Update – Kick-off

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Welcome – Kick-off to a great week

• We appreciate you taking time out of your schedules to be here with us.

• Please let us know if we can do anything to make your experience more valuable.

• building SMART alliance is nothing without us all working together!

• But the construction needs resources to affect change – the bulk coming from outside the A/E/C/FM community
Last Year

• We talked about metrics
  – Needing to know where we are so we can measure progress
  – We are a year later
    • SMR says we are doing more BIM – but have we improved?
  – I believe doing more of the same and expecting different results is not going to get us to where we want to be...
  – I propose a change
Metrics – We are not yet improving

[Graph showing productivity trends for All Other Industries and Construction from 1964 to 2012]
This Year – Introduction to Metrics

• **Metrics Data Base Resource**
  – Keep it very simple
  – bSa as a *neutral and central point* to collect – similar to Gartner for IT
  – We need it to be sustainable – there must be a value proposition – A report we sell for $5,000 (Embargoed for a year for bSa only)
  – *Participation will get you discounts down to $0*

• **bSa Reports on Metrics**
  – Look at *level of use*
  – **Cost** – Estimated vs. Actual - LCC?
  – **Schedule** – Estimated – Actual – Value per day
  – Customer perceived *quality* – just ask users - a system similar to Amazon® ⭐⭐⭐⭐⭐⭐⭐
This Year – Schedule

• **Today - Information Exchange Day**
  – A lot of new IE’s - Will they also help information flow?

• **Tomorrow – Wednesday - Transformation**
  – How and Who changes the way we do business – LCC, SMR, AISC, Others
  – Afternoon – We will see just how ready the industry is to use BIM as the enabler

• **Thursday – Current Activities**
  – Run through what we are doing with NBIMS-US and overall approach

• **Friday – Education day**
  – What are we doing to change the future or is just more of the same

• **Saturday – Joint Meeting – NIBS/bSa – TRB**
  – Digital Project Delivery - Infrastructure
My Concerns – Our Challenge
We continue to work in silos
My Concerns – Our Challenge

BIM must be seen as the enabler

• Designing more sustainable facilities
• Building more resilience facilities and communities
• Reducing the carbon footprint
• Conserving water
• Building more safely
• Providing visualization of final product
• Addressing climate change
• Reducing energy use
• Incorporating daylighting
• Reducing co-mingled waste – increasing re-cycling
• Entering data one time and re-purposing
• Delivering information rich facilities to the owner
• Supporting commissioning
• Supporting prefabrication
• Improving product lifecycle management (PLM)
• Supporting facility operations, management and maintenance
• Supporting code checking
My Concerns – Our Challenge
We are not getting to the owner

Pro Forma Level Impact
My Concerns – Our Challenge
Architect is not taking advantage of opportunity

Building – Refining – Transforming – Excelling

Graphic Courtesy of University of Wisconsin
My Concerns—Our Challenge

We simply are not relevant to senior management

- Parliamentary level support in UK – Saving 20% of construction budget builds 60 more secondary schools – 2015 Goal
- Construction industry is 31% less efficient than manufacturing - identified in 2004 (Now equals $3T)
- NIST Study identifying $15.8B waste due to lack of interoperability (Now equals $150B)
- This is not just BIM – this is applying comprehensive information technology to the facilities industry
- **WHEN will this be seen as a crisis?**
My Concerns – Our Challenges

1. Information Sharing – Break down silos
2. See BIM as an enabler – not the enemy
3. Get the message to the owner
4. Prepare architect to lead
5. Become relevant to change
Alliance Sponsors

These are the Change Agents in the Facilities Industry. Why isn’t your group recognized here?
Thank You

If I can be of further service please contact me:

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