



Adoption and Strategy Enabling via Business Value Alignment

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Class summary

Strategy services have become essential to fund not only the clear prioritization which Building Information Modeling (BIM) uses to implement and to get key stakeholders, decision makers, and senior management to buy- in. Furthermore, it has become evident to align the successful adoption goals in early stages of strategic initiatives.

The purpose of this class is to bring customers together who have already done a Business Value Alignment to share their experiences and match it with customers who have not yet done a BIM strategy alignment.



Key learning objectives

- Learn about strategy definition
- Learn about business challenges and KPIs
- Learn about BIM uses and Solution Governance



Agenda

- Introduction
- Customer Experiences:
 - Systra
 - Q&A
 - Ramboll
 - Q&A
- Discussion

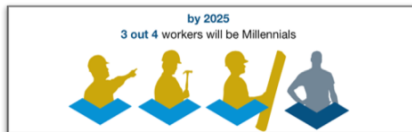
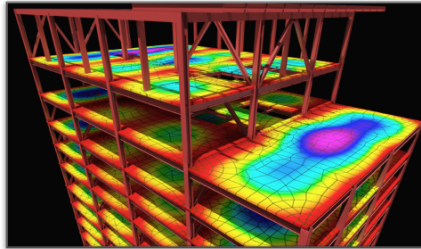


Introduction



AEC | BIM in a World of Change

WELCOME TO THE
Era of Connection



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Commissioning Client

Tier 1

TIER 2

Tier 3



BIM for Owners | Business Value

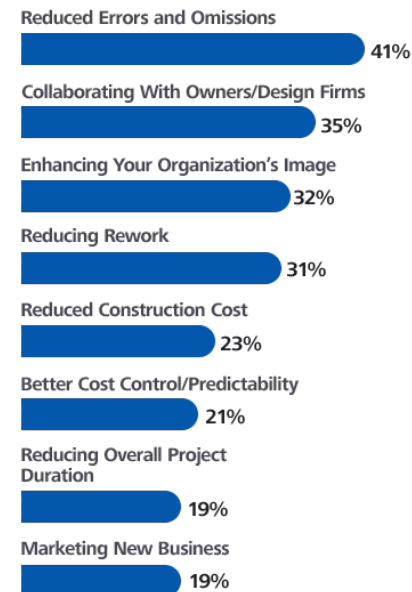
Owners' Ratings of BIM Benefit Statements (Those With a High or Very High Level of Agreement)

Source: McGraw Hill Construction, 2014

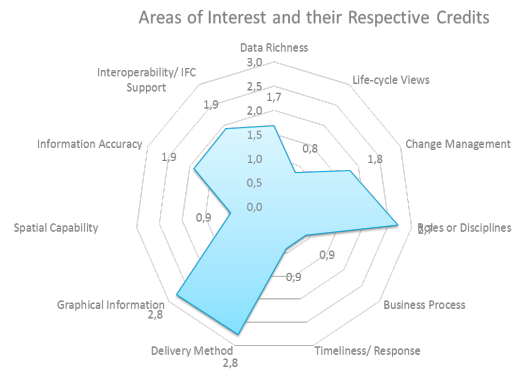
	US Owners	UK Owners
BIM Visualization Enables a Better Understanding of the Proposed Design	66%	98%
There Are Fewer Problems During Construction Related to Design Errors, Coordination Issues or Construction Errors	53%	85%
BIM Analysis and Simulation Capabilities Produce a More Well-Reasoned Design	50%	92%
The Use of BIM Generates a Beneficial Impact on Project Schedule	49%	85%
The Use of BIM Generates a Beneficial Impact on Control of Construction Costs	44%	72%

Contractors Citing BIM Benefit as Among Top Three for Their Company

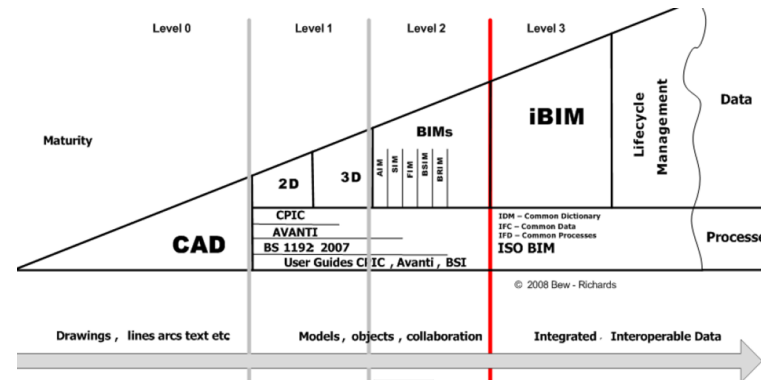
Source: McGraw Hill Construction, 2013



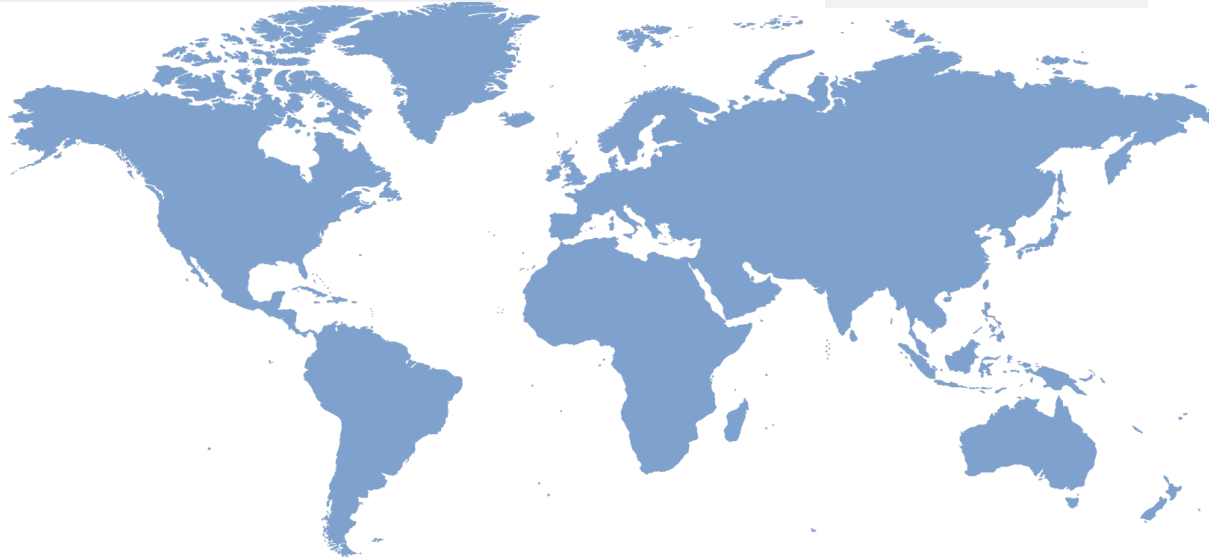
Triggers | BIM Mandates Around the Globe



Source: National Institute of Building Science



Source: UK BIM Task Group

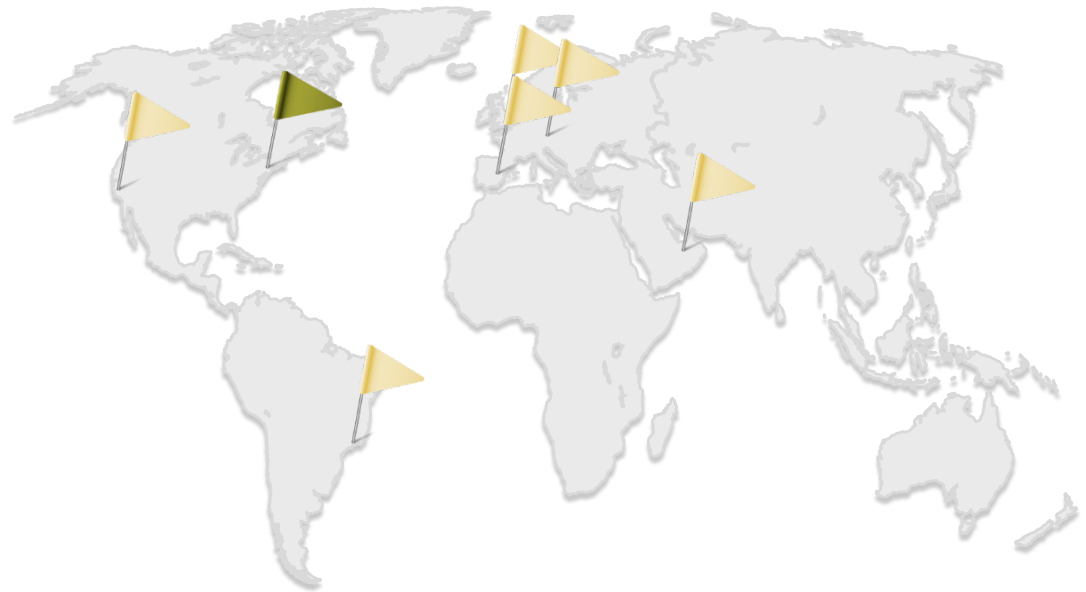


Global Organization | Scope for Transformation



SCOPE DRIVEN CHALLENGES

- What are the organization's expectations?
- What are overall benefits?
- How long will it take?
- What are the success criteria?
- How to secure management buy-in, funding and resources?
- What is the impacted during the implementation?



Net Net | Core Question

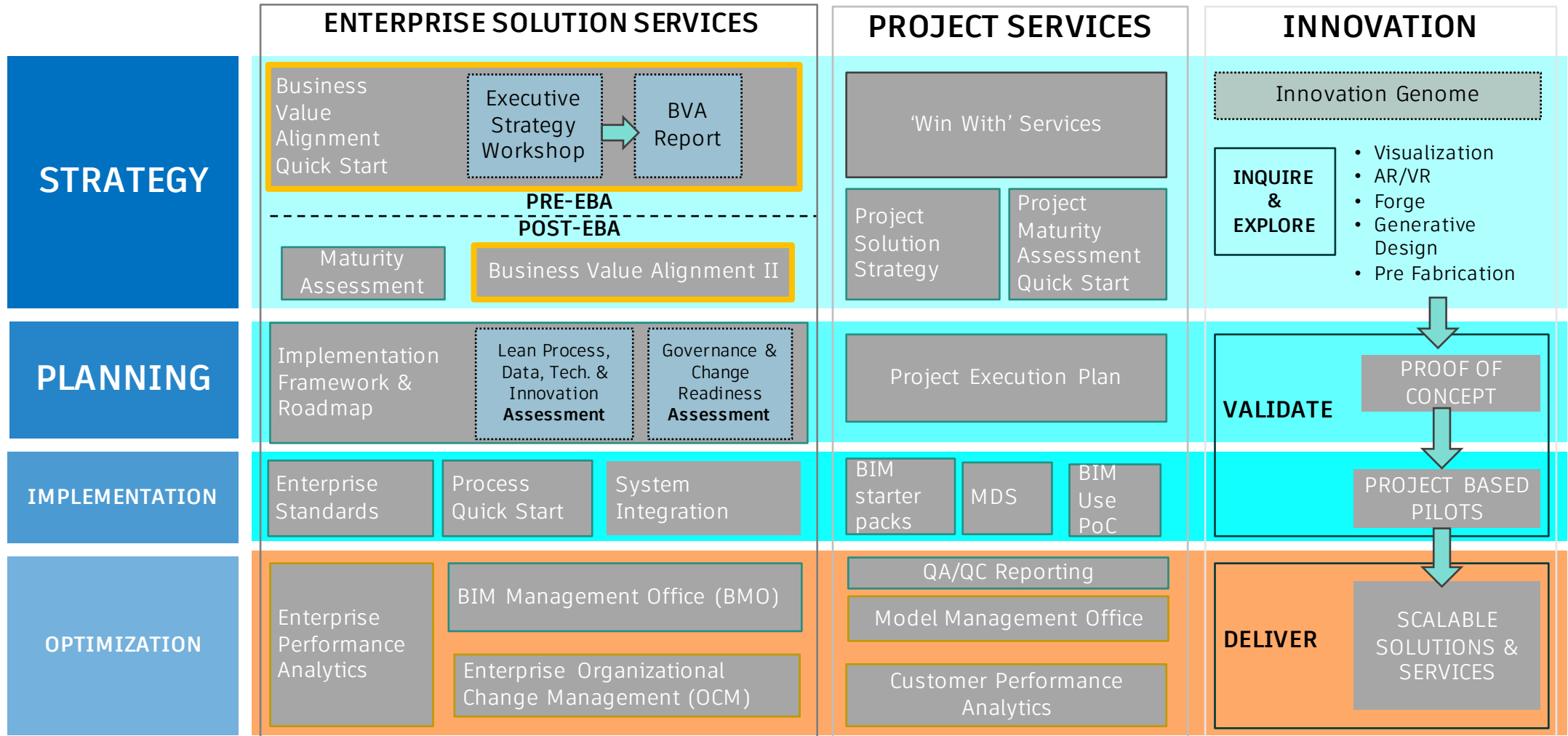
- Which steps will bring us there?



The Service



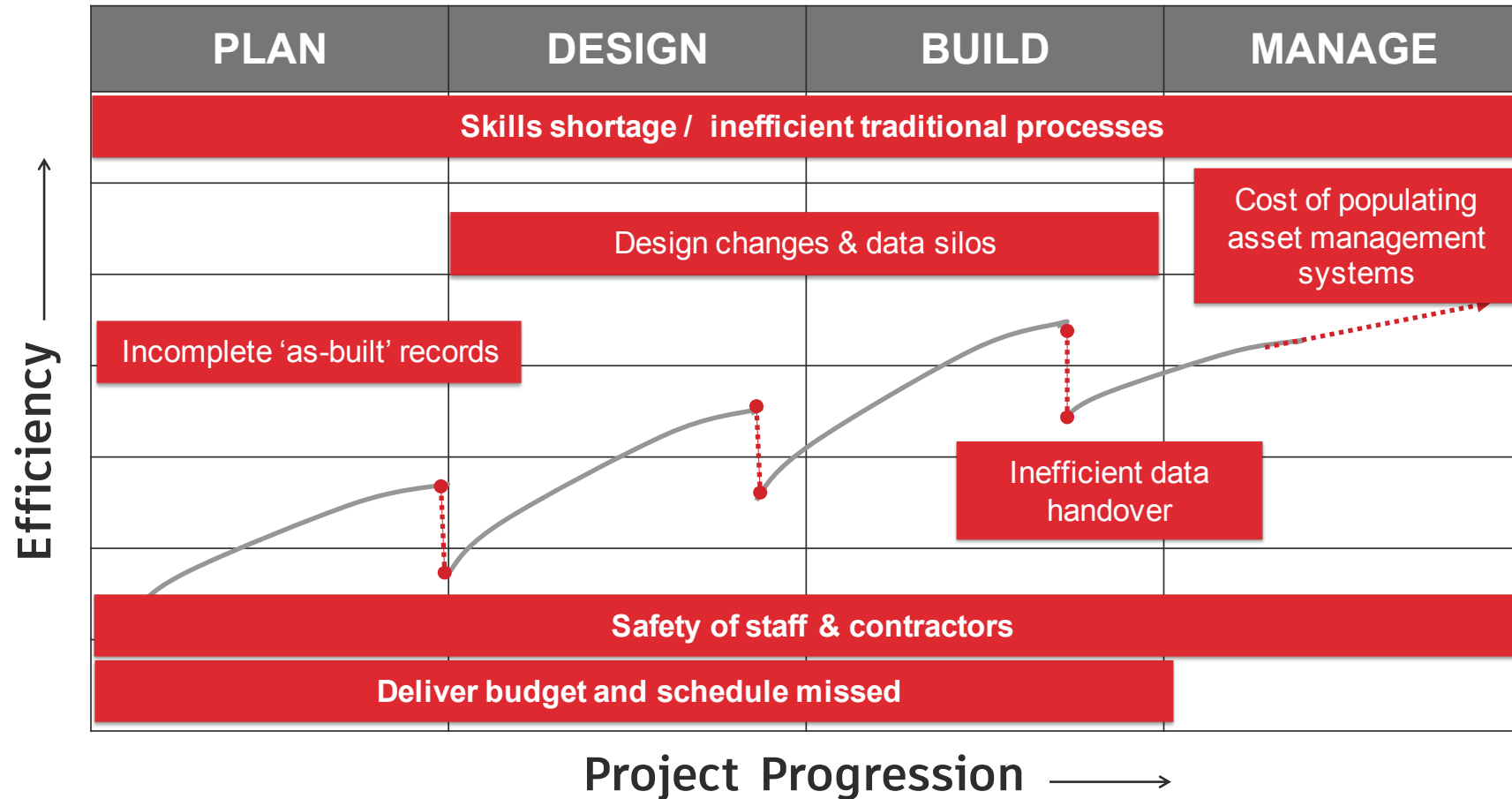
Enterprise Services | Tailored Packages



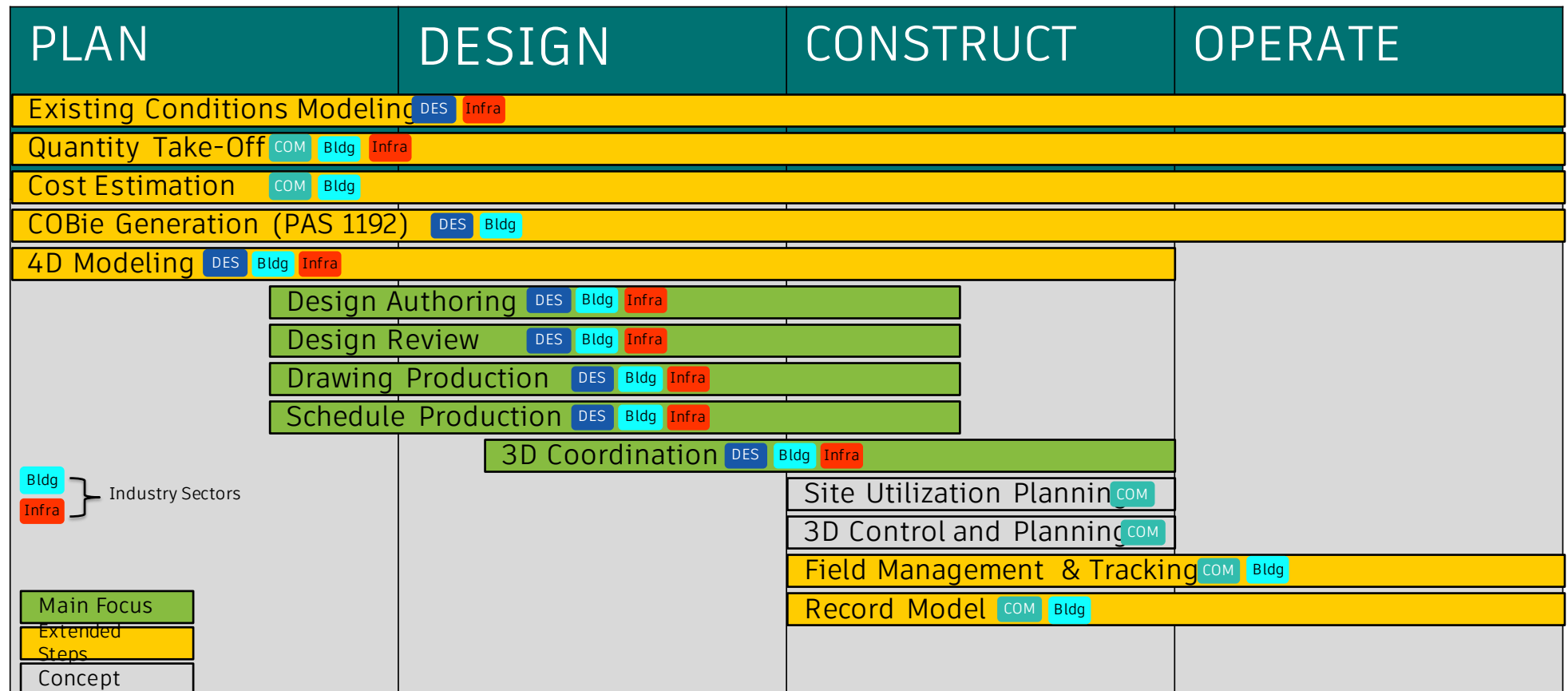
Strategy | The Refinement



Specific Challenges | e.g.: Rail Industry



AEC – Solutions | BIM Uses



Strategy | How to get there



A triangular diagram illustrating the relationship between Time, Quality, and Costs. The vertices are represented by blue circles containing icons: an hourglass for Time, a diamond for Quality, and a stack of money for Costs. Dotted lines connect the circles, forming a triangle.



Organizational Change | The People



Resistance of employees

- Fear of the unknown

1



Resistance of middle management levels

- Because of loss of power and / or limited project involvement

2



Inadequate leader

- No visible and active support

3



Limited time, resources and budget

- Overshadowed by everyday work and responsibilities

4



Commitment | Continuity Sen. Mgmt.



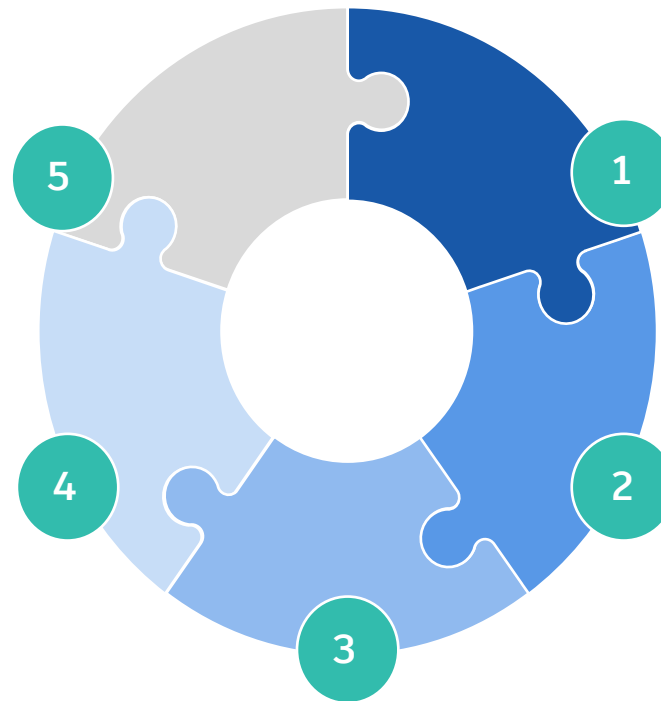
Implementation Shaping | Risks and Measures

Conception of Measures and
their Implementation

Fine Planning:/ Resources

Cause Analysis / Determine
Deviations

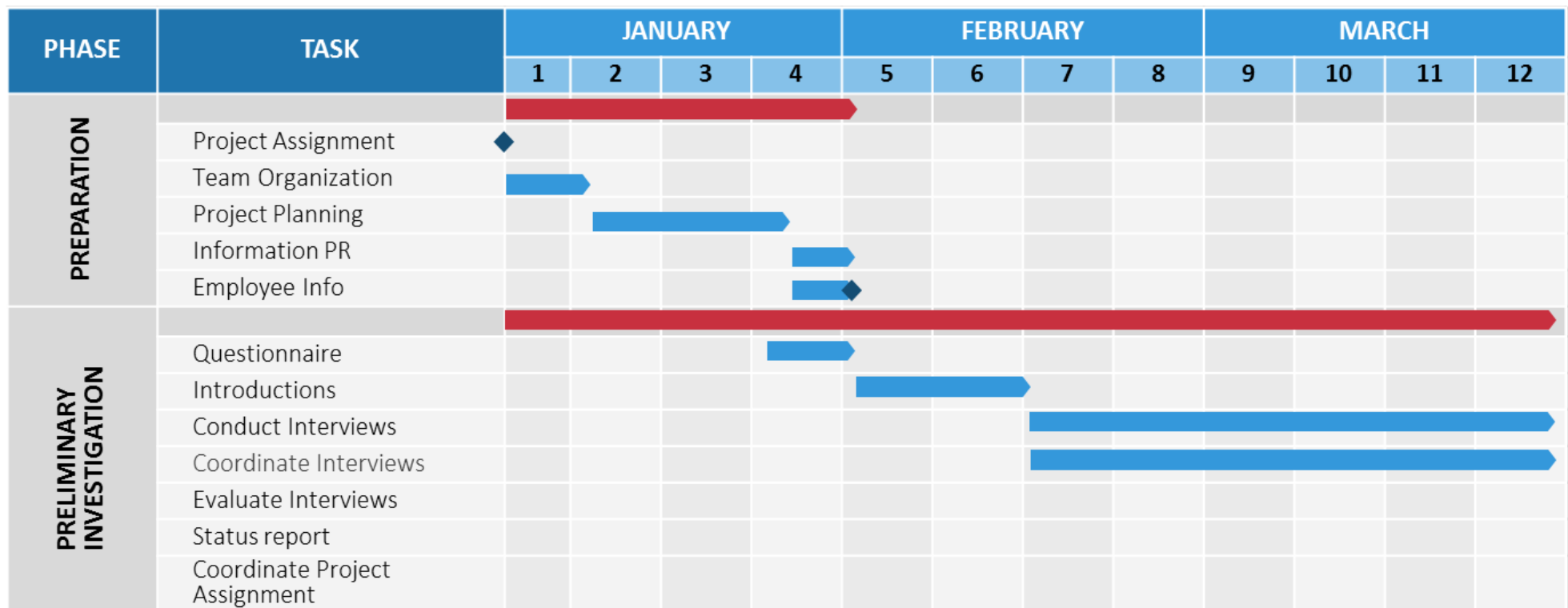
Risks



Target / Success Criteria



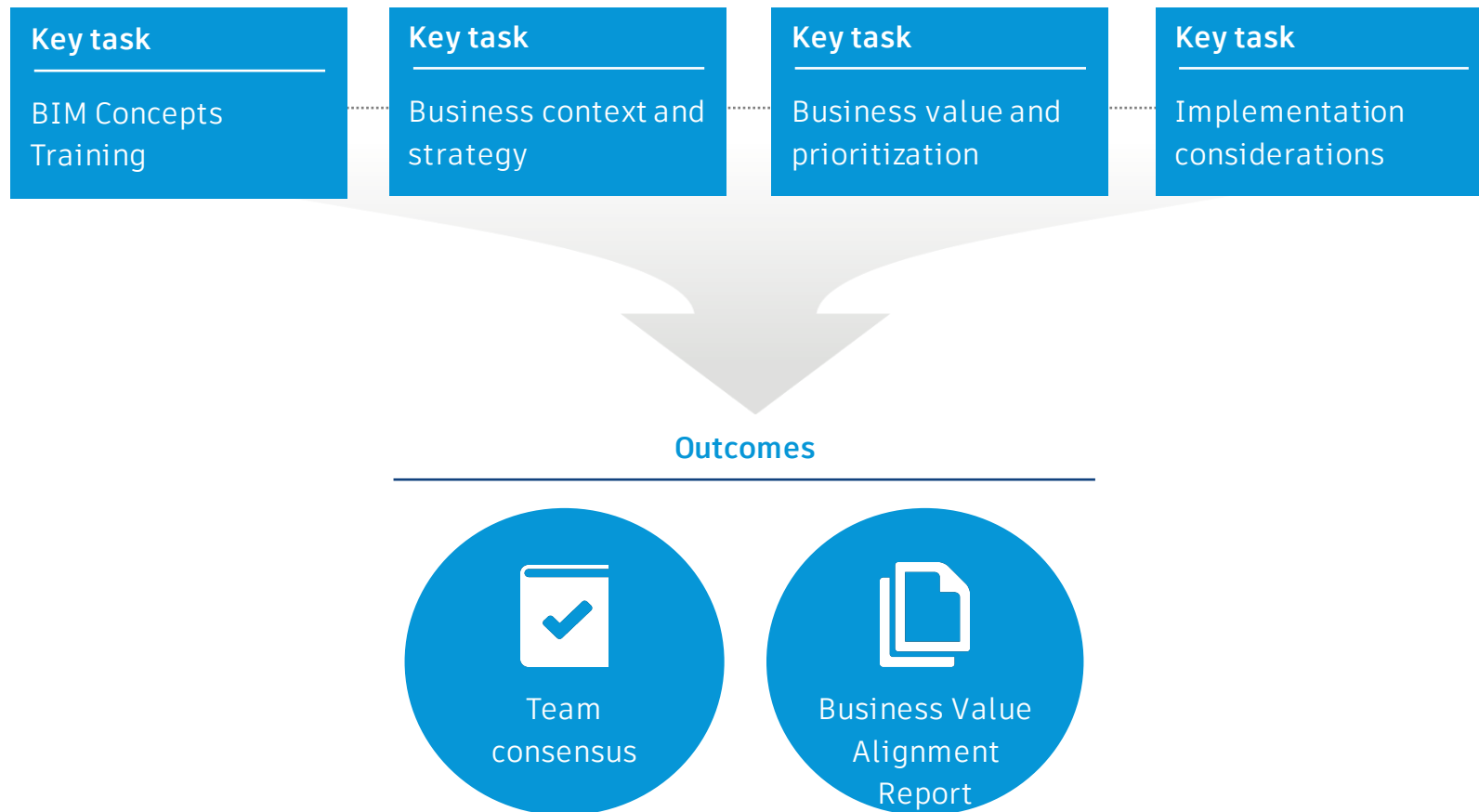
Implementation Shaping | 1st Level Program



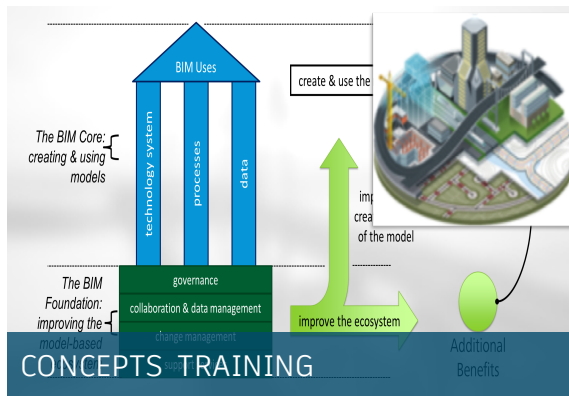
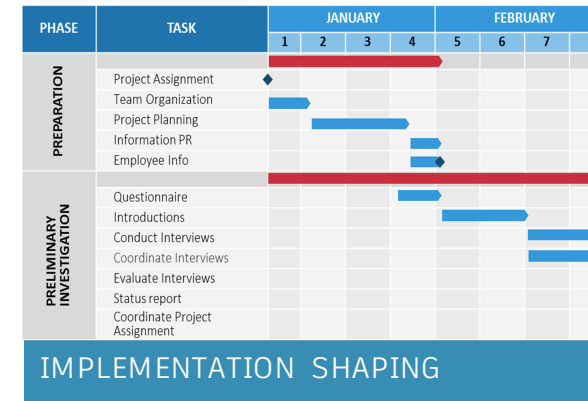
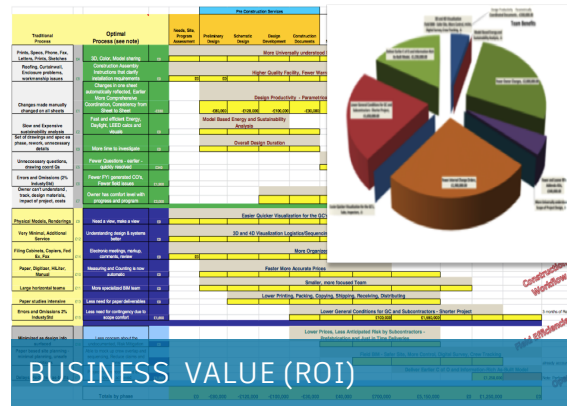
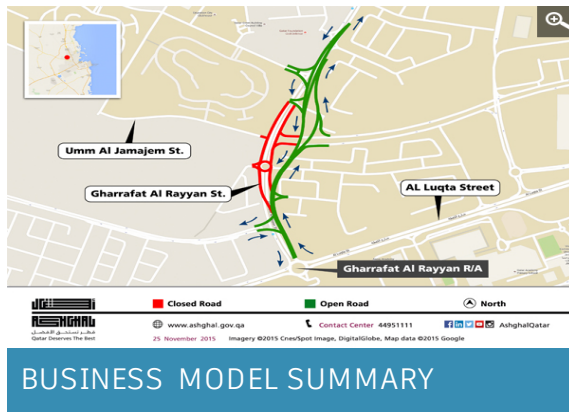
Summary



BVA | Our Steps



BVA | The Service Components



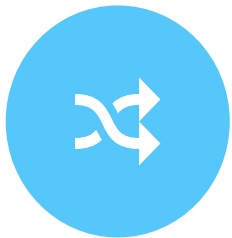
Outcomes | Key Demands

The Autodesk **Business Value Alignment for BIM** helps stakeholders to align technology capabilities with business goals for better results.

- ✓ Develops a common vision among stakeholders
- ✓ Ensures Senior Management Buy-In
- ✓ Clarifies the business value of future capabilities
- ✓ Establishes the business requirements and success criteria implementation
- ✓ Provides a funded implementation planning input



Follow Up Activities | What's Next



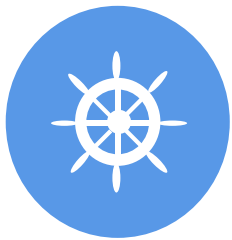
STRATEGIC ALIGNMENT

- Defined BIM Vision
- BIM Objectives matched to Vision
- Solution Architecture that supports Vision
- Defined output measurement criteria
- Identified Process users & stakeholders



INFORMATION TECHNOLOGY

- Solution architecture to support vision
- Process control & measurement criteria
- Clear process improvement & innovation targets
- Clear procedures for project & program management



GOVERNANCE

- Consistent management decision making
- Clear roles & responsibility
- Predefined metrics & performance criteria
- Identified management standards
- In-place management controls



CULTURE

- Sufficient process skills & expertise
- Process management experience
- Process education & learning planning
- Collaboration standards
- Defined process management leaders



METHODS

- Standard processes for design & modelling
- Defined implementation & execution procedures
- Target areas for process improvement & innovation
- Defined project & program management activities



PEOPLE

- Responsive to process change
- Understand process value & benefits
- Positive attitudes & behaviors
- Leadership attention to process
- Process management social networks



Business Value Alignment



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