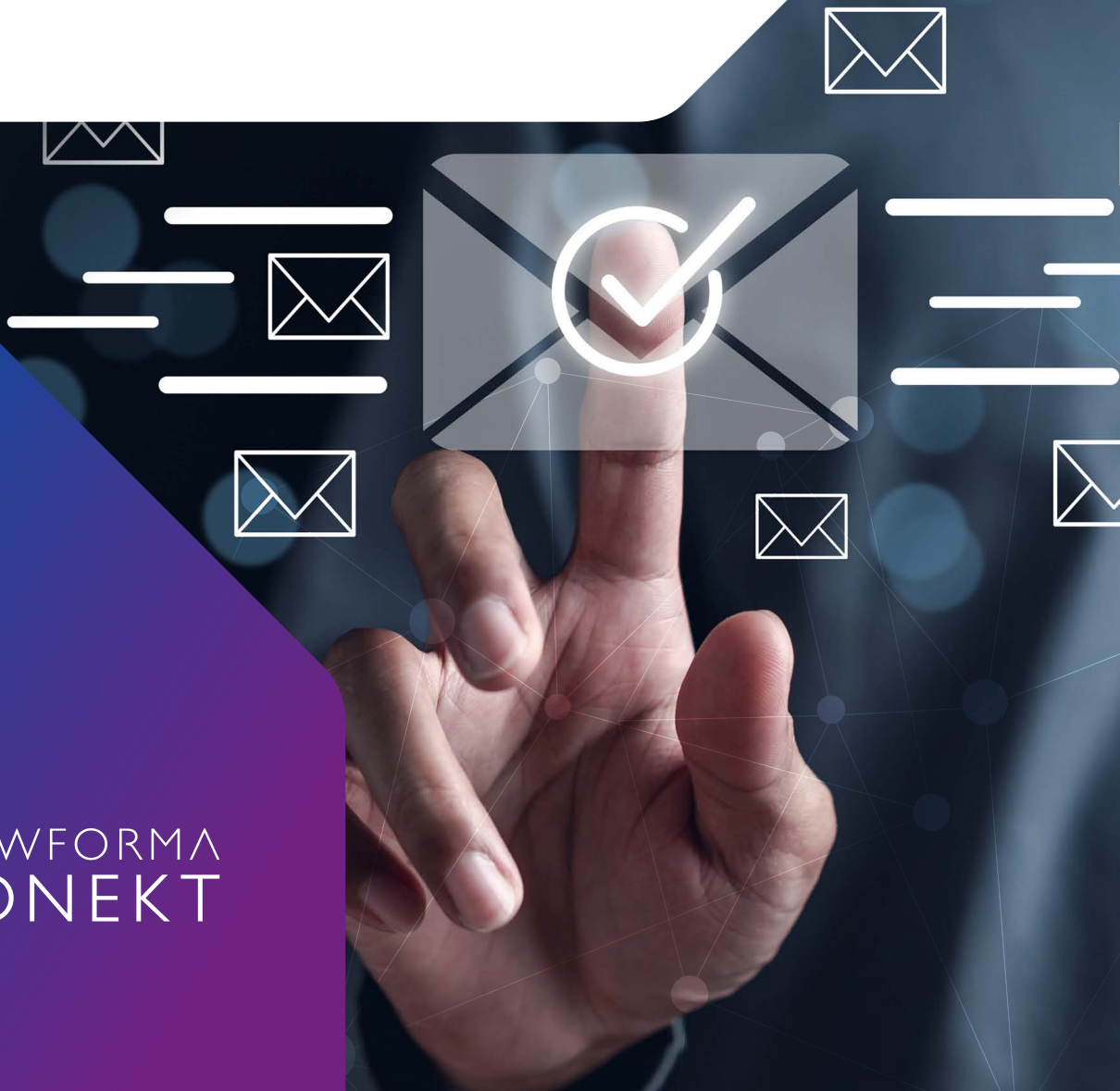


# Guide to Mastering Emails and Other Project Communications in the AECO Industry

Manage emails, messages, and project info in one place with Newforma.  
Improve AECO project communication, reduce risks, and avoid legal disputes.



NEWFORMA  
KONEKT





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# Introduction

Communication is key to successful projects, especially in the building and construction industry. Good communication helps teams work together, makes goals clear, and helps finish projects on time and within budget. And well, to state what may seem obvious, the way we communicate in projects has changed a lot due to new technology and growing industry needs.

We no longer rely only on face-to-face meetings, phone calls. Long gone are the faxes. Now, we use digital tools, team software, and instant messaging to share important information. This change happened because projects are getting more complex, deadlines are tighter, and companies need to stay competitive – and let's face it, going this route is, when done right, more efficient!

Clients want things done faster, team members need quick updates, and rules require fast responses. Old ways of communicating are too slow for these needs.

This communication and information management problem is becoming expensive for companies. [A study by PlanGrid](#) and management consultant FMI Corp found that poor communication and searching for project data costs the U.S. construction industry \$177.5 billion in unnecessary labor costs every year. That's a lot of money wasted just trying to get things right!

Architects, contractors, and engineers face many communication challenges. These include scattered email chains, fragmented document sharing systems, and the need for instant communication across teams in different locations. While email is convenient, it often leads to information silos and makes it hard to find important details later. Document sharing platforms help with project files but often lack features for good collaboration and document management. Instant messaging tools add another layer of complexity as teams try to balance quick responses with organized communication.

Fortunately, we have new technologies to help solve these problems.

This guide will show you how the building and construction industry uses information management platforms and how they can help you.

## This guide covers:

- 1 **The importance of communication in the AECO industry**
- 2 **Changes in project communication due to new technology**
- 3 **Challenges of managing emails and project information**
- 4 **The cost of poor communication and information management**
- 5 **Benefits of using information management platforms**
- 6 **Newforma's features and capabilities:**
  - Email management with Outlook Add-In
  - Project-based email organization
  - Powerful search and filtering tools
  - Related Items feature for linking project components
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  - Enhancing collaboration
  - Maintaining complete project records
- 10 **The future of project communication and information management**

# The Modern Challenges in Project Communications

Let's be real; we've all experienced the frustration of trying to decipher cryptic message threads or untangle misinterpreted instructions. When communication goes wrong, it can cause big problems like:



Project delays



Going over budget



Strained relationships  
between people working  
on the project

[A recent study](#) found that almost all construction projects, close to 98% of them, end up costing more than planned. And get this – about 77% also run into big delays. And it turns out that bad communication is often the main reason things go off track.

Every part of a project – from models and drawings, to design changes, to construction milestones depend on clear, concise communication between architects, engineers, contractors, and owners. But... you know how it goes – in the middle of this whole collaboration dance, things can get pretty messy. All these challenges pop up out of nowhere, messing with our groove and putting our projects at risk. It's like trying to juggle a bunch of balls while walking on a tightrope – one wrong move, and everything comes crashing down.

Tell me if you've experienced this before:

A client claims they never wanted a beam in their building's main lobby, but you clearly remember them approving it. You spend hours searching through emails for the approval, only to realize it was in the inbox of a colleague who no longer works at the firm. Sound familiar? For architects, engineers, contractors, and owners like yourselves, losing emails or missing messages is more than just an annoyance – it's a significant drain on productivity and resources.

And here's the kicker: When communication goes wrong, it throws off the whole project. You know... those missed messages and lost emails? They're not just annoying – they can throw your timelines and budgets out of whack and add a whole lot of risk. You're forced to drop what you're doing and spend hours combing through your inbox to find that email, creating a productivity bottleneck and delaying the real work that your firms are paid to do.

And, when it comes to a drop in productivity and wasteful use of resources, there's always a monetary consequence that follows suit. [Recent market research from IDC](#) found that the time workers spend searching for information costs a 1,000-person organization up to \$2.5 million per year.

That's massive!

But, internal monetary loss from a lack of productivity isn't the only way that bad project communication can hurt the company's checkbook. There's the big bad wolf of our industry: Litigation.

From contract disputes to accusations of dropping the ball, legal battles can rear their ugly heads when we least expect it. If things go south and you end up in court, it's not just pocket change we're talking about here. You're looking at big bucks flying out the window for legal fees, damages, and settlements. It's enough to make your head spin! And it's not just about money – your reputation, credibility, and future opportunities are all on the line when lawyers come knocking.

So, what do you do when the one email that could shield your firm from costly legal fees is buried in your inbox or, even worse, someone else's inbox that no longer works at the firm? That's when things get heated, and you have to pull all-nighters trying to find that random attachment from an email sent out five years ago; it's a nightmare.



So how do you address these common communication challenges to limit wasted time, incomplete project records, communication bottlenecks, and the constant threat of litigation? By using project and information management tools and planning ahead, design and construction professionals can handle complex projects more easily and effectively. This helps them reach their goals and push the industry forward with new ideas.

## Information Management

As project management in the building and construction industry keeps changing, good communication is more important than ever. By using new technologies and smart solutions, companies can manage today's challenges and set themselves up for success in the future. These tools help teams work better together, share information more easily, and make decisions faster.

But what is information management, and why does it matter? Think of it as the glue that holds everything together in a project. It's about organizing, storing, and sharing information in a way that's:

- 1 **Efficient**
- 2 **Easy to access**
- 3 **Recorded for everyone involved**

For architects, engineers, contractors, and owners, having the right information at the right time can make or break a project. Good information management helps teams:

- Find what they need quickly
- Avoid mistakes from outdated or wrong information
- Work together better
- Make decisions faster
- Keep a clear record of what happened during the project

When information is managed well, it saves time, reduces errors, and helps projects run smoothly. This can lead to better results and happier clients.

When you put project management and information management (and even BIM Coordination – if you're working with BIM) together in one system, you can work better as a team, reduce isolated information, and make communication smoother. These new platforms help share documents easily, allow instant communication, and let you search for information quickly. This new way of managing projects is changing how teams communicate and work together. It's making a big difference in how project teams handle their work and share information.

# Enter Newforma

But only one player in the AECO industry can bring all of these features together under one banner, and that's Newforma.

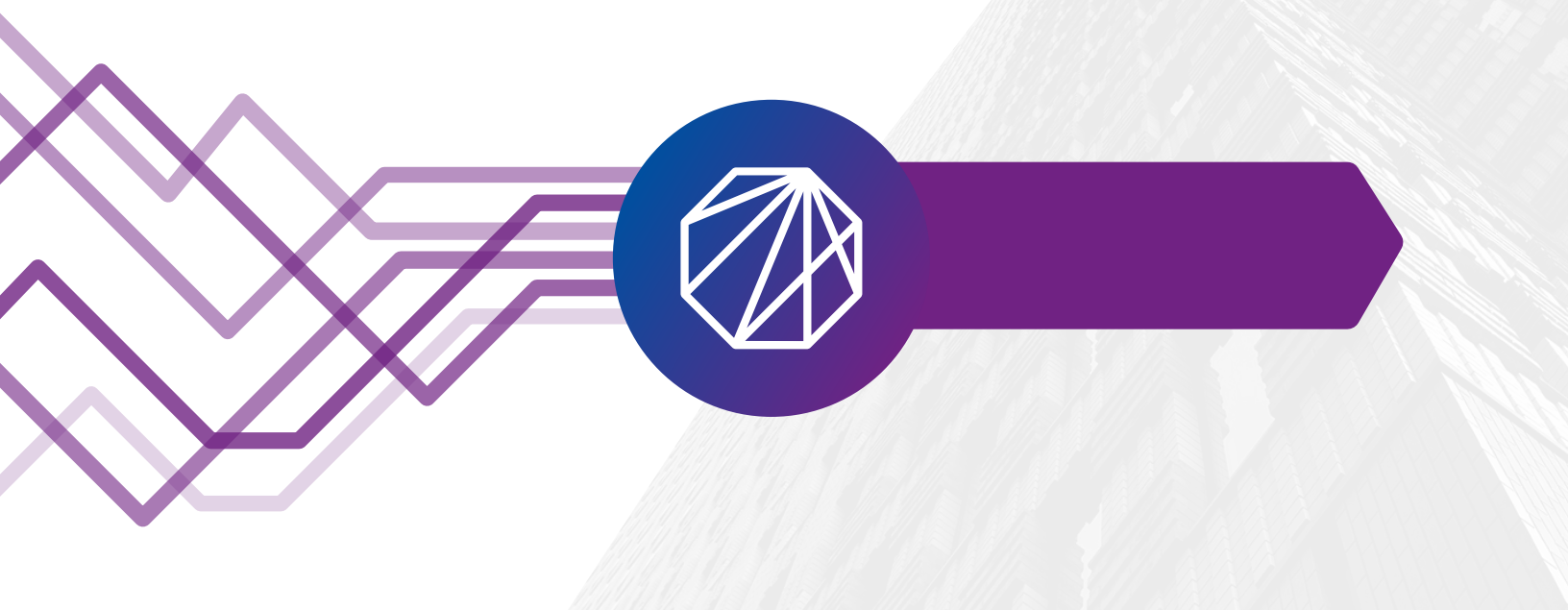
You need a leader in construction project information management, and Newforma stands out as your best choice. With Newforma, you get a comprehensive suite of tools designed to streamline your communication, improve your team's collaboration, and protect your company from legal risks. Newforma's suite of features gives you comprehensive solutions to any potential challenge you may face. Their email management capabilities empower you to effortlessly organize your communications by project, client, or topic. This ensures that your important conversations are easily accessible, and nothing falls through the cracks. You'll find that managing your project information becomes simpler and more efficient, allowing you to focus on what you do best - delivering successful projects.

Then there's also Newforma's powerful search and filter capabilities, which give you the power to quickly find specific information, whether it's a document, email, or project update, saving time and reducing frustration.

Newforma takes your project communication to the next level. It captures every instant message, document, and comment in one central place. This means you have a complete record of all project communication. You can easily track decisions, spot trends, and solve disputes faster. Newforma also makes sharing documents simple and secure. You can upload, access, and share project files in one safe place. To keep your information extra secure, Newforma shows you who did what with your files. You can see who sent a file, who got it, and when they downloaded it. This helps you manage risks and keep your information safe. With Newforma, you're always in control of your project information. You can find what you need quickly and know exactly what's happening with your files.

With these features, you can improve how you communicate and work together. Newforma Konekt and Newforma Project Center have changed the game in our industry. They're leading the way into the future of project management. Over 1,200 firms around the world trust Newforma. If you're an AECO professional who wants to stay ahead of the competition, Newforma is your best choice. They have a strong history of success and keep innovating to help you work better.

Sound too good to be true? Then let's show you exactly how information management platforms can transform your chaos into clarity in just a few clicks!





## Outlook Add-In

Email correspondence is here to stay. Whether you like it or not. This is especially true in the AEC industry; and most, if not all, of it is happening through Microsoft Outlook.

[With over 400 million people using Outlook across the globe](#) for their project communications, it's important to create environments that can seamlessly speak to each other.

Newforma has transcended the chaos of project information, doing away with multiple data siloes in various inboxes by integrating directly with your Microsoft Outlook account.

Tell me if this sounds familiar?

You're knee-deep in project coordination, toggling between your Outlook inbox and another platform where project documents and data are stored. You find yourself constantly switching back and forth, trying to keep track of emails, files, and tasks spread across multiple systems.

When you manage your project emails separately from other information, you face several problems:

- 1 You might lose important emails in a pile of unrelated messages. This can cause delays or make you miss key project needs, leading to costly mistakes.
- 2 When your emails are separate from related information like change requests or approvals, it's hard for you to understand the project's status. It's also tough to share this information with your team.
- 3 This disorganization can slow down your teamwork, create communication bottlenecks, and hold back your project's progress.
- 4 When your emails and project information are disconnected, you risk miscommunication and legal issues. It can also create a feeling of chaos in your project team.

By keeping all your project information in one place, you can avoid these problems and make your work smoother and more efficient.

# Enhancing Issue-Tracking and Construction Administration Workflows

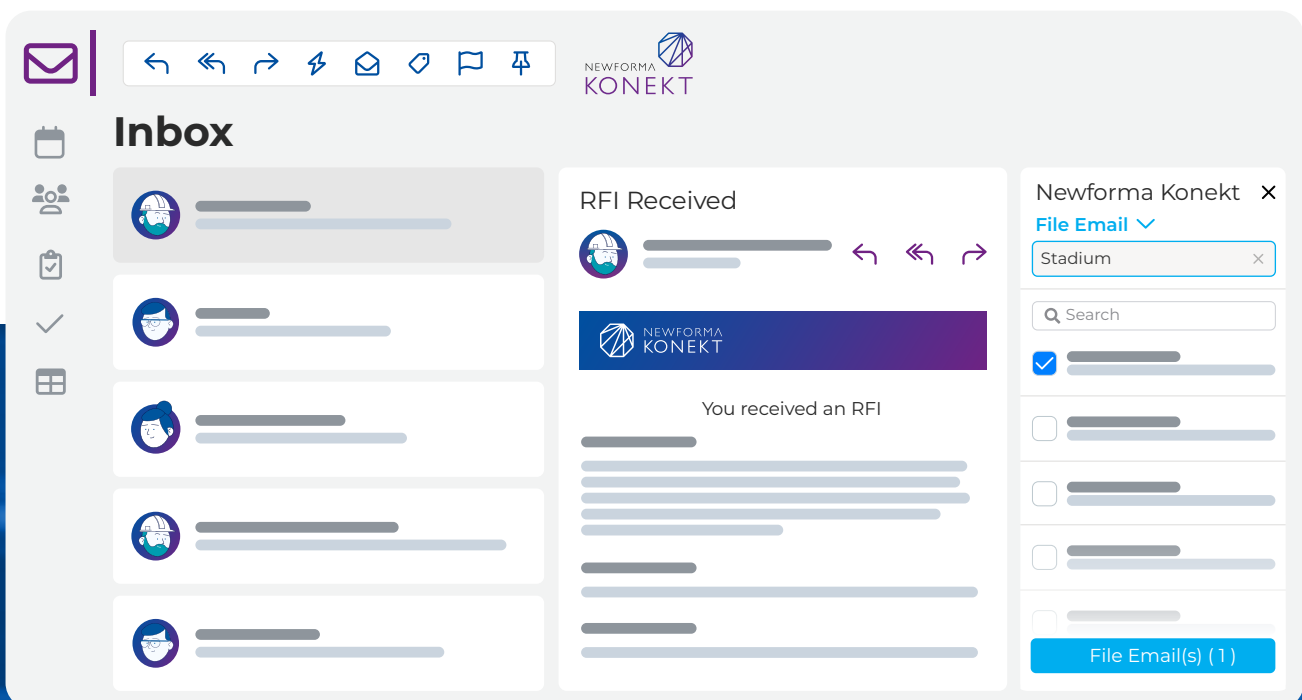
Newforma's Outlook Add-In helps you manage your emails better by putting everything in one place. You don't have to switch between Outlook and other systems anymore. Instead, you can work right from your Outlook and file emails into the right project with just a few clicks. This makes your work easier and keeps all your project emails organized in one spot. The Add-In also connects your emails with project tasks like Issues, RFIs, and Submittals. This means you don't need to use many different tools, which helps reduce mistakes and saves you time. As an architect, engineer, or contractor, you can collaborate better with your team, keep track of your project more easily, and respond to changes quickly. You can use your familiar Outlook to sort and file emails as soon as they arrive. These emails then sync with your project's email storage in Newforma. This means you don't have to switch between different apps, helping you stay focused and get more done.

As an architect, engineer, or contractor, you can now turn emails into project tasks quickly. Instead of letting emails pile up, you can change them into Issues, RFIs (Requests for Information), or Submittals with just a few clicks. When you file emails as project actions, you create one reliable source for all project communication. Here's an example of how this works: Let's say you get an email with a technical question that needs more explanation. You can file it as an RFI. This does three important things:

- 1 It files the email
- 2 It links the RFI to the email
- 3 It starts a formal process to get the needed information

This open approach helps everyone work together better. Your team members can:

- See who's in charge of answering the RFI
- Follow the ongoing conversation
- Easily check the current status





By organizing your emails this way, you keep your project running smoothly and make sure everyone has the information they need.

When you file emails as Issues, you make a clear record of problems that need to be solved. This helps everyone see what's important and encourages people to take responsibility. By keeping track of Issues and RFIs in one place, you make sure nothing important is forgotten. This helps prevent project delays.

Imagine you're an architect and you get an email from a general contractor about a problem they found. Here's how you can manage it using Newforma:

1

You file the email as an Issue in Newforma. This turns it into an official project task.

2

You can then assign the Issue to the right people on your team.

3

Everyone on the project can see the Issue and work together to fix it.

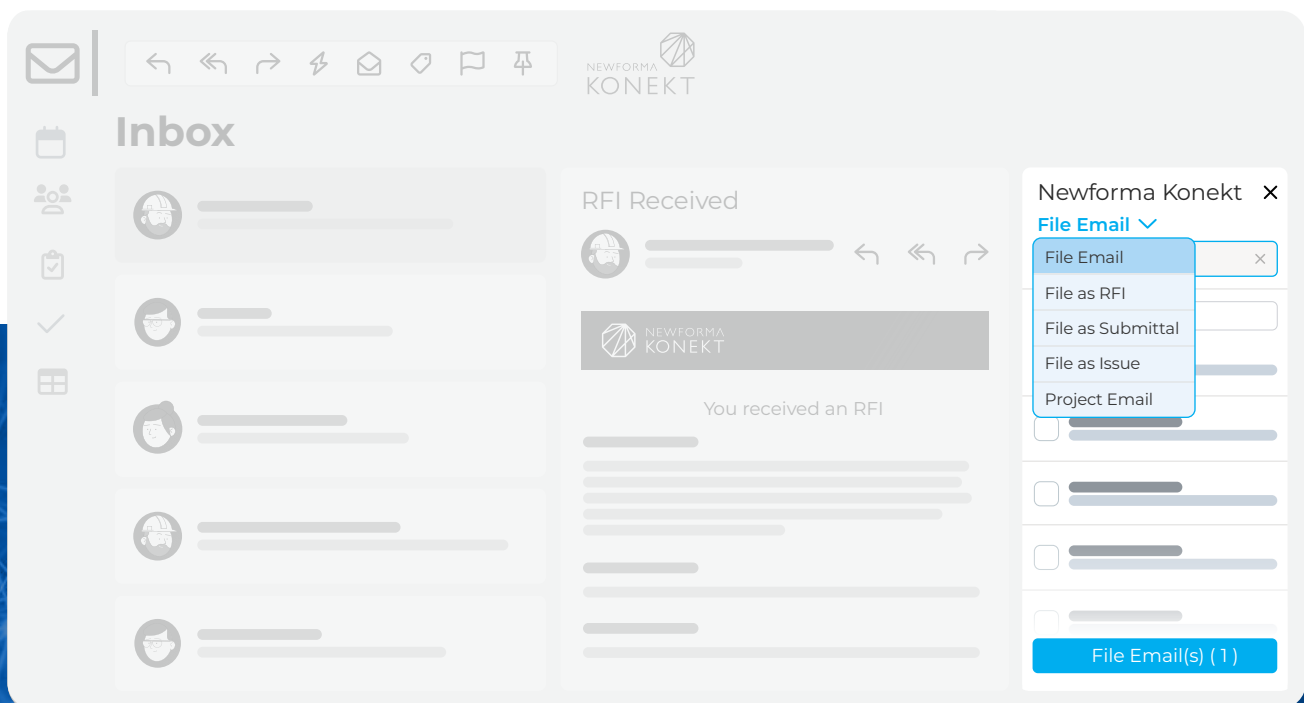
4

You can keep track of the Issue's progress and make sure it gets solved quickly.

5

This helps make sure everyone does their part and no one forgets about the problem.

By using Newforma this way, you make sure important problems don't get lost in your email. You also help your team work together better to solve issues faster. This can save you time and prevent bigger problems later in the project.



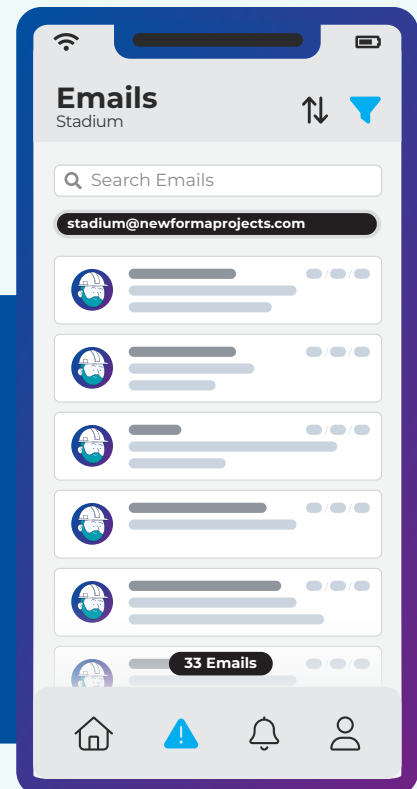
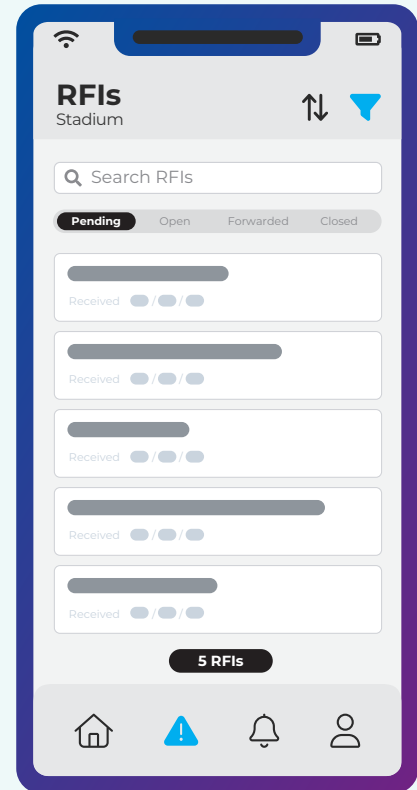
# Wherever, Whenever

Newforma's Outlook Add-In also works on your mobile devices, which means you can manage project emails even when you're not at your desk. This is helpful if you work on construction sites or travel to meet clients. With the mobile add-in, you can file emails into Newforma from your smartphone or tablet. This keeps project communication flowing smoothly, no matter where you are. You can stay connected and respond quickly to your team, which helps you be more productive. This mobile feature reduces delays in communication by making sure important project information doesn't get missed, even when you're away from the office. By using this tool, you can make sure your projects run more smoothly and efficiently, even when you're on the move.

When you link your Outlook directly to your project emails, you can manage emails better and work with your team more easily. This helps reduce mistakes and makes your work more efficient. Clear and organized communication helps keep your projects on time and within budget. It's also easier for new team members to join your projects. They can quickly see past emails and understand what's happening with current tasks. This saves time and helps everyone work together better.

So, when you're juggling multiple projects, each with its own set of stakeholders and communication challenges, the Outlook Add-In enables you to file emails as Issues, RFIs, or Submittals as soon as they arrive, creating a structured project record. This organized approach reduces stress and ensures nothing falls through the cracks. The ability to log a response to an RFI or Submittal directly from the add-in further enhances collaboration and keeps projects moving forward.

Newforma's Outlook Add-In helps you work smarter and faster. You can manage emails right from your inbox, save them in Newforma, and handle tasks even when you're away from your desk. This saves you time and money. The Add-In helps you keep a complete record of your project, work better with your team, and reduce delays caused by communication problems. If you want your projects to run more smoothly and turn out better, Newforma's Outlook Add-In is a tool you can't do without. It makes your work easier and helps your whole team be more efficient.



# GD Partnership Enhances Project Data Management

GD Partnership, a small engineering firm in Eynsford, Kent, is an important part of the UK's building industry. They create practical and affordable design solutions for large retail projects, especially supermarkets and grocery stores. Even though they only have twelve employees, they manage a huge number of emails and project information every day. Aaron Djajasaputra, the IT Manager, and Pawel Partyka, a Structural Engineer, share how Newforma has helped their small firm manage all this information. They found that Newforma works well for smaller companies like theirs, helping them stay organized no matter how much project data they have to handle.

GD Partnership treats emails like important formal letters. These emails often have key design and building information and are used for making decisions and approving changes. To keep this vital information safe, the firm needed to find a way to save every email along with all other project information. This turned out to be harder than they thought. Before, emails were usually kept in each person's individual inbox. This meant only one person could see them, which caused problems. The firm realized they needed a better way to organize and share project emails so everyone could access important information when they needed it.

“Despite our best efforts, project emails always sat at the side lines, being separated from all the other data.”

- Aaron Djajasaputra, IT Manager

Djajasaputra and his team tried over 20 different programs to organize their project information, but none of them worked well. Then, a new employee told them about Newforma. This turned out to be

the right tool to solve their data management problems. Newforma offers an easy way to file emails and a powerful search feature. Users can quickly find, use, and share information, even if it's hidden in a file, email, or attachment. This makes it much easier for the team to keep track of all their project details.

“With Newforma’s indexation tools we were even able to make old and archived files discoverable. It offers better and more elusive insight into the entire project intelligence of our business.”

- Aaron Djajasaputra, IT Manager

GD Partnership really likes how easy Newforma is to use. **When looking for files, you can use a strong keyword search to find emails or other project files quickly - all in one place.** You don't need to search through lots of project folders by hand anymore. Team members also don't have to figure out who on the team shared what information with whom. Newforma keeps track of every file that's shared, including important details about the file. This helps reduce the risk of problems during the project or even after it's finished.

“To file an email to the project and therefore making it available to the whole team, you virtually only have to use drag and drop or make one simple click.”

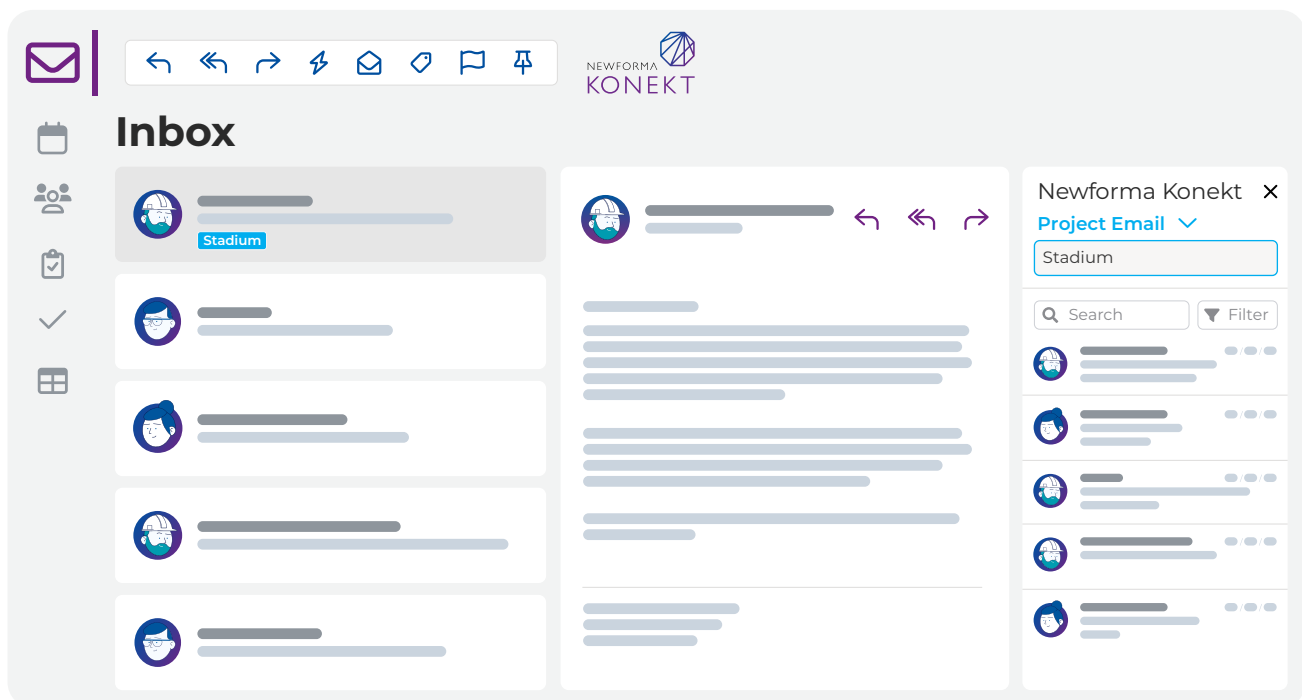
- Pawel Partyka, Structural Engineer

# Project Email

We all know that communication is like the heartbeat of a project – it keeps everything running smoothly. When communication is poor or missing, or when records are incomplete, it can lead to expensive mistakes. These mistakes often require rework, which can [increase a project's cost by about 5%](#).

That's where one of the MVPs of information management, project-based email management, comes in clutch.

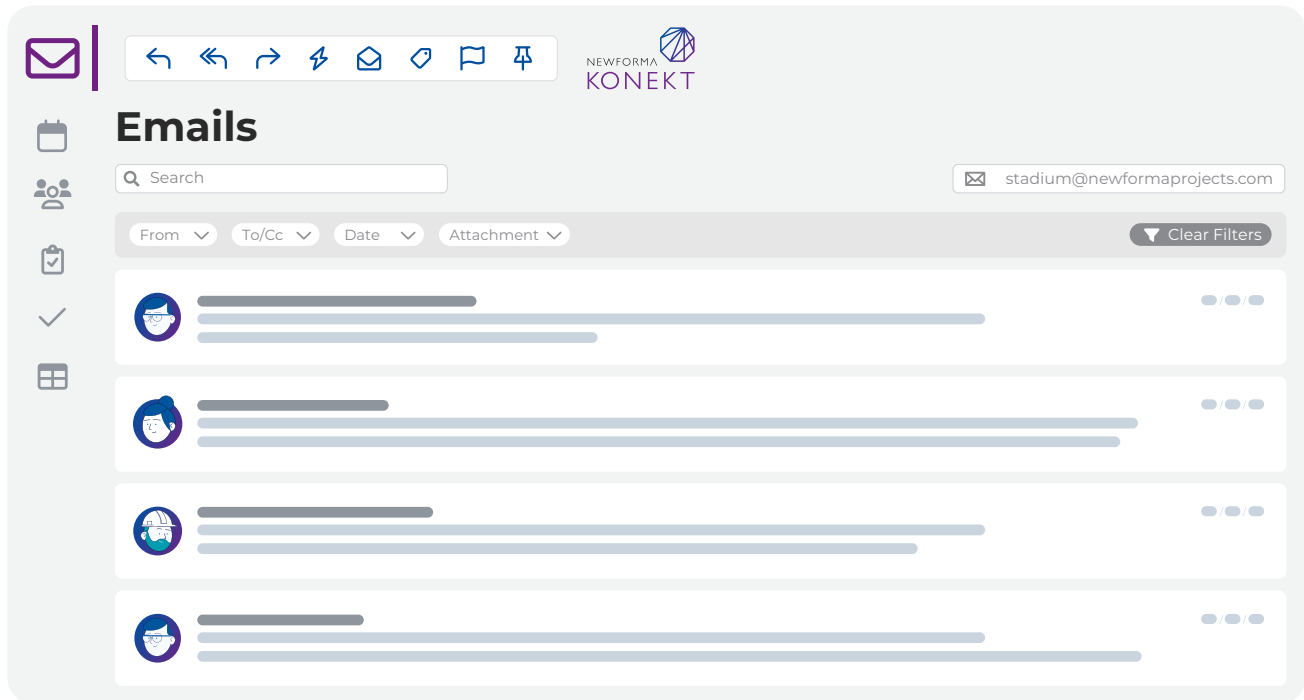
Newforma does more than just work with Outlook. It helps you collaborate better with your team using project emails. You can sort emails by project with just a few clicks, making all project messages easy to find during and after the project. Instead of drowning in a sea of emails in your Outlook inbox, Newforma helps you organize emails by project. It's like having a special inbox for each project where you can find everything you need in one place, without the clutter. Newforma gives you the power to stay organized and focused in the middle of the email storm. You'll be able to navigate through the flood of messages with ease, keeping your head above water even when emails are pouring in.



Picture this: there's a new kid on the block, joining a project that's already buzzing with activity. They're raring to go, ready to dive in and make their mark. But hold up – where do they even start? Do we need to schedule a forwarding party, so they have access to the thousands of emails that have already gone back and forth on the project? That's where Newforma's Project Email swoops in to save the day.

With a project communication center specific to each project, newbies automatically have access to the past project communications for the project in one handy spot. They can quickly get caught up by hopping over to your project communications center in Newforma Konekt. There, they'll find a treasure trove of messages, updates, and important stuff that's all about the project.

This smart way of managing emails not only saves you time, but also makes sure that new team members have all the important project info right from the get-go. Whether you're digging into past conversations, getting to know what the client has been saying, what was promised during the sales phase, or figuring out where the project stands, it's all there at your fingertips. So, no more scratching your head wondering where to start – with Newforma, you're all set to hit the ground running and be part of the team from day one.



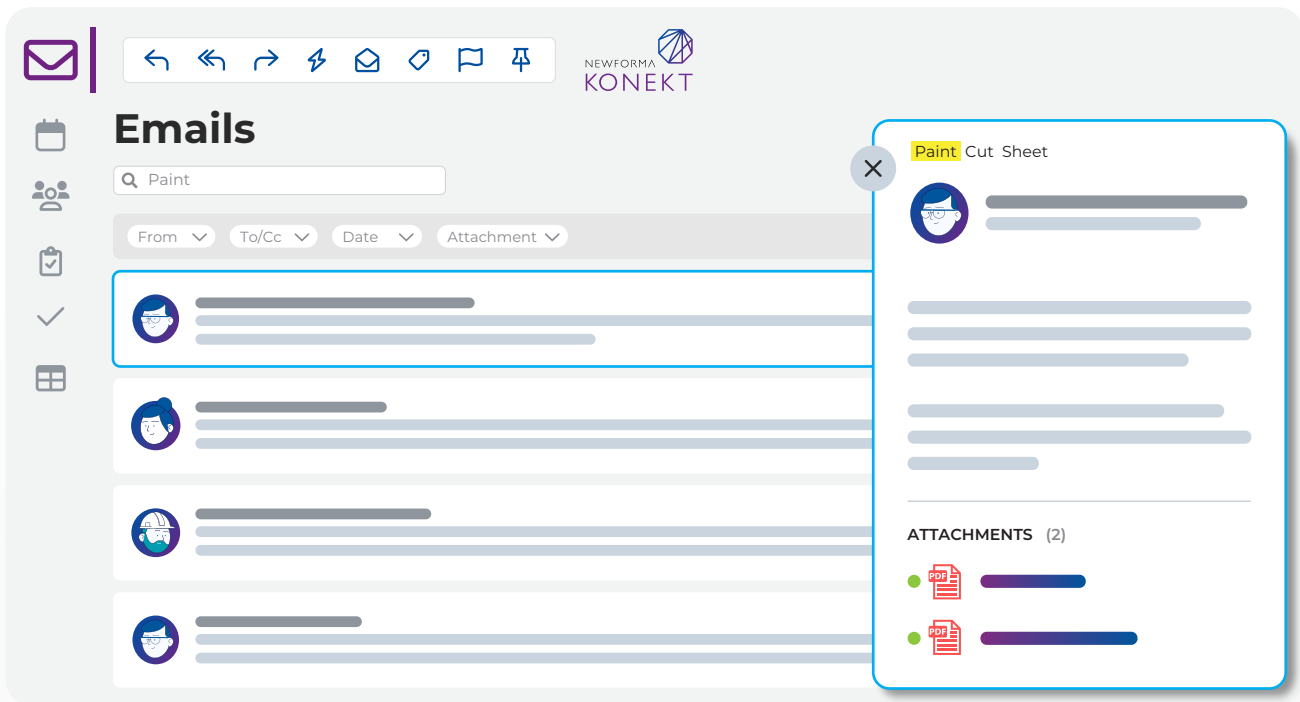
## The Google of your AECO Projects

With the value of global big data in the construction market expected to reach \$10.8 billion by 2025, the time for better construction analytics and big data management is now.

It's no wonder some find themselves overwhelmed by the sheer volume of emails, documents, drawings, and project-related communication flowing in and out of their inbox or messaging apps. Just thinking of those endless hours spent sifting through email threads, searching for a specific decision or attachment, or trying to resolve a dispute over project details can send the best of us into a fit of rage.

That's because, on average, employees waste 60 days per year trying to search and find project information. That's a lot of time and money wasted on frustrating manual tasks. Clearly, this problem isn't just a matter of inconvenience—it can have significant financial and reputational repercussions.


With Newforma's advanced search and filtering capabilities, tailor-made to transform chaos into clarity, information management platforms provide a clear pathway through the clutter of project communications. These systems offer features such as universal deep search of documents, and linking related items, enabling project teams to find information with minimal effort and maximum accuracy. Find the proverbial needle in 10,000 haystacks. In a snap.



This is where Newforma truly stands ahead of the competition. Its powerful search and filtering features help you solve information management problems that everyone in the industry faces.

By streamlining the process of finding and organizing project information, Newforma allows architects, engineers, and contractors to focus on what they do best—designing, building, and delivering the world around us.

Newforma's powerful search tools help you find what you need quickly. You can easily search for:



- Specific emails, even if they're months/years old
- Documents in large file collections
- Information by subject, sender, or receiver
- Dates and project names
- Words in the email message
- Content inside attachments

This means you can find exactly what you're looking for, fast and accurately. No more wasting time searching through piles of emails or documents. With Newforma, you can get the information you need and get back to work quickly.

# Related Items

Newforma's Related Items feature helps you manage your project information even better. It lets you connect emails to other parts of the project, like:

- 1 Requests for Information (RFIs)
- 2 Submittals
- 3 Issues

This means all your important project information is linked and easy to find in one place. It makes it much easier for you to:

- Keep track of decisions
- Spot trends
- Solve problems

With everything connected, you can quickly see how different parts of your project relate to each other. This saves you time and helps you understand your project better. That's extremely relevant when most workers spend 28% of their workday reading and replying to emails, [according to a study by McKinsey](#). If you're an average full-time worker in the U.S., that means you probably spend about 2.6 hours dealing with emails and receive around 120 emails every day.

And that's an average. That number rises exponentially as the size of the project increases too; quickly becoming an unsurmountable anchor on your day-to-day.

That's when creating a web of relationships and linking items to each other becomes a game-changer.

Let's say you're reviewing a submittal for the project and notice an issue in the specs. With Newforma's Related Items feature, you can link that submittal to the email thread where the issue was discussed, so that everyone involved in the project is aware of the problem, has access to the background information, and can work together on a response.

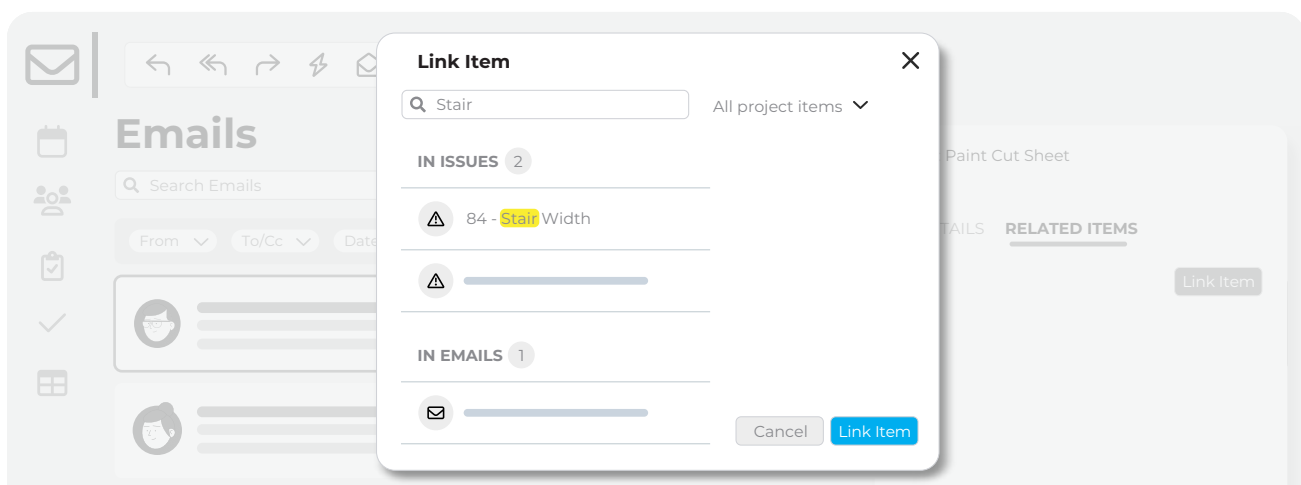
Newforma's Related Items feature allows for seamless collaboration among team members by linking emails, documents, and other project components, so your team members can quickly understand the context of a particular issue or decision, reducing the risk of misunderstandings and potential litigation down the road.

And here's the best part: Newforma's Related Items feature is incredibly versatile. Whether you're linking emails to RFIs, submittals, issues, or any other project part, the process is quick and intuitive.

So, by streamlining project communications by linking emails, documents, and other project components, Newforma alleviates the frustration of searching through scattered emails and documents, saving time and reducing the risk of important information being overlooked or lost.

Enhancing collaboration across all stakeholder teams with extra context and transparency allows team members to quickly understand the history and status of various project elements.

It paves the way for smoother project workflows and better outcomes.



# On-the-Go Access with Newforma Mobile

Research from the [Project Management Institute](#) found that 56% of construction projects are subject to needless risk due to ineffective communication levels and lost or misplaced information.

Even with other digital tools, users would have to log into the web app on the mobile browser to find the project emails; and that's if they even remember receiving the email in the first place.

Using a regular web app also puts you at risk of accidentally scrolling over your intended email or – if you were lucky to find it – waste countless hours in the process.

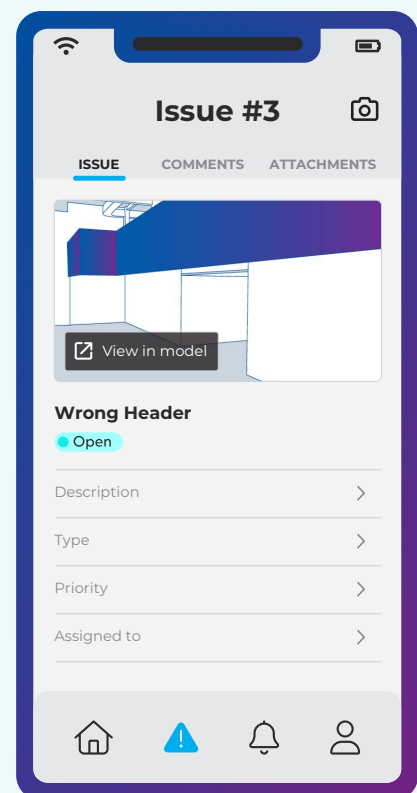
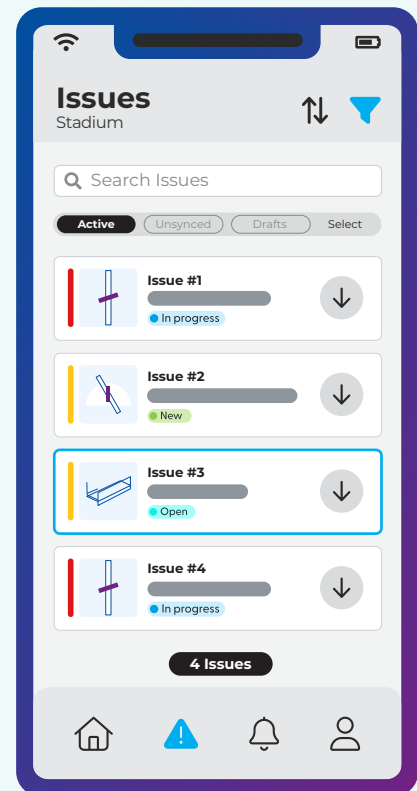
With Newforma's mobile capabilities, you can search for emails, documents, and other project information just as you would on your desktop. Project emails are available and can be accessed within seconds. Users can view the messages filed for a given project directly from the mobile app.

You can also count on robust search & filter options to quickly find the email that you're looking for, looking through project email chains or stakeholder exchanges to uncover that minute information you were looking for.

Don't remember the name of the email or who was part of it? No problem. You can search through project email chains by theme or subject matter; getting you to the information you need. If the situation requires some visual aid, no worries. All attachments on a specific email can be downloaded to view later or previewed with the compatible app of your choice. Having a full view and quick access to your project communications helps put you and your team in the driver's seat; allowing you to get the information you need precisely when you need it.

And the app's user-friendly interface makes it simple to navigate, ensuring you can find what you need quickly and efficiently. Having a handy mobile aspect to your tech stack is especially valuable in high-pressure situations, where quick access to information can make all the difference.

That way architects, engineers, and contractors can reclaim the hours spent on information management and focus on delivering successful projects. Newforma's tools for searching, sorting, and working on the go help you manage your projects better. These features make it easier for you to handle the many parts of modern project management. With Newforma, you can find information quickly, organize your work, and stay connected even when you're not at your desk.





# Mike Petrovick Case Study

Michael Petrovick Architects PLLC is an architectural firm in Amesbury, Massachusetts. They manage many projects at once and have a great reputation in New England. They wanted to improve their work by reducing time spent on tasks like filing and tracking RFIs and Submittals from emails and managing project communications. They needed to find a way to make their work better by cutting down on time-consuming tasks. These tasks included filing and tracking RFIs and Submittals, keeping track of action items, and managing project communications. When they started using Newforma Konekt, their document filing process became much easier within days. They put all their information in one place, which meant they could stop using complicated spreadsheets and messy documents. This saved them billable hours. The firm could work together better because emails and data moved easily between people inside and outside the company. This made design reviews and responses faster. Because their workflow was much quicker, the firm could put more resources into more projects, which created new chances to make money. Filing emails and handling RFIs and submittals became very fast tasks, which greatly improved the firm's productivity. Newforma Konekt was different from other solutions because it made it easier to bring new people into the company and reduced IT costs by using a SaaS platform. The firm saved money on expensive hardware and IT infrastructure, which they could use for other things. Most importantly, because their workflow was so much faster, they could put more resources into more projects, which created new chances to make money.

"It is a cost-effective solution that saves us significant time."

- **Michael Petrovick**, Principal Architect



# Microsoft Teams Connector

Communication in business is changing fast. Email has been the main way to talk at work for a long time. But now, more people are using instant messaging tools like Microsoft Teams for quick chats.

That's resulted in [more than 80% of employees](#) now using instant communication and collaboration tools to interact with one another, a remarkable rise from 55% in 2019.

People are using instant messaging more because it's fast and lets them work together in real-time. But this new way of talking brings new problems, especially in keeping records of what was said.

As more architects, engineers, and construction workers use instant messaging, companies need to figure out how to save these chats and use the decisions made in them. This is where Newforma helps connect design and construction teams. Newforma's Microsoft Teams Connector helps you capture, organize, and add instant messaging to your project records.

Companies use Microsoft Teams because it comes with Microsoft 365, which lots of businesses already have. Teams lets people chat in real-time, share files, and work together easily. But this new way of talking can be risky. Important project information might be in chats. If these aren't saved, it can lead to misunderstandings, arguments, and even legal problems.

Use the Team's Project Chat and you're all set.





## An Expensive Realization

The "[Thumb's Up](#)" lawsuit in Canada, shows why it's important to keep records of instant messages. This case, also called the Swift Current case, happened in Saskatchewan. It shows how digital communication, even a simple thumbs-up emoji, can be seen as agreeing to a contract. The case was between a grain buyer, South West Terminal Ltd., and a farmer, Chris Achter. The buyer sent Achter a contract by text message and asked him to confirm. Achter replied with a thumbs-up emoji. The grain buyer thought this meant Achter agreed to the contract. But Achter said he only meant to show he got the message, not that he agreed to it.

The court didn't agree with Achter. Judge Timothy Keene said the thumbs-up emoji meant Achter agreed to the contract. The judge said courts will look at both the message itself and the situation around it to understand what people mean. He also said that as business communication changes, courts need to keep up with how people use emojis and other symbols to communicate. This decision is important for businesses and professionals who use instant messaging. It means that even casual responses can be legally binding. It also shows why it's crucial to keep exact records of digital messages and have ways to find these records when needed.

The case highlights the risk of misunderstanding in instant messaging. As more businesses use platforms like Microsoft Teams for quick communication, it's more important than ever to keep good records. Even a single emoji or short message can be very important, and without proper records, it could lead to legal problems. This is where Newforma's connection with Microsoft Teams is helpful. Newforma lets users save and organize instant message conversations.

This helps protect against the risks shown in the "Thumb's Up" case. With Newforma, project teams can make sure all conversations, including reactions like emojis, are properly recorded and can be found later. This can be very valuable if there's a legal issue, as it allows businesses to show what people meant in their digital communications. Newforma's ability to index and save conversations from Microsoft Teams provides a complete project record. This reduces the risk of misunderstanding. By keeping a full record of instant messaging, project teams can lower legal risks and make sure they clearly understand agreements and decisions made during a project.

This is especially useful in industries like architecture, engineering, and construction, where project communication often involves many people and can affect project results. Newforma's Microsoft Teams Connector lets users record and save conversations from Microsoft Teams within their Newforma project environment.

This connects instant messaging with project information management, making sure no important conversations are lost. With this connector, users can talk in Microsoft Teams and at the same time have their conversations saved and accessible in Newforma. This connection is crucial for keeping a complete project record, especially in industries where projects can last for months or years.

# Full Accountability and Visibility

Microsoft Teams conversations are cut **automatically** once a project is completed **and the team is cut**, but with Newforma's connector, these conversations are preserved and accessible for future reference. This continuity is invaluable for organizations that need to keep project records for legal or compliance reasons. It also allows project teams to learn from past projects, as they can revisit earlier conversations to understand what worked and what didn't.

As more people use instant messaging, new problems come up, especially with keeping records. The "Thumb's Up" case in Canada shows why it's important to save instant messages and include them in project records. Newforma's Microsoft Teams Connector helps solve this problem. It lets you save, organize, and find instant message conversations in Newforma. This tool helps you work better with your team and communicate more clearly. It also reduces the risk of misunderstandings and legal problems. This gives you what you need to do well in today's challenging work environment.

## Conclusion

A recent study found that [56% of construction projects are at risk due to businesses' ineffective communication levels](#) and [A survey by PlanGrid and FMI](#) found that the construction industry spends about \$178 billion on rework, which has a major impact on project productivity. Rework typically represents about 5% of the total contract value, making it a costly problem to address.

And, as you just read, the recent "Thumb's Up" lawsuit in Canada highlighted just how important it is to have proper documentation of digital communication.

This is why the heads of leading AEC firms across the globe have moved to streamline their communication workflows and enhance the way they manage and share project information.

And the proof is in the pudding, with [72% of business leaders believing that revamping their communication standards has boosted their team's productivity](#).

This is where project information management platforms like Newforma Project Center and Newforma Konekt come into play, offering solutions that address these challenges head-on.

By integrating instant messaging, email management, and powerful search capabilities, Newforma empowers AECO professionals to:

 	 	 	 
Streamline workflows and reduce communication bottlenecks	Minimize the risk of costly rework and legal disputes	Enhance collaboration across geographically dispersed teams	Maintain a complete, easily accessible project record

As the industry continues to evolve, embracing tools like Newforma isn't just an option—it's a necessity for staying competitive and delivering successful projects. By investing in robust information management, AECO firms can save time, reduce stress, and ultimately drive better project outcomes. The future of project communication is here. Are you ready to transform your workflow and take your projects to the next level? Book a demo with Newforma today and experience the difference firsthand.