



WebFM Expands in the Middle East:

Brett Hulyer Leads WebFM's Strategic Expansion in the Middle East

WebFM Paves the Way for Construction Innovation in the Middle East with OmTrak

We are pleased to announce a significant milestone for WebFM, a leading provider of the construction project management software OmTrak, as we expand our footprint into the Middle East. Building on our history of streamlining construction processes and enhancing collaboration, this dynamic and rapidly urbanising region is now within our reach.

Why the Middle East?

The Middle East is experiencing a construction boom, with ambitious infrastructure projects, commercial developments, and residential complexes emerging across the United Arab Emirates, Kingdom of Saudi Arabia, and beyond. This surge highlights the growing demand for efficient project management tools, an area where WebFM's OmTrak consistently excels.

Historical Success in the Middle East

Since our initial project—the Oman Convention and Exhibition Centre (OCEC Oman) completed in 2014—OmTrak has successfully facilitated multiple projects in the region. This project, which included the Centre's car park and auditorium, paved the way for further collaboration in the region, such as the Oman Across Ages Museum, completed in 2020.

Subsequent projects like the REEM Mall in Abu Dhabi and the prestigious One Zaabeel project, part of Ithra Dubai LLC (a wholly owned by Investment Corporation of Dubai (ICD), the principal investment arm of the Government of Dubai, have solidified our presence in the UAE. This has captured the interest of major stakeholders, including government bodies and industry associations.

Leadership Poised for Growth

Spearheading our Middle Eastern expansion is Brett Hulyer, a stalwart with over 25 years in the Construction Industry and over 14 years with WebFM. Brett's portfolio includes over 200 successful project handovers, leveraging the OmTrak system and driving collaborative construction management. His focus is now squarely on harnessing the burgeoning opportunities in the UAE and the broader Middle East.

“I am excited at the opportunities WebFM has given me to move to my second home Dubai, and to bring success to WebFM globally,” says General Manager – Global Business Brett Hulyer.

“After living in the UAE during its first construction boom, I understand the importance of our presence in the region which has been well validated with high profile project wins. Brett was the ideal colleague to lead the continued growth in the region,” says WebFM CEO Ben Twomey.

“We are thrilled by the interest in OmTrak from the Middle Eastern market. This region is ripe for innovations that bring about efficiency and reliability in construction documentation and project management,” remarks WebFM Founder Stuart Smith.

Looking Ahead

With a blend of cutting-edge technology and robust leadership, OmTrak is set to revolutionise project handovers and construction documentation in the Middle East. Our ongoing collaborations and successful project completions underscore our commitment to bringing efficiency, transparency, and improved outcomes to construction professionals in the region.

Bridging Gaps and Enhancing Efficiency

Our suite of cloud-based solutions addresses critical pain points faced by construction professionals:

- 1. Asset Information Requirements (AIR):** OmTrak’s platform captures asset data as per the ISO standard 19650 series, linking to BIM Models, preventative maintenance plans, and as-built documentation for a seamless transfer to CAFM, aiding in accurate service charge modelling.
- 2. Project Handover Compliance Consulting (PHCC):** WebFM is not just a SAAS provider; we offer full consulting services to implement standardised handover approaches from the development team to asset management and operations. This includes recommending specifications during design, construction, and operation phases with detailed instruction sets and policies replicable across future developments, ensuring a progressive handover through construction, commissioning, and as-built phases.
- 3. Defect / Snag Management:** Detecting and rectifying defects during construction can be time-consuming. Our defect management module simplifies this by tracking issues, assigning tasks, and ensuring prompt resolution.
- 4. Handover and O&M Manuals:** The handover process is often chaotic. OmTrak centralises documentation, making it easily accessible to facility managers and owners, ensuring a smooth transition.
- 5. BIM Integration:** Building Information Modelling (BIM) is gaining traction globally. Our platform seamlessly integrates BIM models, allowing stakeholders to visualise projects in 3D, extract valuable insights, and validate model asset attribute data across a common data environment.

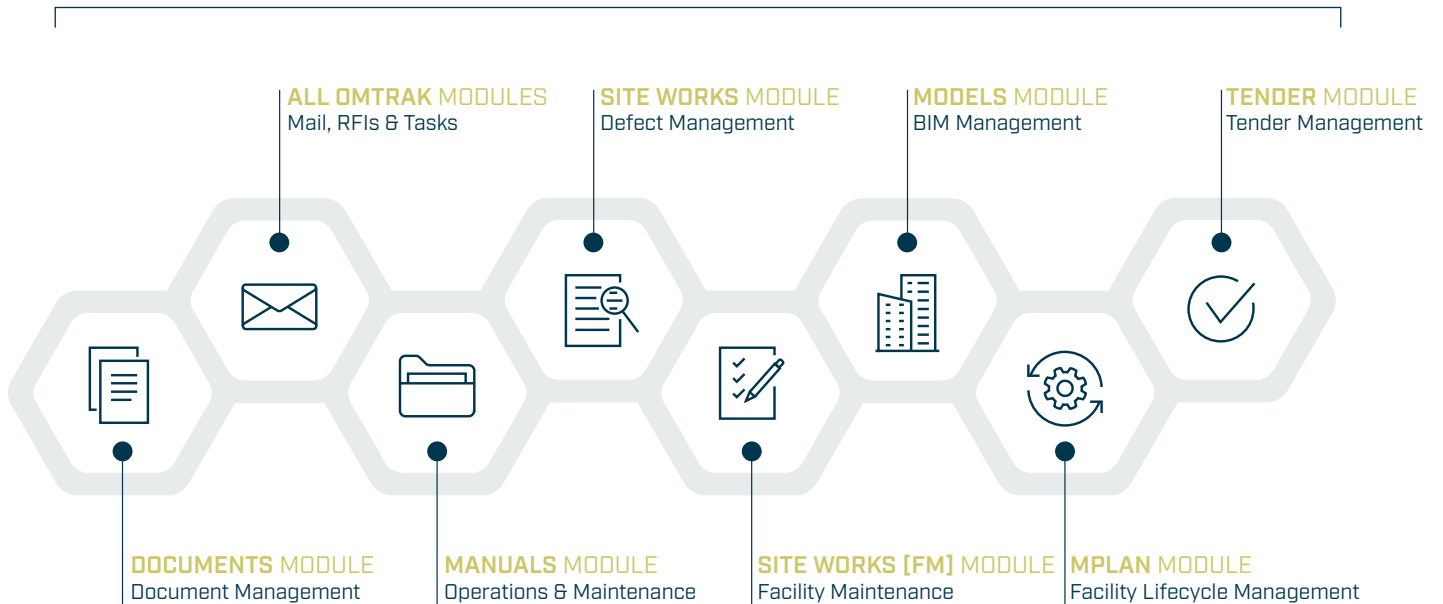
About WebFM

Founded in 2000, WebFM has become a trusted name in construction project management. Our OmTrak system’s user-friendly software is used by thousands of professionals worldwide to streamline processes, enhance collaboration, and ensure successful project delivery.

Stay Connected

Stay connected with us for more updates and join us on this transformative journey. Follow WebFM as OmTrak continues to reshape the construction management landscape in the Middle East, empowering contractors, developers, and asset owners to deliver high-quality projects.

Feel free to reach out for more information or to schedule a demo of our solutions, and see how OmTrak can benefit your next project.



ONE CLOUD-BASED SOLUTION FOR CONTRACTORS, ASSET OWNERS, AND FACILITY MANAGERS.

OmTrak is an easy to use online platform that manages the lifecycle of an asset, from design and construct to ongoing facility management. The award-winning software enables project teams to create, share and control data easily and accurately.

Solutions to Streamline Your Project

BE THE MASTER

“The end results for our clients are real time, cost saving and reduced risk. With OmTrak, there are no surprises and no information gaps and gives everyone involved a complete journey of confidence.”

STUART SMITH

Managing Director - WebFM

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