



Smart counting: Doka brings AI to the yard

Amstetten, June 10, 2025 | In today's construction industry, unlocking the full potential of digital transformation isn't just an option, it's essential. Doka is leading by example with a proprietary AI solution that automates the counting and identification of formwork and scaffolding materials. The technology is already in use at over 50 Doka locations worldwide.

"Our AI service automatically identifies and counts materials in our yards," says Robert Hauser, CEO of Doka. "This helps us to process returns faster, get equipment ready for use more quickly, and plan inventory more accurately." Robert Hauser emphasizes another key benefit: transparency. "AI allows us to establish an objective and traceable process that also improves communication. That builds trust with our customers," he adds.

AI and people working side by side

Until recently, returned rental materials were checked manually. This required a significant amount of time and effort. To improve the process, Doka developed its own AI tool called "AI Counting & Identification", supported by Microsoft's technology expertise. The workflow is simple. A team member takes a photo of the materials with a mobile device. The AI recognizes the product, suggests a count, and once confirmed, records the result along with the image. This creates a clear and reliable digital record.

More than 20 product categories are already supported, including scaffolding components, beams, props, and Framax panels. The system has been used more than 10,000 times, counting over one million items with an accuracy rate above 98 percent. That reliability is no coincidence. The solution was designed specifically for construction environments and can even recognize soiled or heavily used rental items. This offers a clear advantage over RFID-based systems or off-the-shelf counting apps.

AI as part of a bigger strategy

Although the system is currently used internally at Doka yards, the company sees strong potential for future use directly on construction sites. Live demos and early feedback from bauma 2025 in Munich highlighted where the service could create added value, especially on large-scale projects with high material turnover.

AI is also being used in other areas of Doka's business. One example is "Statistical Return Planning", an internal forecasting tool that uses data to predict when and how much rental material will return from a site. This allows for more precise stock management and helps avoid shortages.

Doka 360: a new platform for the entire formwork process

With Doka 360, the company is taking a broader view of digitalization. The new customer platform connects every key stage of the formwork process, from planning and ordering to delivery and return. Real-time data from sensors embedded in formwork or concrete flows directly into the system. This gives customers full visibility and helps them make informed, data-driven decisions. Doka 360 will launch in July 2025 with an exclusive early access phase for selected partners in Germany and the United States.

Photos:

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Doka's in-house AI service facilitates the automated counting and identification of products in the warehouse. © Doka



'AI Counting & Identification': More than one million individual parts counted with a counting accuracy of over 98 per cent prove the practicality of the solution. © Doka

**About Doka:**

Doka is a world leader in providing innovative formwork, solutions and services in all areas of construction. The company is also a global supplier of well-thought-out scaffolding solutions for a varied spectrum of applications. With more than 180 sales and logistics facilities in 58 countries, Doka has a high-performing distribution network for advice, customer service and technical support on the spot and ensures that equipment is swiftly provided – no matter how big and complex the project. Doka employs 9,000 people worldwide and is a company of the Umdasch Group, which has stood for reliability, experience and trustworthiness for more than 150 years.

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