

4 CRITICAL REASONS TO OUTSOURCE MODELING, AND 1 TIME YOU SHOULDN'T

*A practitioner-to-practitioner guide for reality capture
firms navigating growth*



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Introduction

Winning more reality capture work should feel like progress, and something to be celebrated. For many firms, however, there comes a point where each new job just feels like more pressure.

When the field team is out scanning and the data is coming in, everything appears to be flowing well. But back at the office, point cloud registration is queuing up, the Revit models are falling behind, the measured building drawings are waiting, and someone needs to get to the clash detection before the client chases again. None of that work goes away when the schedule gets busier, it just compounds.

Hiring seems like the obvious fix, just add more people, and the backlog will reduce itself. However, anyone who has tried to hire for

specialist roles in this industry knows that they can be hard to fill and slow to recruit for. Scan-to-BIM experience, Revit proficiency, complex CAD production are not entry-level skills, and when you do find the right person, you have built fixed overhead around project volume that fluctuates, creating yet another problem.

Contrary to popular belief, what tends to separate firms that are able to scale from those that stall is not headcount. **It is workflow.**

This guide covers four reasons why outsourcing production work to the right partner can be crucial for helping surveying firms grow, and one specific scenario where outsourcing is the wrong answer. The difference between those outcomes is almost entirely about timing.

FOUR CRITICAL REASONS TO OUTSOURCE

REASON 1:

ACCESS TO SPECIALIZED EXPERTISE YOU CANNOT HIRE FOR

Ask any practice director how long it takes to find a competent Revit modeler with genuine Scan-to-BIM experience and the honest answer is usually a long time, often too long for the project that needed them. And there's no guarantee that the skillset you just hired for will be useful on the next bespoke project or deliverable.

These roles are hard to fill because the skills are niche, the candidate pool is thin, and by the time you have interviewed, offered, and onboarded someone, the window has already closed. That is not a recruitment failure on your part. It is just the reality of where specialist demand sits against available supply right now.

A dedicated production partner solves this differently. There, the expertise is already in place, working across hundreds of projects, in all of the tools your workflow already uses. Revit, Archicad, Allplan. You access it when you need it rather than building a department to house it permanently. Outsourcing also avoids the need for lengthy onboarding and other training



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costs. It also eliminates the "six-month risk" on a new hire who may or may not stay. For firms looking to run advanced workflows without the overhead of an in-house specialist team, this is often the more practical path.

CASE STUDY

Growth without growing the team

A German laser scanning firm came to GeoBiro after years of handling all its 2D and 3D drawing work in house. Rather than expand its drafting department, the company moved existing staff into higher value roles like scanning and project management and handed drawing production to GeoBiro. Over the following six years it tripled its revenue while keeping the same number of employees.

"GeoBiro has become a trusted extension of our team, consistently delivering high-quality work that allows us to focus on growing our business."

REASON 2:

SCALE YOUR TURNOVER WITHOUT INCREASING HEADCOUNT

Winning more projects does not automatically require more permanent staff. It requires more production capacity, and those are different things. When office-based work flows to a dedicated external team, the internal team can keep

doing what it does best, from running efficient field operations, building client relationships to maintaining accurate technical oversight. When the team is focused on the quality of the collection, while knowing that the deliverables are taken care of, the firm can take on more volume. And this added capacity is gained without adding management layers or HR complexity.

GeoBiro calls this the production pool model. Outsourcing to a firm like GeoBiro can absorb the work when it spikes and pull back when it eases, operating as an extension of the office rather than a separate supplier.

The takeaway is straightforward. When a growing firm hits a capacity ceiling, the ceiling is often organizational. Routing production work through the right partner is a faster, lower-risk way to raise it than restructuring the business around new hires.

REASON 3:

PRACTITIONER-TO-PRACTITIONER KNOWLEDGE

The benefits to be gained from outsourcing are not even across all providers, and there is a real difference between a generic data processing shop and a partner that comes from the same technical background you do. However, when you find a match for your own firm's expertise and client knowledge, outsourcing can be a force multiplier for your work.

GeoBiro started as a surveying company, and their production staff are qualified surveying engineers. They know what a point cloud represents, they understand what happens downstream with a Revit model, and they know what precision looks like at each stage. The equipment matches: professional systems, industry-standard software, the same technical environments your team works in.

In practice, this shows up in how much back-and-forth the work generates. When a production partner genuinely understands the project context, the output requires less correction. Your internal team spends less time explaining, reviewing, and reworking. The handoff is cleaner because both sides are working from the same technical frame of reference.

The review burden your team carries on returned work is probably the clearest signal of whether a production partner really understands the industry or is just processing data.

REASON 4:

ELIMINATE THE OFFICE HUB BOTTLENECK

The field team scans. The data comes back. Then it sits. Point cloud registration, 2D measured building surveys, 3D BIM models, clash detection all require time, focus, and software to do properly. When they pile up, everything behind them stalls. Clients are waiting, invoices are delayed, and senior staff get pulled into production work they should not be doing.

Routing these tasks to an external production team clears the middle of the pipeline. Your core people can focus on field operations, client management, and the next contract. The office processes work rather than accumulating it.

GeoBiro covers the full range of these deliverables. Point cloud registration across .rcs, .pts, and .e57 formats. 2D measured building surveys. BIM models at the required level



Geo Biro

of detail. Clash detection and model comparison against construction progress. These are the exact tasks that create backlogs when project volume increases.

Getting these tasks off your internal team's plate is not about cutting corners. It is about putting your best people where they are actually needed.

THE ONE TIME YOU SHOULDN'T OUTSOURCE

Outsourcing partnerships fail fairly often. When they do, the cause is usually the same thing.

The firm was already at capacity when they tried to start one.

A backlog builds, the pressure is on, and someone decides to bring in an external partner to help. It sounds reasonable. What actually happens is that there is no time to set the workflow up properly, no bandwidth to brief the subcontractor, no capacity to do a real quality check on the first outputs, and no room to fix anything when it comes back wrong. The whole thing lands in the middle of a crisis and makes it worse. That is where most of the bad outsourcing stories come from.

The better approach is to set the partnership up during a quieter period. Use the downtime to establish data sharing, agree on quality standards, define who checks the output and how. Work through the first few projects when you have the headspace to do it properly. By the time the busy period arrives, the workflow already exists. You are drawing on something that is running, not scrambling to build it while everything else is on fire.

This takes a degree of forward planning that is harder than it sounds when you are in the middle of a demanding year. But the firms that do it are consistently better placed when the volume comes.

SHOULD YOU OUTSOURCE YOUR PRODUCTION WORK?

Review the statements below against your firm's current situation.

SIGNS YOU'RE READY TO OUTSOURCE



Your office backlog is slowing down field operations

Registration, drawings, or models are queuing up and delaying delivery.

READY



You're turning down work because of production capacity

The pipeline could be bigger but the office can't absorb it.

READY



Specialist roles are hard or slow to recruit for

Revit, Scan-to-BIM, CAD production. Finding the right person takes months.

READY



Senior staff are getting pulled into production tasks

Time spent on modeling and registration is time not spent on clients or growth.

READY



Your workload fluctuates significantly by season

Hiring for peak volume creates fixed overhead during quieter months.

READY



You have a quieter period coming up in the next few months

Enough headspace to set up workflows and onboard a partner properly.

READY

WARNING SIGNS — PROCEED CAREFULLY



You're at maximum capacity right now

No time to set up workflows, brief a partner, or check first deliverables properly.

CAUTION



You have no clear quality control process in place

Without a defined review step, outsourced work has nowhere to land properly.

CAUTION



You're reacting to a crisis rather than planning ahead

Outsourcing under pressure almost always leads to a poor first experience.

CAUTION

IF MOSTLY READY

Start the conversation now

The conditions are right. Set up the partnership before the busy season hits.

IF MIXED SIGNALS

Plan for next quarter

Address the caution flags first, then onboard during a quieter window.

IF MOSTLY CAUTION

Pause and prepare

Build the QC workflow and clear capacity before bringing a partner on board.

CONCLUSION

The firms that manage growth well in this industry are not always the biggest. They are usually the ones who figured out where their people should focus and built their workflows around that.

Outsourcing production work to a capable partner means more projects through the pipeline annually, a field team doing field work, and margins that are not being quietly eaten by office backlog and overtime. It works when it is planned for. It does not work when it is used as an emergency measure.

ABOUT GEOBIRO

GeoBiro has been operating as a surveying company since 1991. Today, with over 150+ production staff across Bosnia, Germany, and Egypt, and active client work across the UK, Ireland, Europe, and the United States, it is one of the larger Scan-to-BIM and Scan-to-CAD production operations in Europe. The people doing the work are surveying engineers. The equipment and software are the same professional standard your team uses. The offer is simple: you scan, they produce.

If the office is becoming a constraint on your growth, getting the partnership set up before the pressure hits is worth the conversation.



WHAT CLIENTS SAY

UK SURVEY FIRM, 30+ STAFF

A firm long wary of outsourcing BIM and CAD work has partnered with GeoBiro for nearly two years, leaning on a shared laser scanning portal to keep quality and turnaround on track.

"The difference between our operations before and after working with GeoBiro has been substantial."

SMALL FAMILY SURVEY FIRM, UK

A firm long wary of outsourcing BIM and CAD work has partnered with GeoBiro for nearly two years, leaning on a shared laser scanning portal to keep quality and turnaround on track.

"They have not missed a deadline. If you are considering outsourcing your projects these are the guys you can trust."

» Learn more at www.geobiro.ba