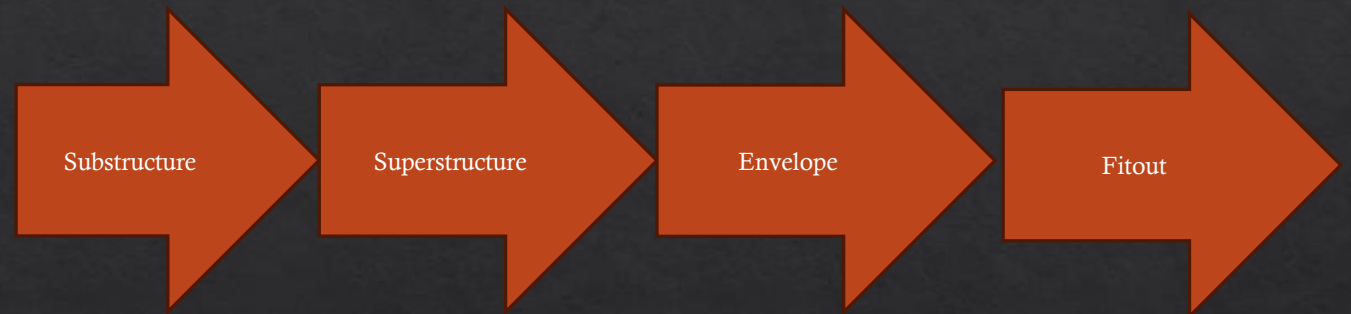
"Productivity isn't everything, but in the long run, it's almost everything" Paul Krugman



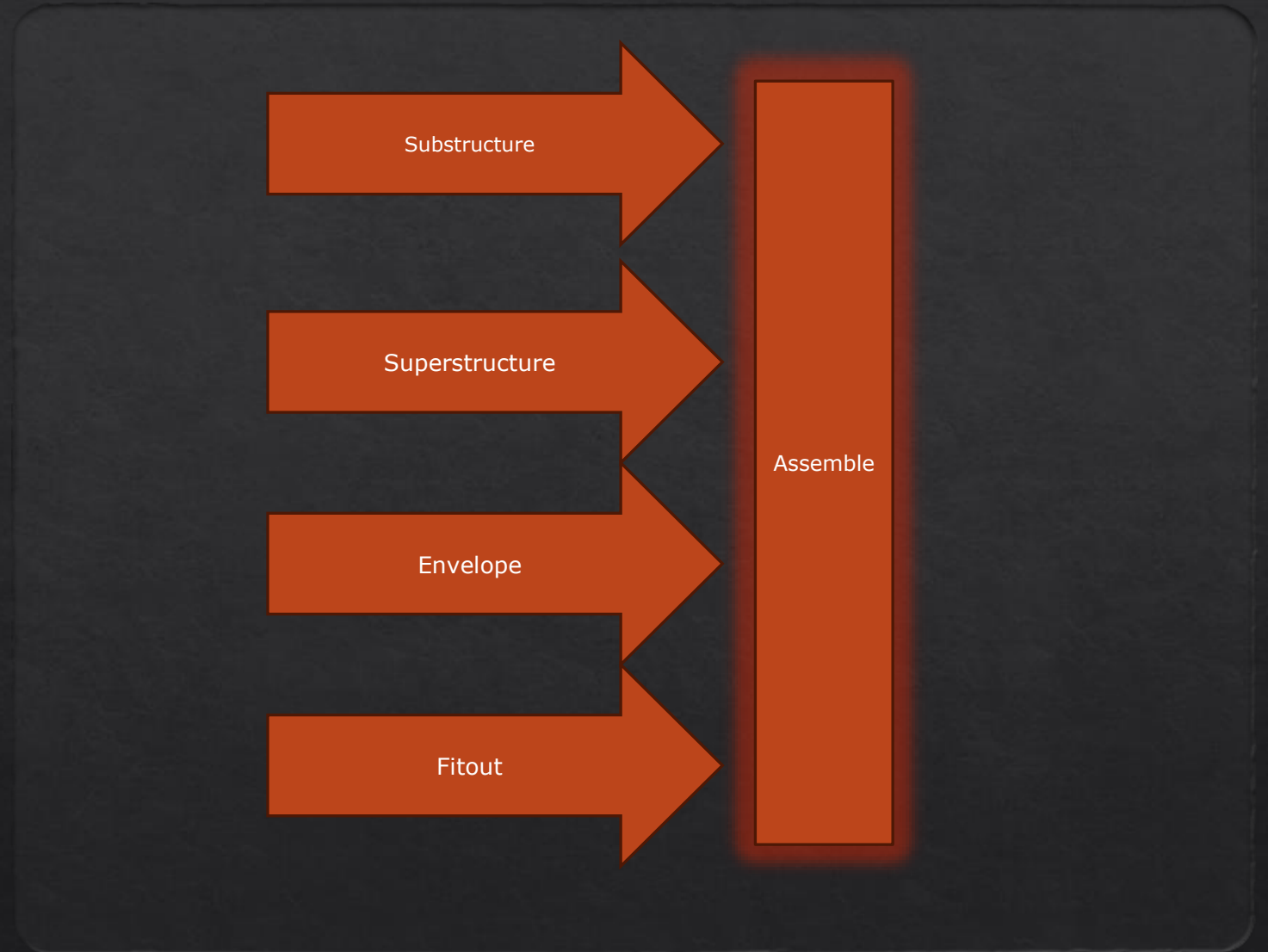
Industrialisation

- ◆ This approach aims to streamline processes, making them more efficient and productive compared to traditional methods. (Chat GPT)

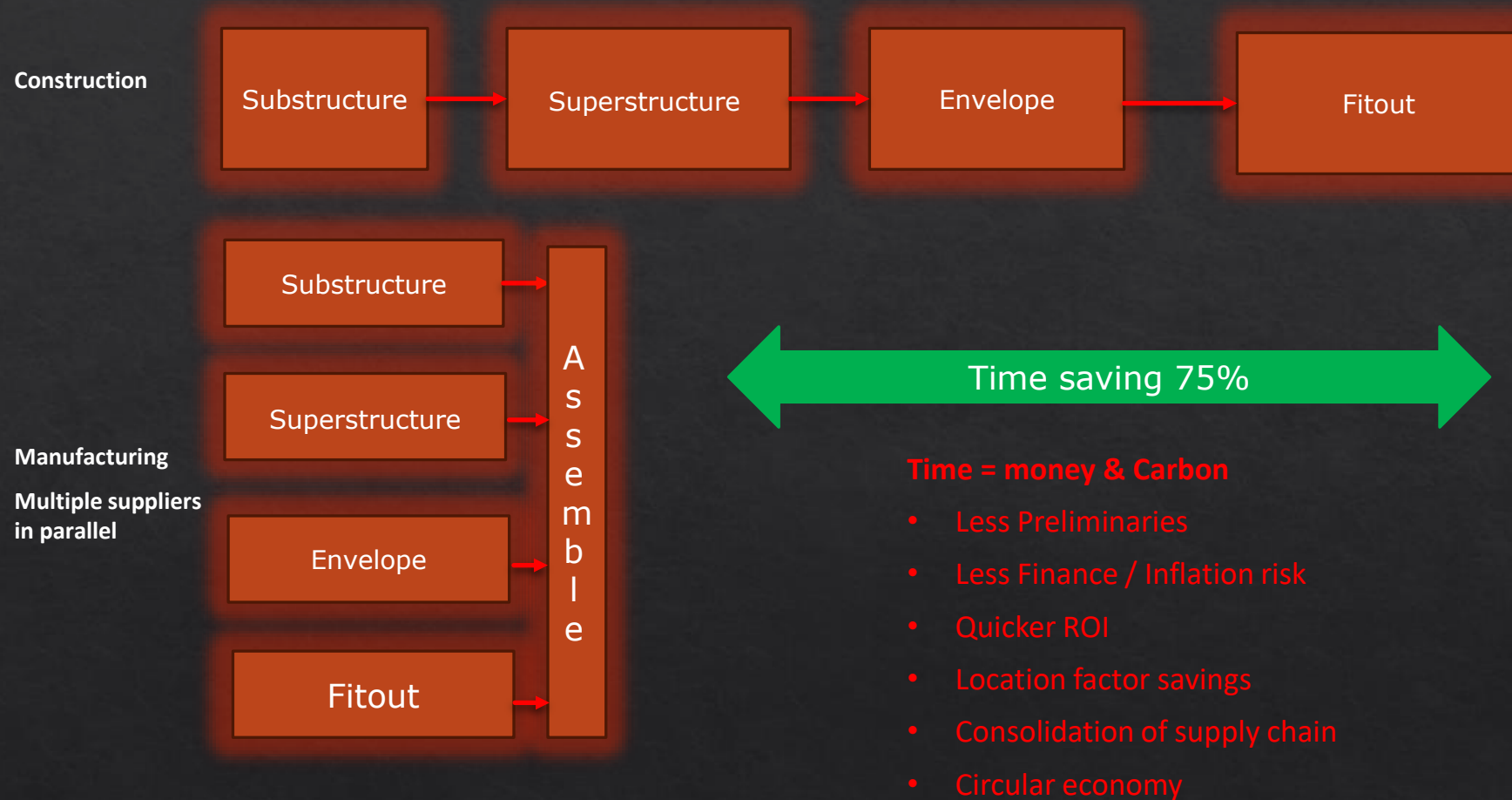
Traditional Linear Construction process

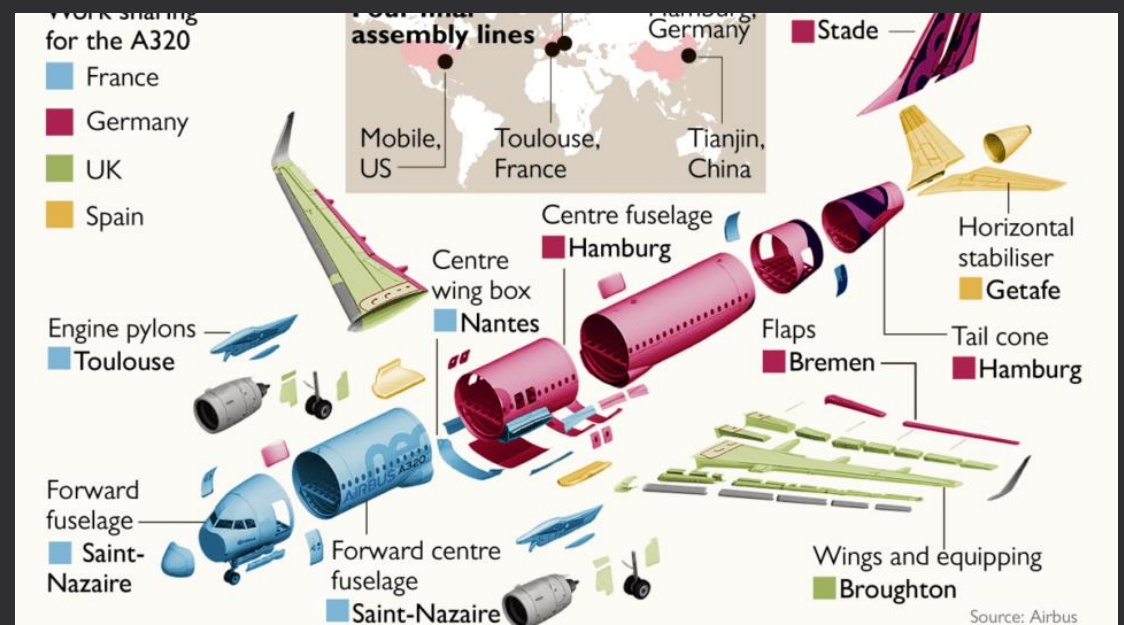
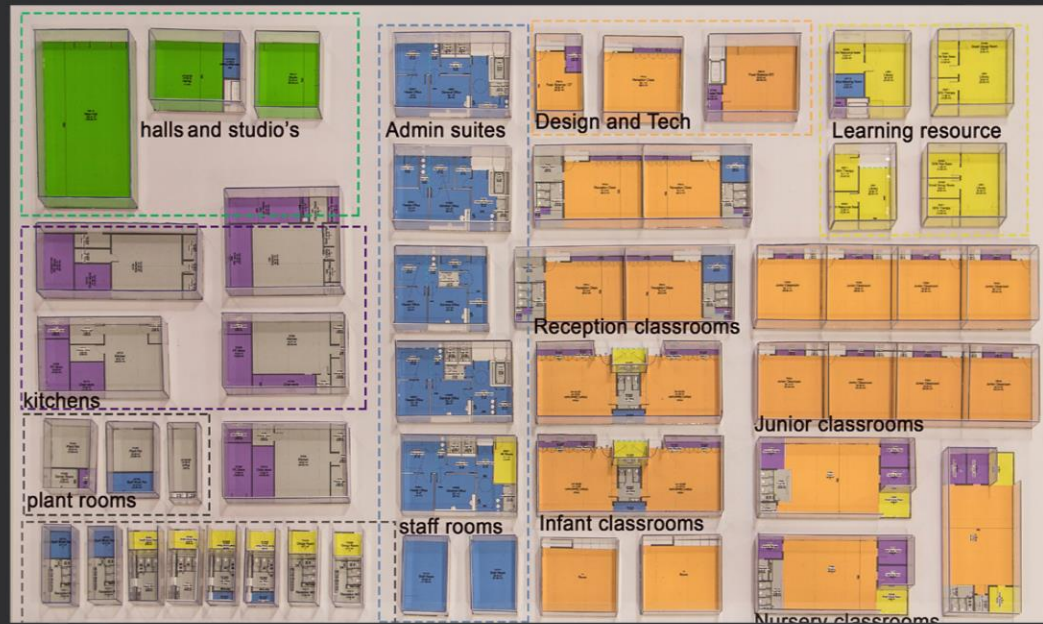


Parallel process- Manufacturing



The process - Linear V parallel





Enablers



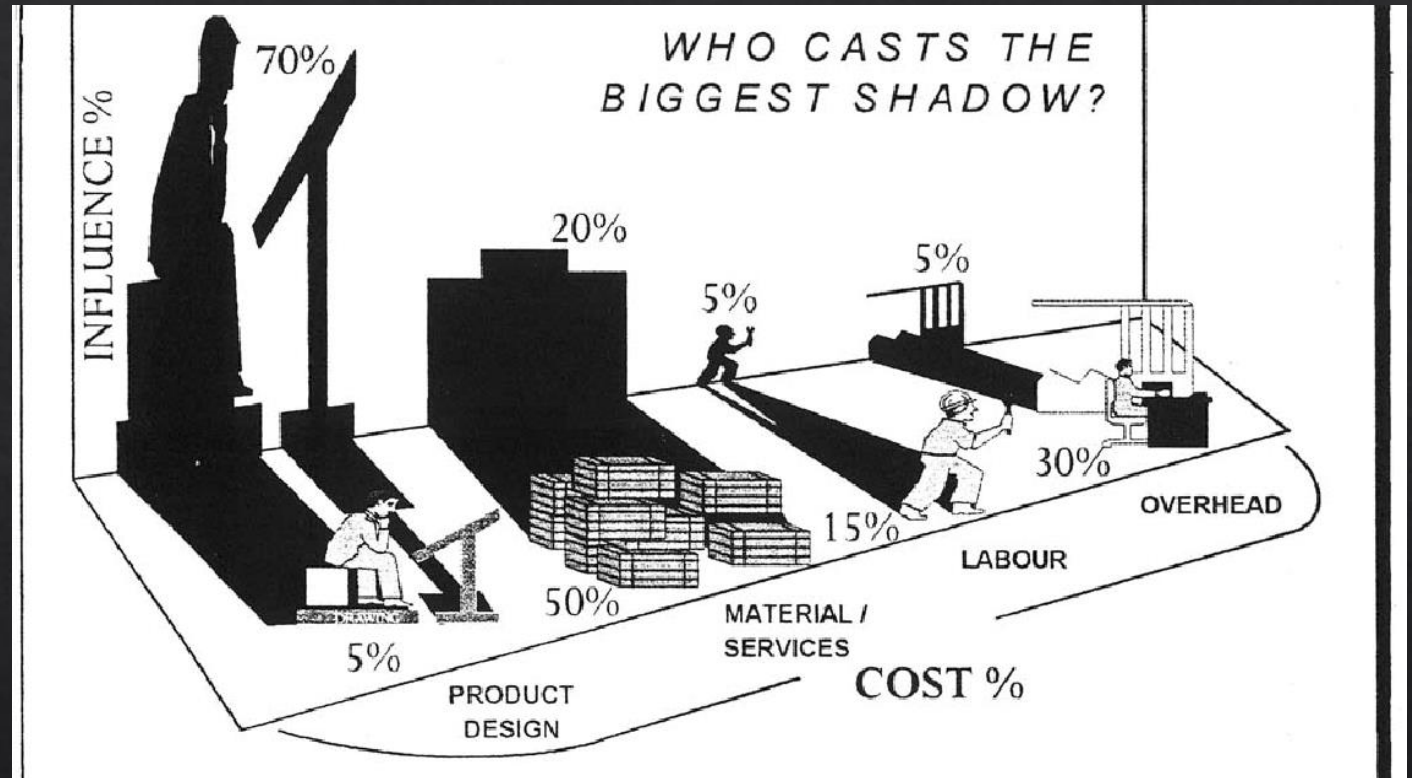
Process led - Product
Platform



Platform business model

DFMA - Design for a more efficient process.

- ◇ Design for a more efficient process without the need for a specialist supplier or specialist DFMA knowledge.
- ◇ Focus on continuous improvement and design quality
- ◇ Reduce cost by reducing unnecessary flexibility
- ◇ Aggregate demand across the industry
- ◇ Become more productive



PDFMA - (Boothroyd Dewhurst Knight)

Business model enabler

1. Harness the fragmented market & use it to your advantage
 - a. Business models
 - b. Control of the value chain
 - c. Platforms v systems

System

Can only be delivered by a specialist supplier



Platform

Can be delivered by any supplier.

The Seismic Platform - Interoperable Components

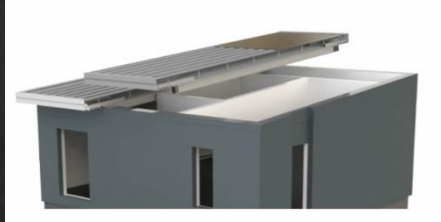


The Seismic Platform - Interoperable components

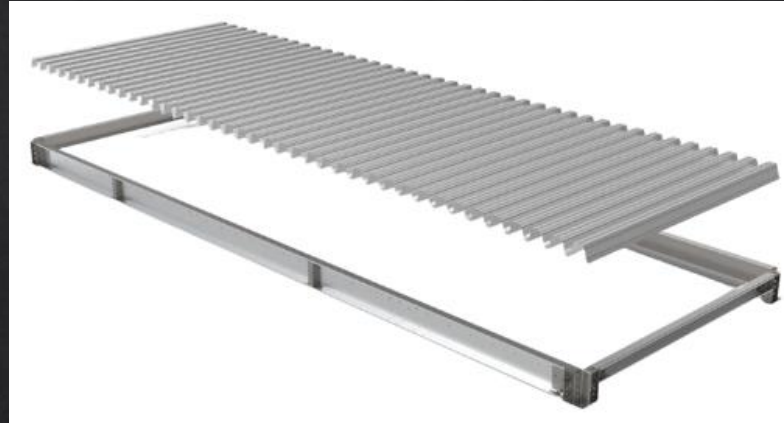
Connectors



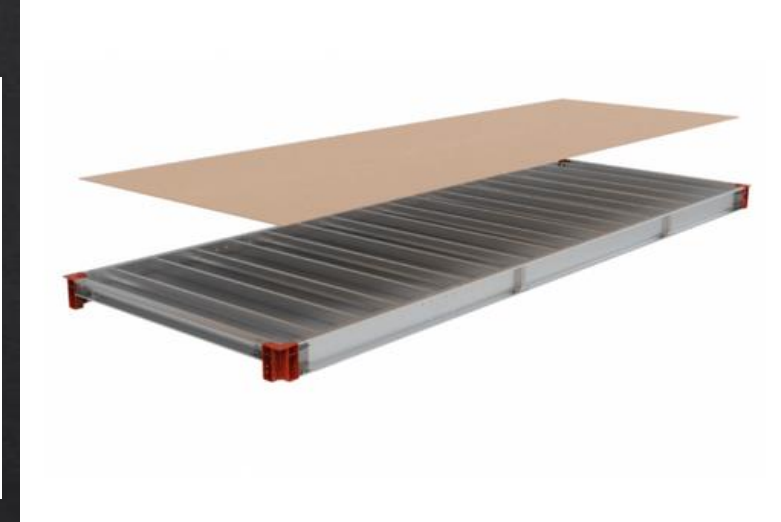
Roof cassettes



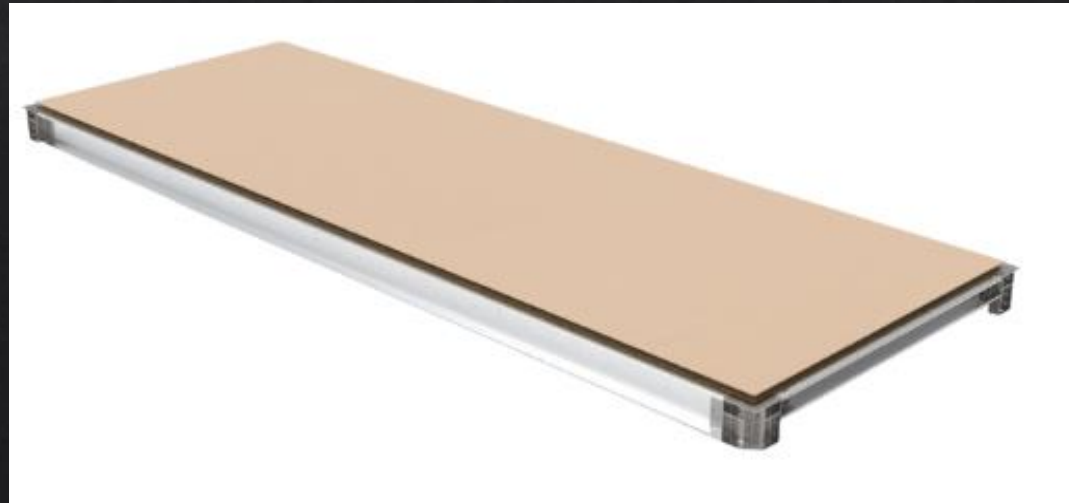
Floor cassettes



Ceiling cassette



Frames



The Seismic Platform

The best forms of construction in one solution

You take the savings benefit

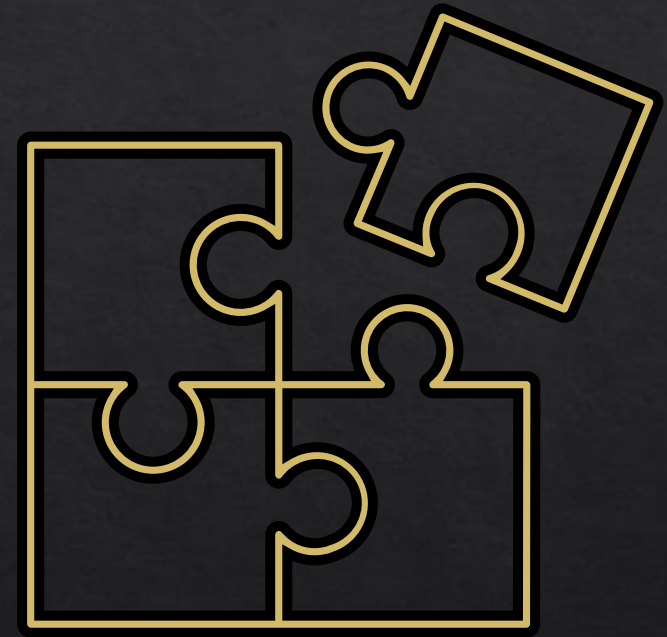
Existing open market diverse supply chain

Same warranty structure as traditional construction

No need for early engagement with specialist contractors

No special materials

Proven and tested solution



Case Study - Woodridings Court, Haringey

A Platform Approach to MMC Unlocking Social housing for Haringey Council

Site and Client Constraints

- Difficult-constrained site
- Planning constraints
- Project team with no MMC experience
- Single Fixed price lump sum required
- Quiet-mark accreditation (acoustics)
- Zero Carbon

Substation relocation

Complex / unknown interface details

Disruption to residents

Fire access and escapes maintained

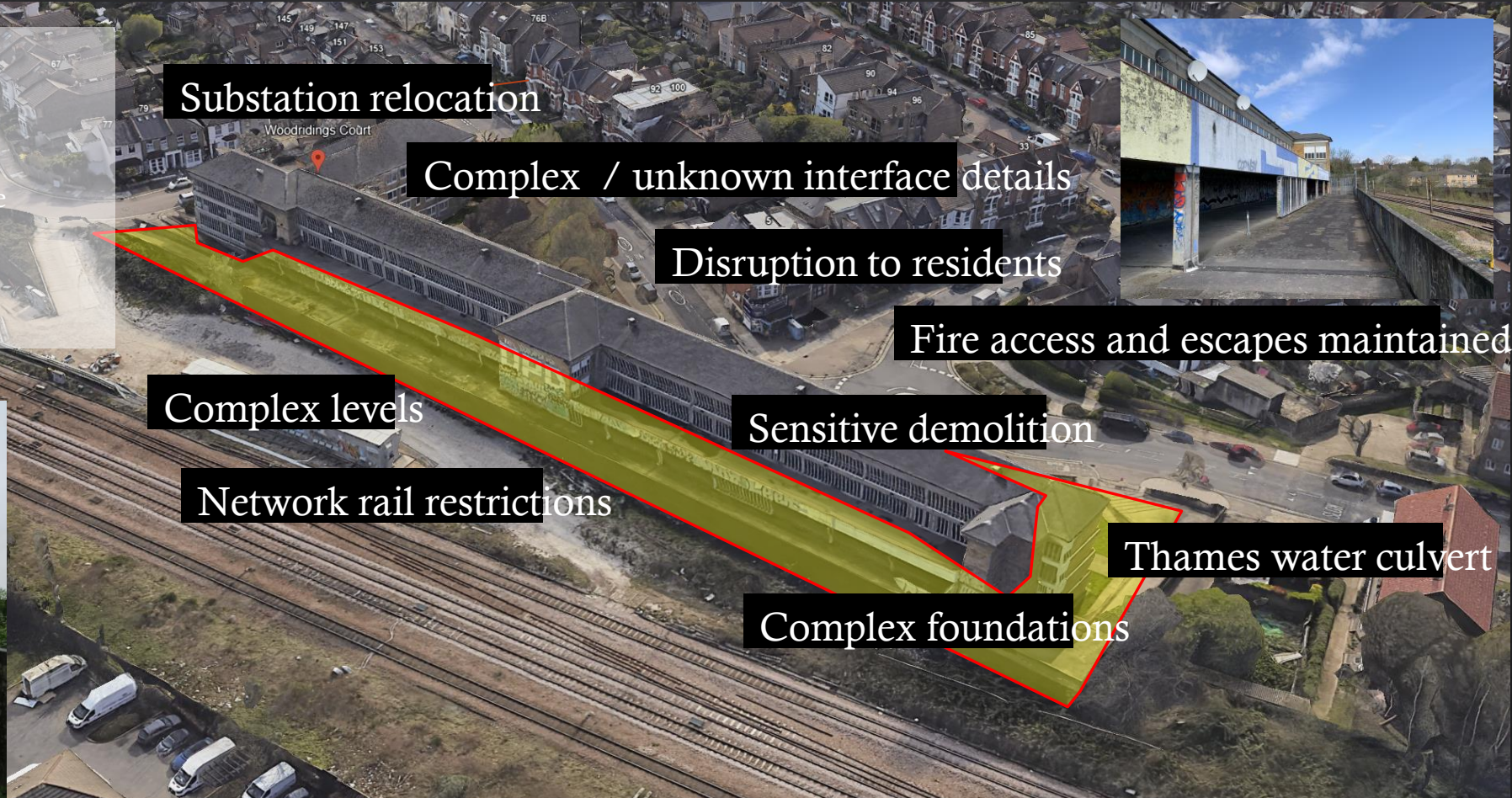
Complex levels

Sensitive demolition

Network rail restrictions

Thames water culvert

Complex foundations



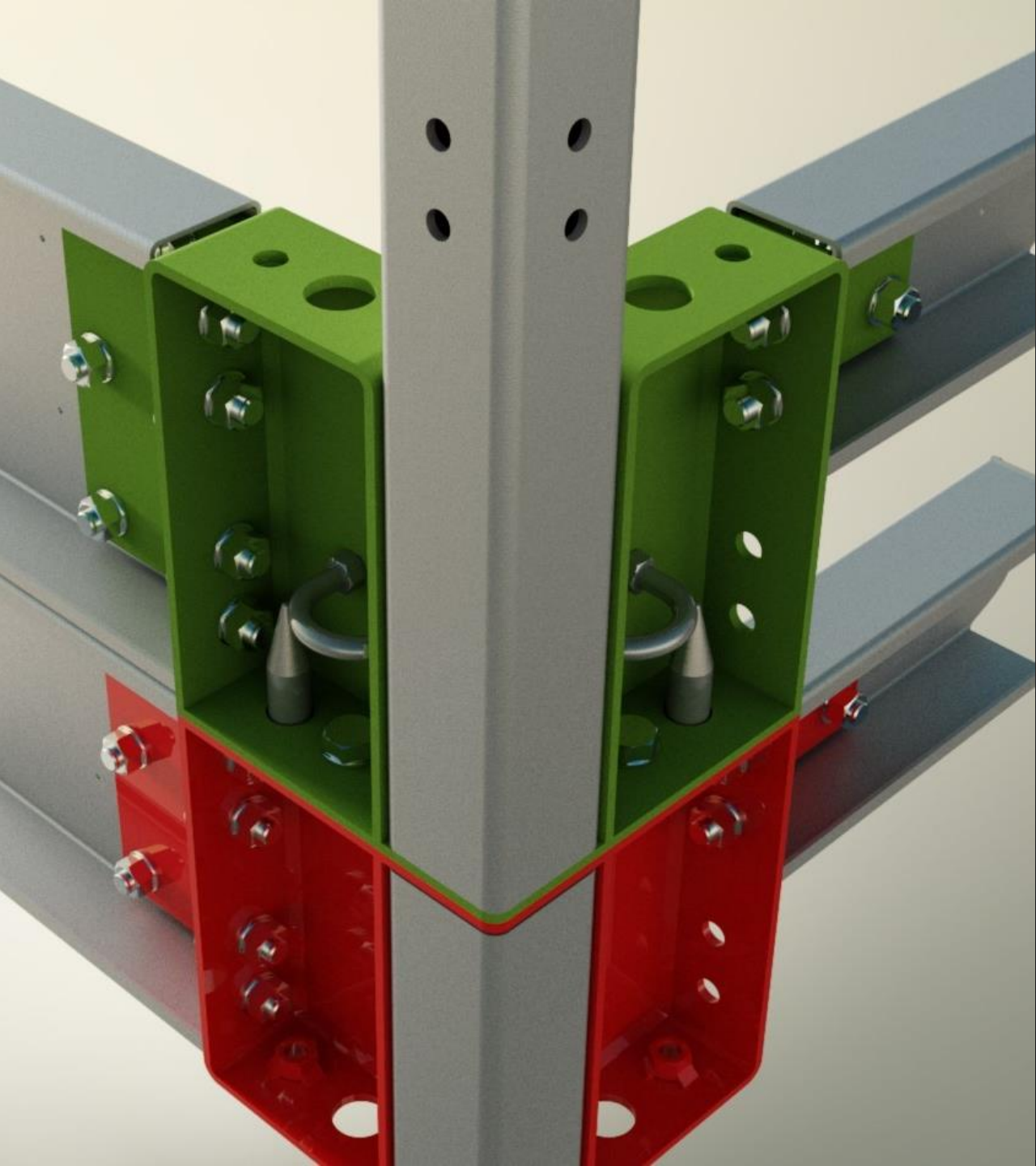
Case Study - Woodridings Court, Haringey. London

1. Seismic appointed to MMC Feasibility and Pre-construction strategy

2. Seismic appointed as Project integrator with (insurance wrap)

The client takes the savings but gets a guaranteed maximum price





A Seismic Solution

A fully tested and proven customisable Kit of parts

assembled in any sequence

to any specification

manufactured by any competent organisation -.

Builds 75% faster, 70% less carbon, 47% better value than traditional construction

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seismic
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