# **BM6460 -** How to Measure the Impact of Building Information Modelling on Your Business

Andrew Duncan and Graham Aldwinckle
BIM Development Managers, Arup Building Engineering, London UK

ARUP



### **BM6460 Class summary**

Arup has developed a discipline-agnostic tool that seeks to measure just how much a project has used BIM and how successful this has been.

This session will detail why we chose to develop the tool; how it is actually used within the business; and how the data from it is used to focus our research, training, and software investment.

We have a version to share with you too.



## Key learning objectives

At the end of this class, you will be able to:

- Learn how to measure different aspects of BIM on a project
- Learn how to use data collected from measuring BIM implementation to shape future investment decisions
- Learn how to use data to identify gaps in your enterprise's BIM implementation strategy
- Learn how to benchmark a project's performance against another project's performance



### Your presenters today

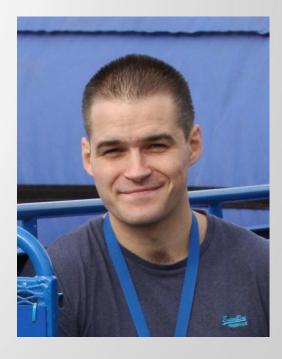
### Graham Aldwinckle

- Joined Arup 1994
- Structural Engineer
- BIM Development Manager, based in London
- Projects:
- High Roller, Las Vegas
- Bill & Melinda Gates
   Foundation HQ, Seattle
- Leadenhall Building, London



### Andrew Duncan

- Joined Arup 2005
- MEP Technician
- BIM Development Manager, based in London
- Projects:
- Project Ove
- Signature Architects





## **Our Class Today**

### Part 1: The BIM Measurement Tool

- Handouts:
  - Guidance notes for end users
  - Guidance notes for company BIM managers
  - The Tool

# Part 2: The Reporting Tool

- Arup's results from individual, diverse projects
- See Arup's results so far broken down by sector and discipline.
- No handouts for Part 2 that's between you and us.



Part 1: The BIM Measurement Tool



# Why Measure BIM Maturity?



# **Why Measure BIM Maturity**

Firstly, understand Arup











#### A little bit different ...

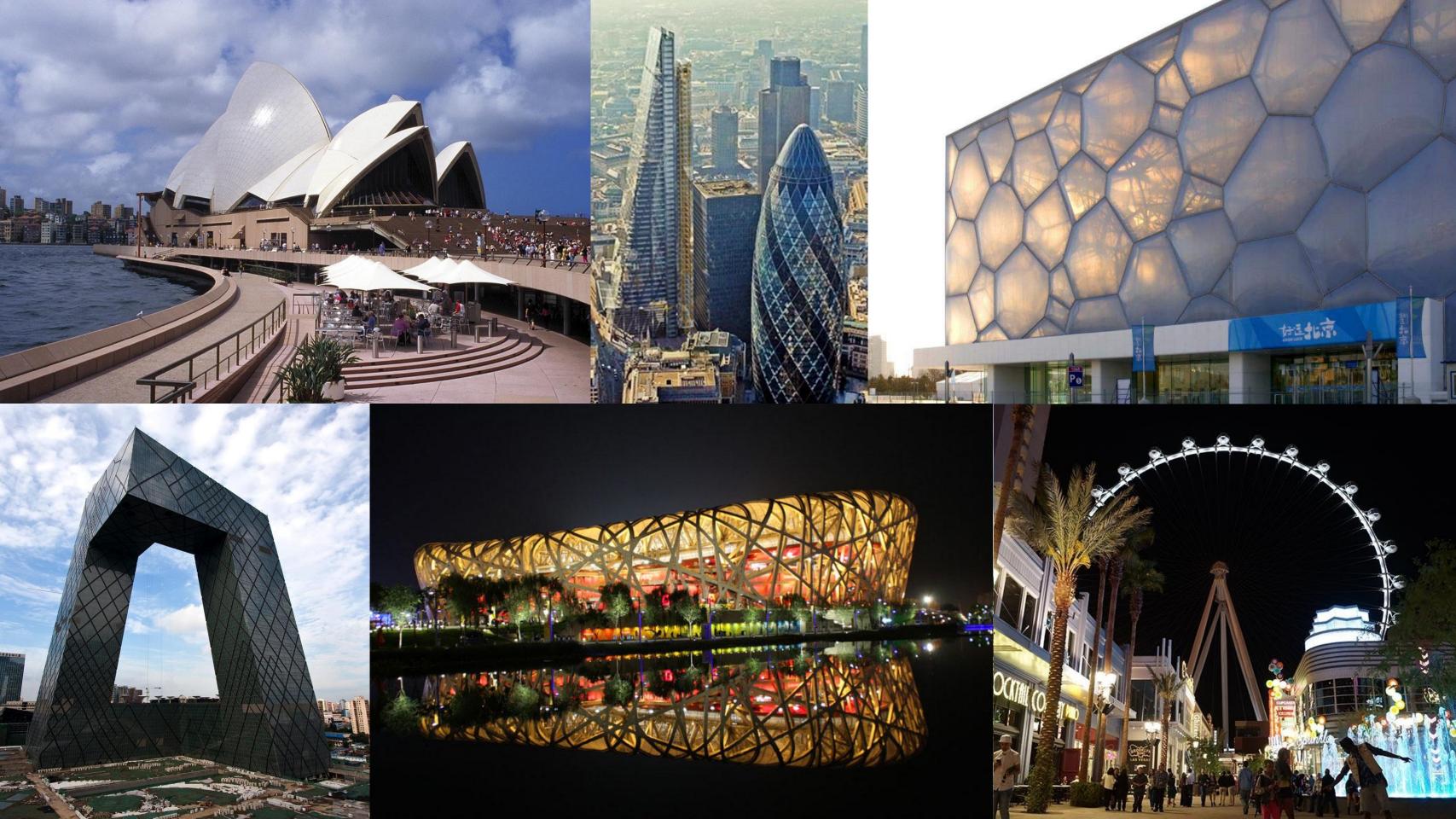
- Owned in trust
- No shareholders
- Totally independent

#### Successful

- Sixty eight years of profitable trading
- Debt free
- 12000 staff



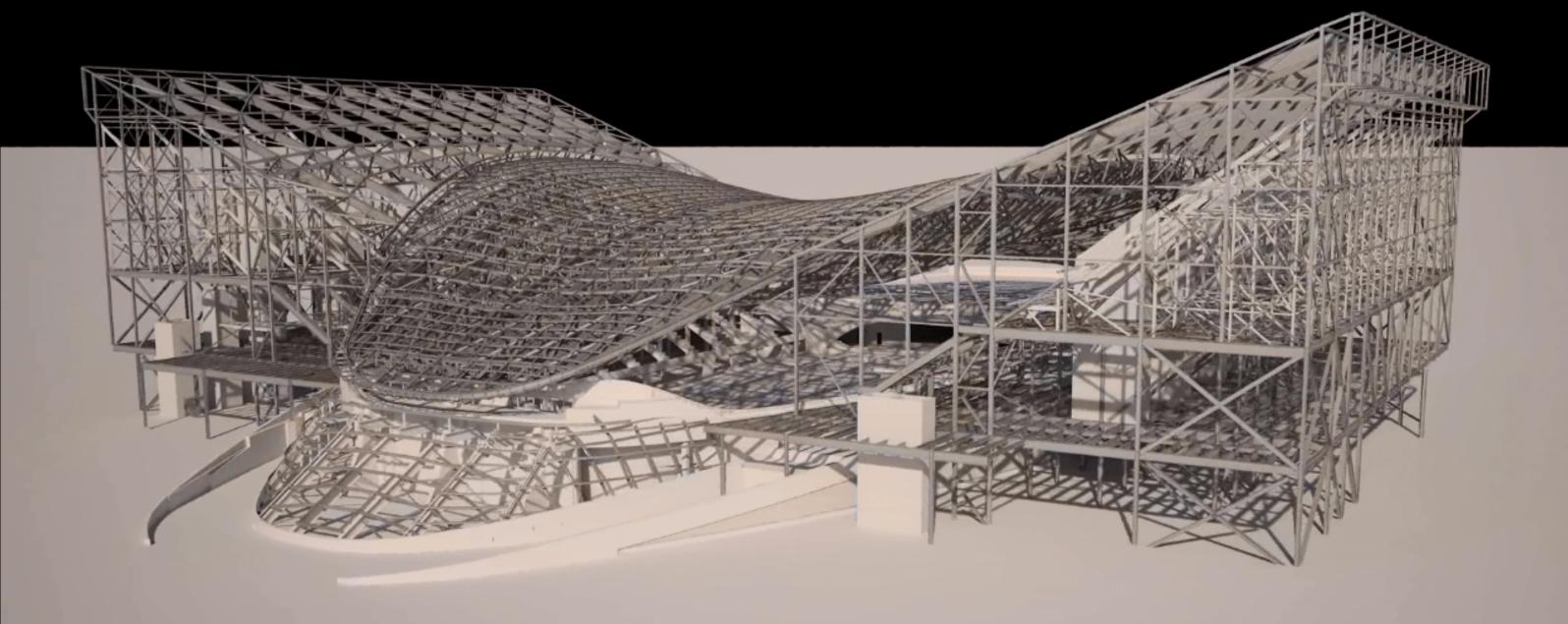




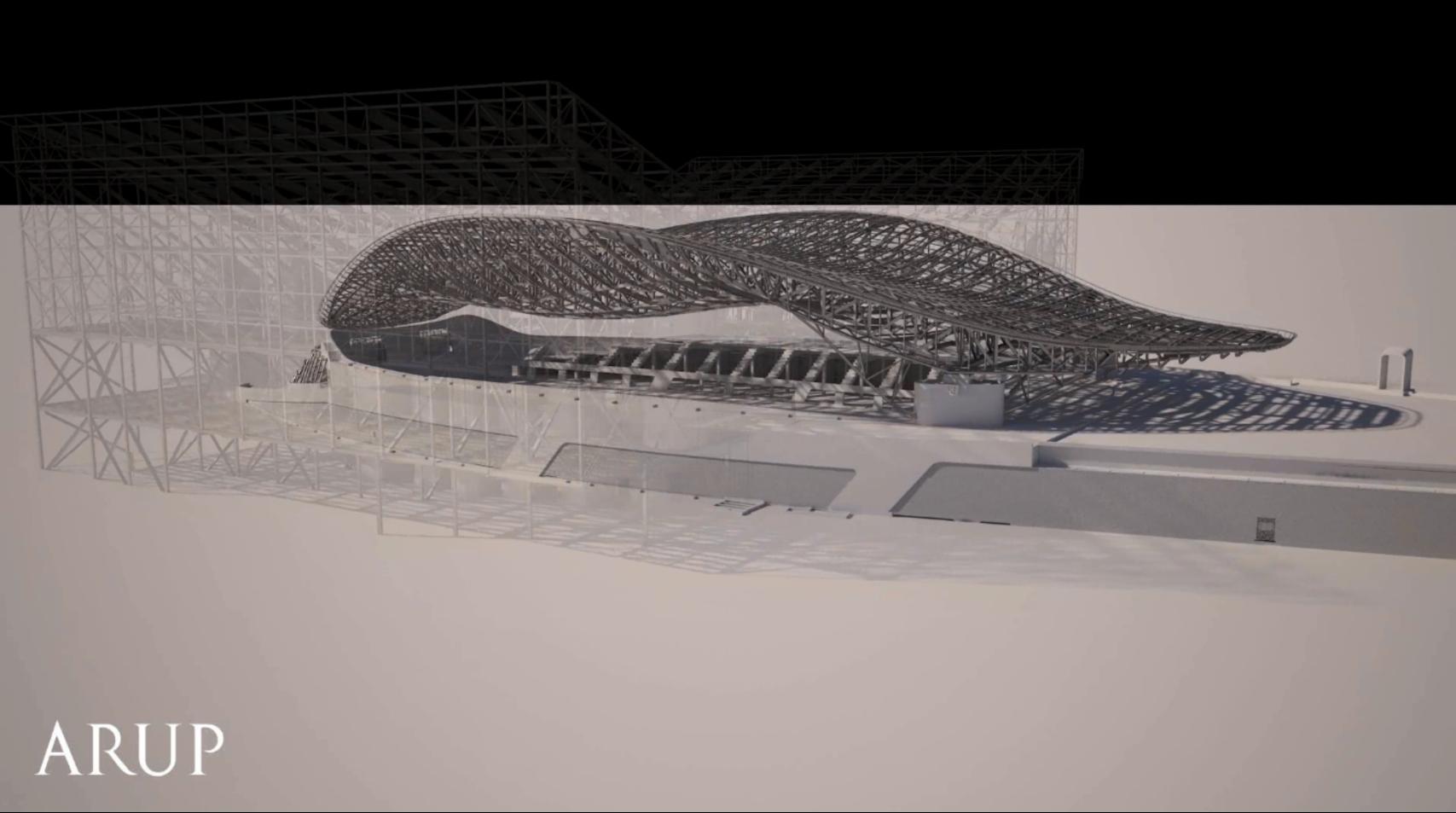
### Why Measure BIM Maturity

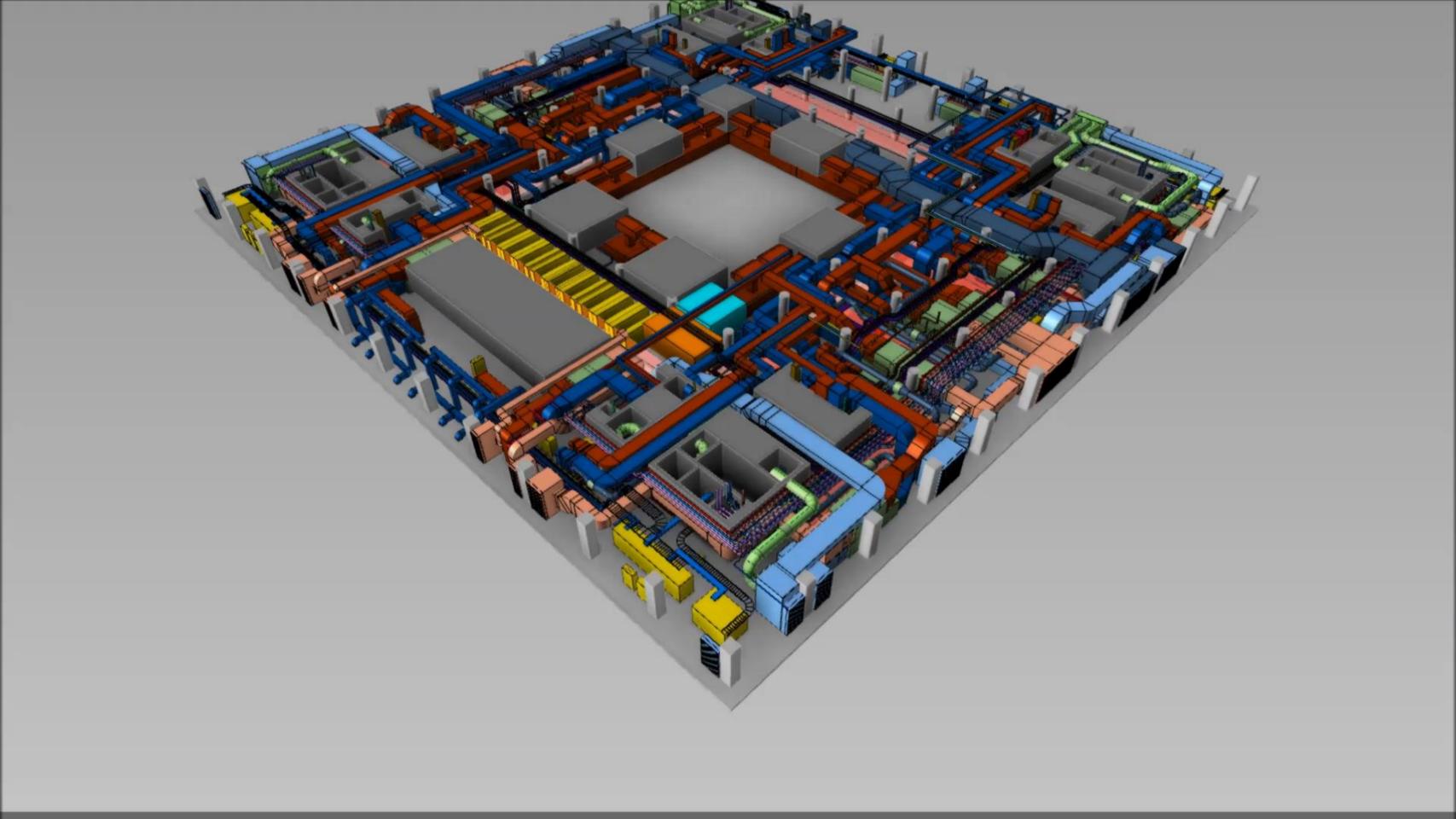
- Firstly, understand Arup
- Secondly, what actually constitutes BIM?

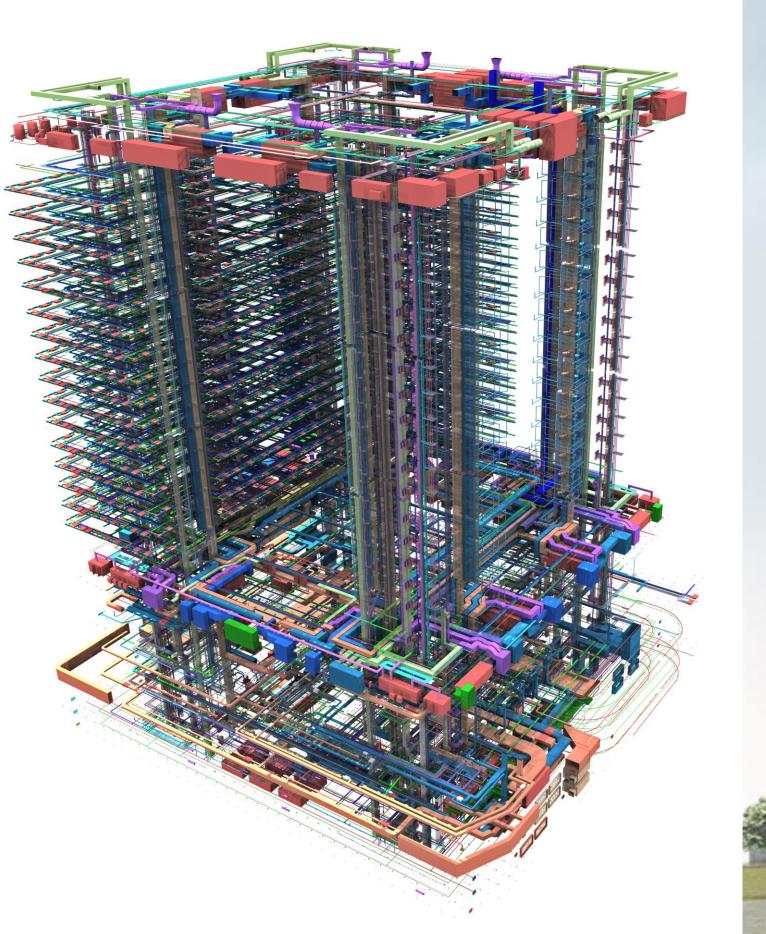




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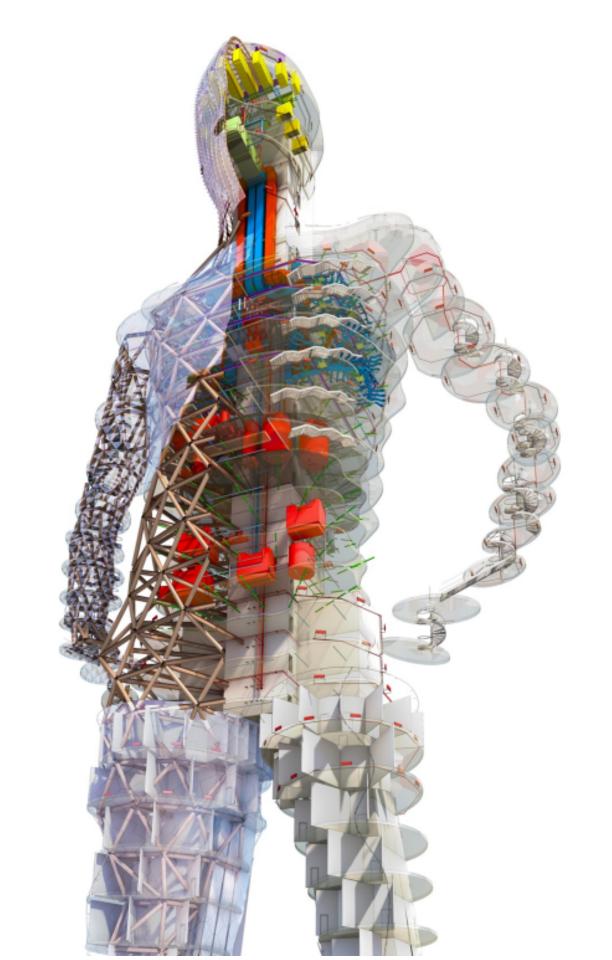






### MP2845: Virtually Human:

Modeling the Human Body Inside and Out Using BIM Platforms







# **Why Measure BIM Maturity**

- Firstly, understand Arup
- Secondly, what actually constitutes BIM?
- Thirdly, "BIM Wash"



#### **BIM Wash**

- Every company says they have high BIM credentials
- This doesn't help the average project to progress
- We want every project to be a showcase....
- We need to increase the average project's BIM maturity



# **Why Measure BIM Maturity**

- Firstly, understand Arup
- Secondly, what actually constitutes BIM?
- Thirdly, "BIM Wash"
- Lastly, Arup will do BIM on >80% of design projects by April 2015, regardless of any client or government mandate



### Arup – We need a better measure.

- More than just 3D what else are we up to?
- Need for consistency in the message internally and externally
- What is our project-level engagement in BIM?
- Identify and share the successes (and failures!)



# So how do we measure BIM Maturity?

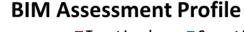


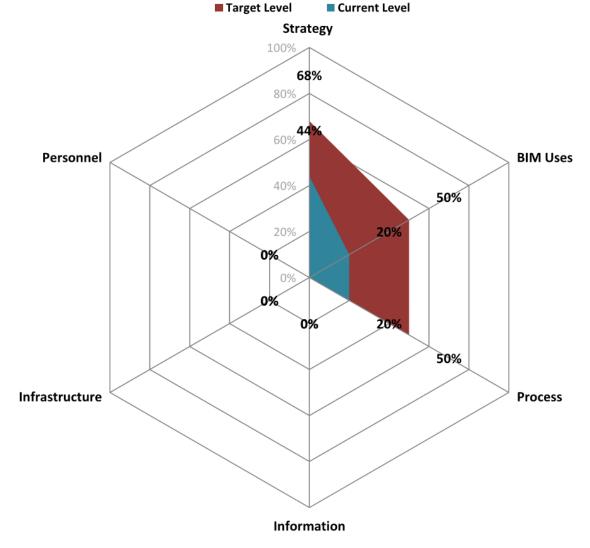
# What other tools would help measure this?



- Penn State University
  - Organisational BIM Maturity

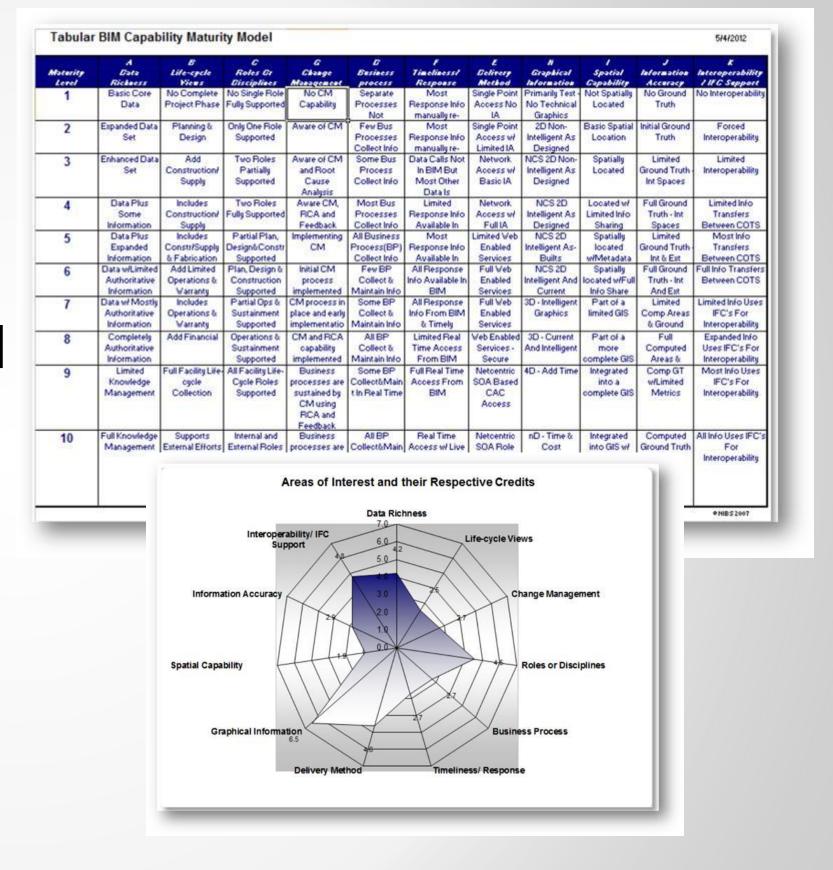
Organizational BIM Assessment Profile						
BIM Planning Element	Current Level	Target Level	Total Possible			
Strategy	11	17	25			
BIM Uses	2	5	10			
Process	2	5	10			
Information	0	0	15			
Infrastructure	0	0	15			
Personnel	0	0	25			
Totals	13	22	90			

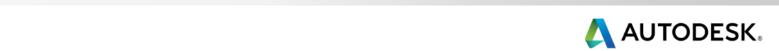






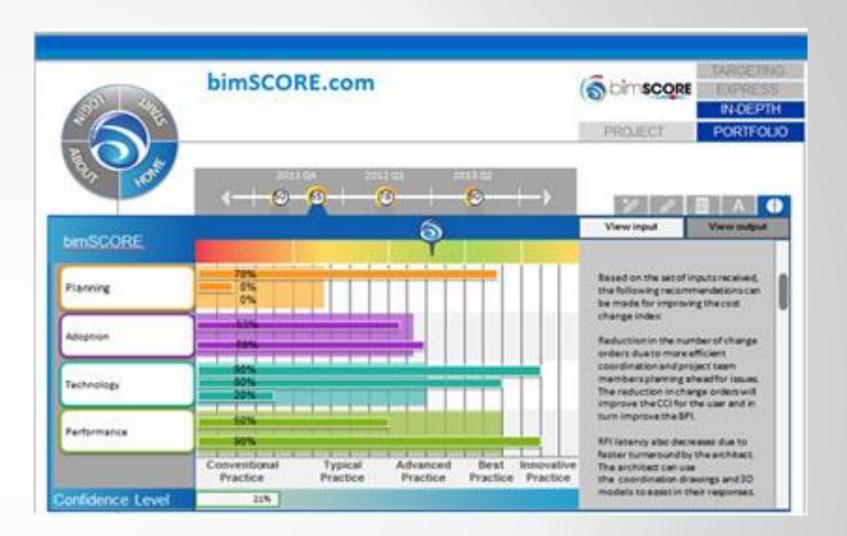
- Penn State University
  - Organisational BIM Maturity
- US National BIM standard
  - Capability Maturity Model





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- Penn State University
  - Organisational BIM Maturity
- US National BIM standard
  - Capability Maturity Model
- Web-based tools (\$)
  - www.bimscore.com
  - www.bimexcellence.net





- Penn State U
  - Organisation
- US National E
  - Capability Ma
- BIMScore
  - www.bimscor

IU BIM Pro	IU BIM Proficiency Matrix							
Category	A - Physical Accuracy of	B- IPD Methodology	C - Calculation Mentality	D - Location Awareness	E - Content Creation	F - Construction Data	G - As-Built Modeling	H- FM Data Richness
Number	Model							
1	Geometry	Creation of A BIM Execution Plan	Basic Model Information Export (Discipline)	Site Orientation	Correct Content –	Quantity Takeoffs 🗜	Documentation G	Space Management Data  Foint Achieved  O
2	Requirements	MEP Model	IPD Integration 3	Awareness C	Specific	Object Scheduling	iviodeling	Asset Management 2
3	Collision Detection	Role Defined	Calculations		Design Intent	Procurement	intent	Manufacturer Specific デ Information
4	Innovation	Innovation	Innovation $\dot{\mathcal{C}}$	Innovation	Innovation $\vec{u}$	Innovation	As-Built Innovation &	FM Data 4. Innovation

BIM Maturity Category	Points Achieved	BIM Maturity Score	BIM Standard	
A - Physical Accuracy of Model	0			= Working Towards BIM
B- IPD Methodology	0		12 BIM Score Between 13-	Certified BIM
C - Calculation Mentality	0		18	
D - Location Awareness	0	0		= Silver
E - Content Creation	0		24	
F - Construction Data	0		BIM Score Between 25- 28	= Gold
G - As-Built Modeling	0		BIM Score Between 29-	= Ideal
H- FM Data Richness	0		32	- Ideal

- www.bimexcellence.net
- Indiana University
  - Proficiency Matrix Spreadsheet





# Why did Arup want something else?



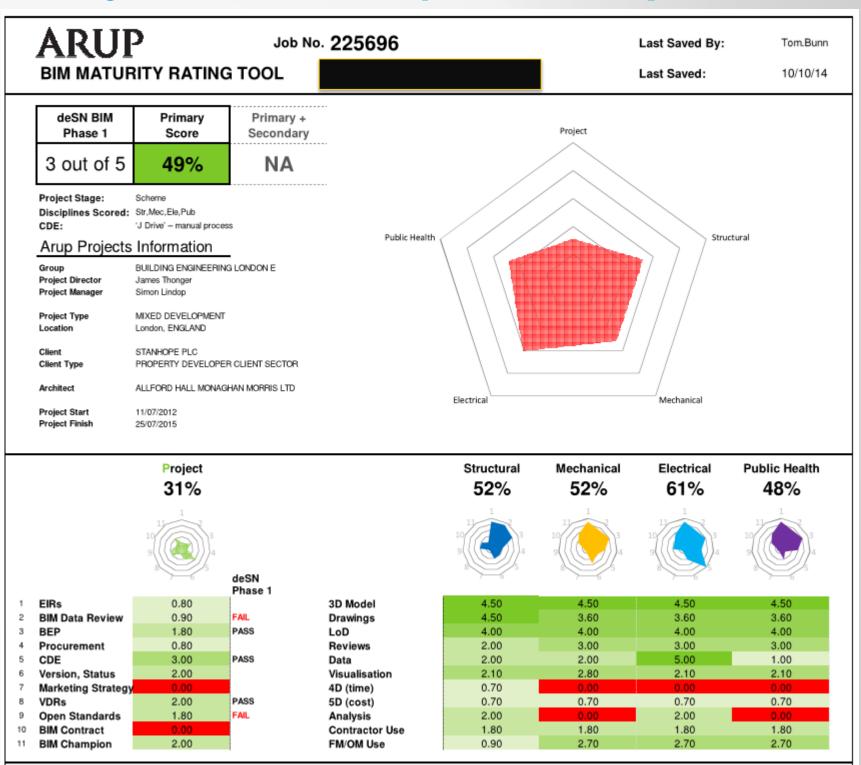
- Other Measurement tools are broadly:
  - High-level overview
  - Typically only filled in for high-achieving projects
  - Subjective less easy to compare projects
- Arup wanted a tool that would:
  - Allow comparisons across all projects quickly
  - Help to identify trends or training needs
  - Be quick to fill out



# Introducing the Arup BIM Maturity Measure



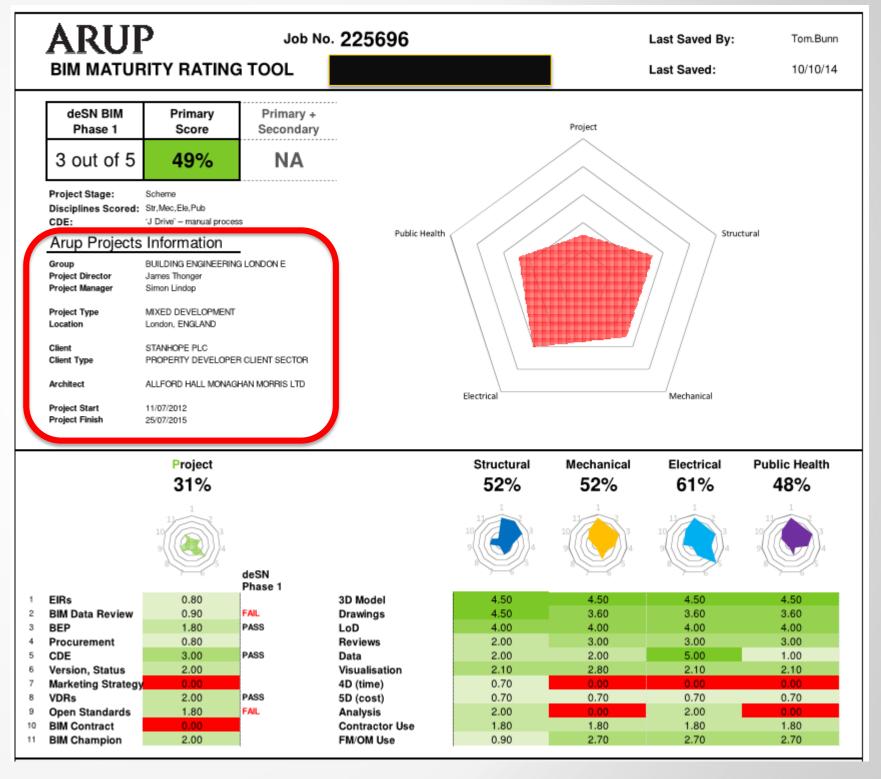
- Comprehensive
- Project level interrogation
- User-friendly
- Multiple-choice responses
- Objective
- Collatable
- Shareable (Creative Commons License 3.0)







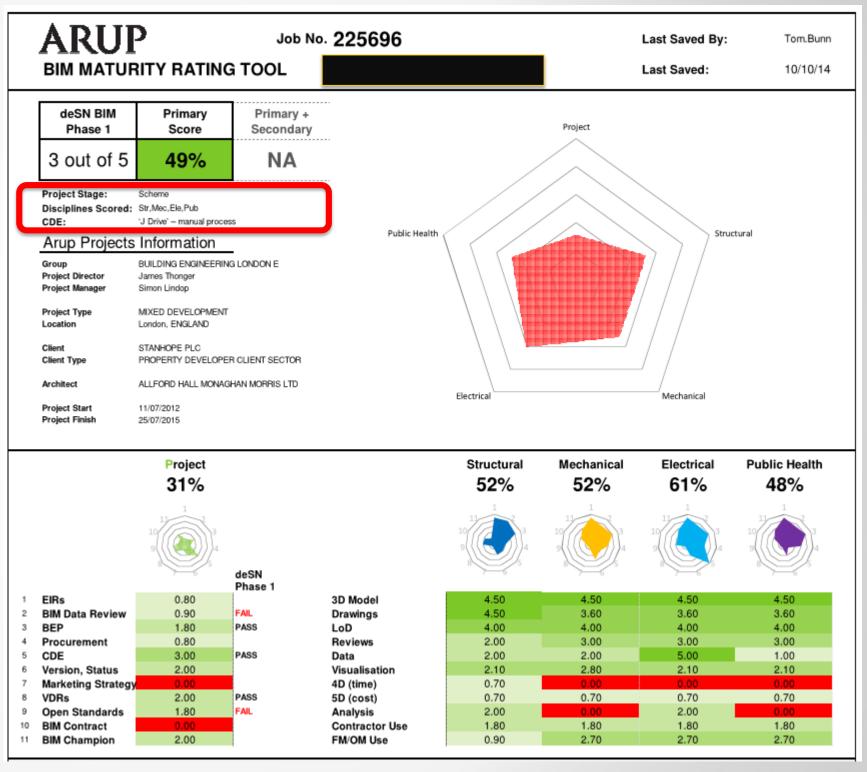
- Features:
  - Project information directly filled in







- Features:
  - Project information directly filled in
  - Tracks:
    - Project stage
    - Disciplines scored
    - Extranet/CDE used

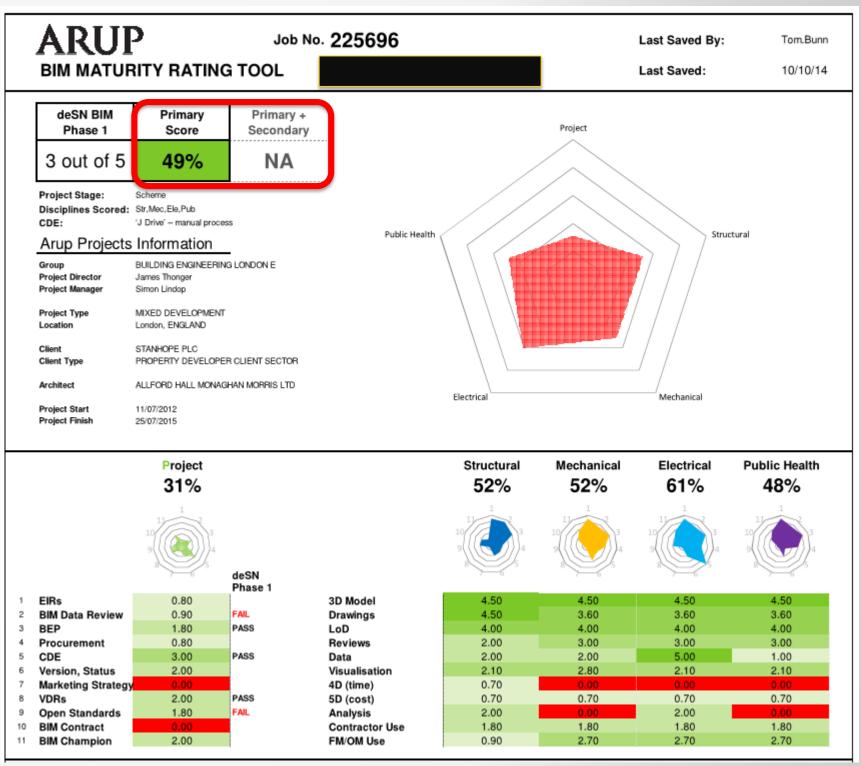






#### Features:

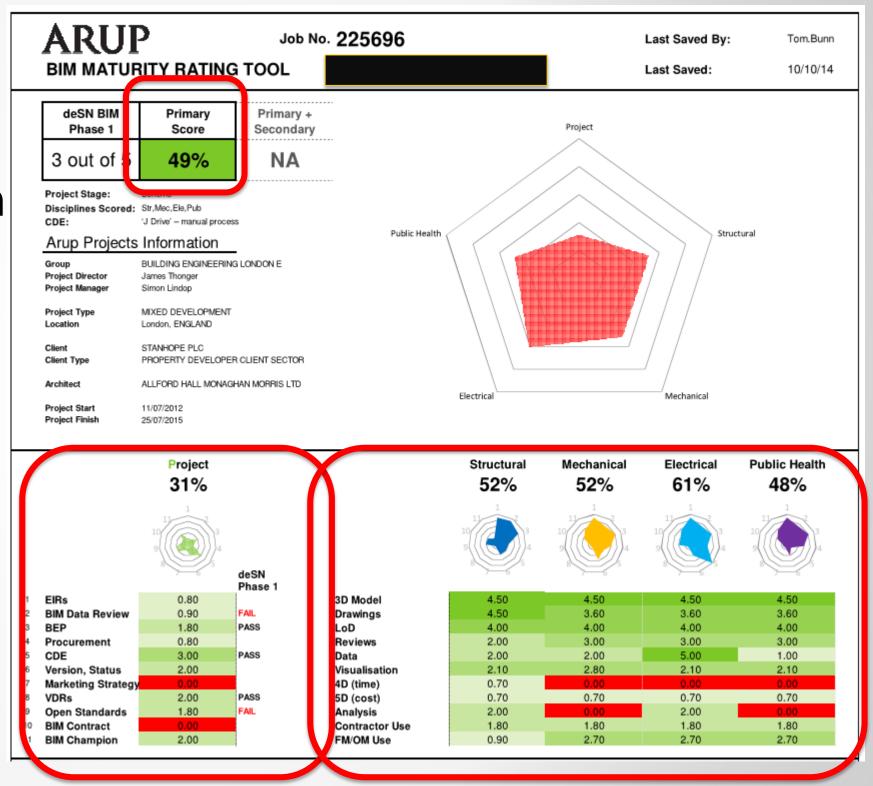
- Project information directly filled in
- Tracks:
  - Project stage
  - Disciplines scored
  - Extranet/CDE used
- Scores:
  - Primary BIM Disciplines
  - Primary + Secondary







- Features:
  - Primary Scores based on
    - Project Information Management
    - Up to 4 'Primary'
       Disciplines (eg: SMEP)

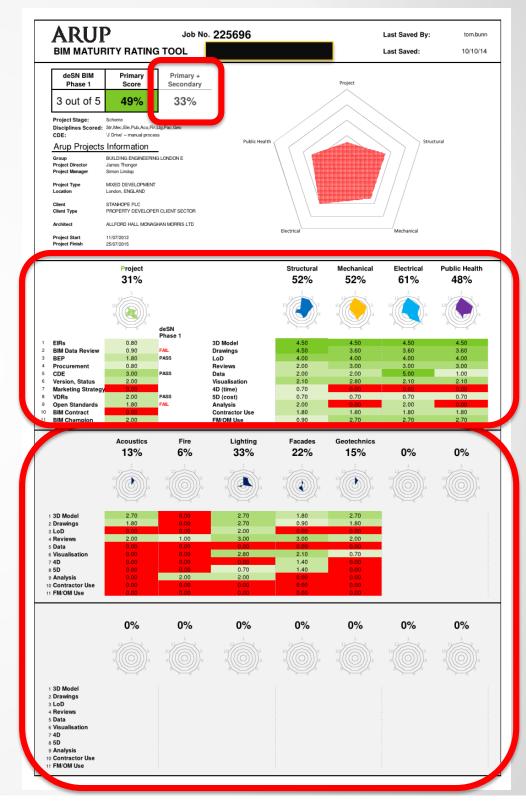






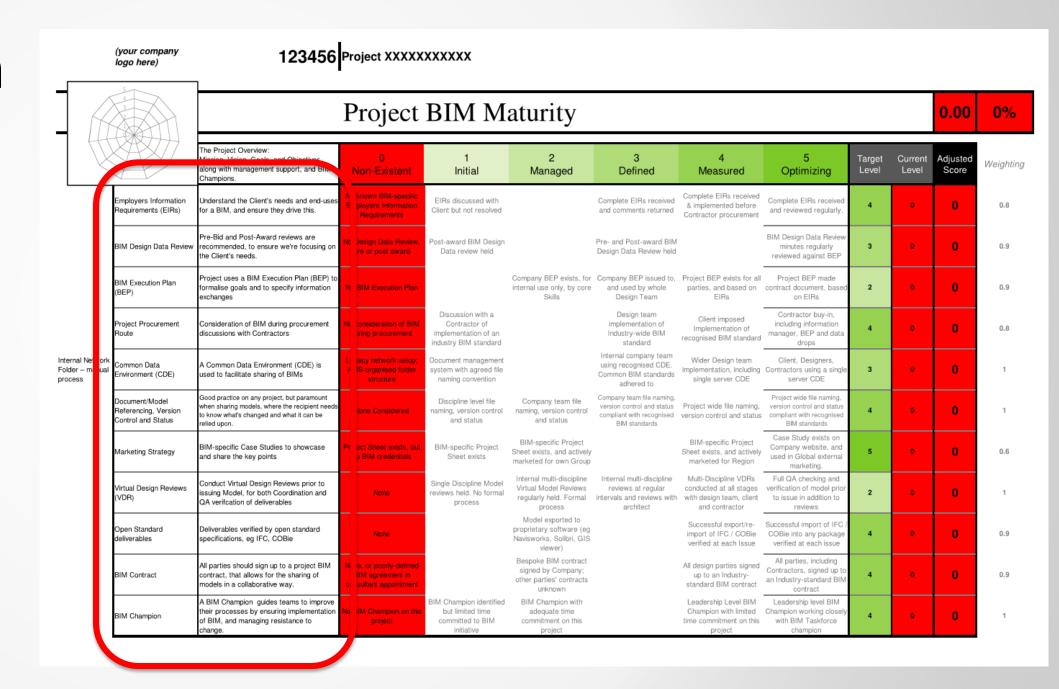
### Features:

- Primary + Secondary
   Scores based on
  - Project Information Management
  - Up to 4 'Primary'
     Disciplines (eg: SMEP)
  - Plus:
     Up to 21 'Secondary'
     Disciplines, eg Lighting





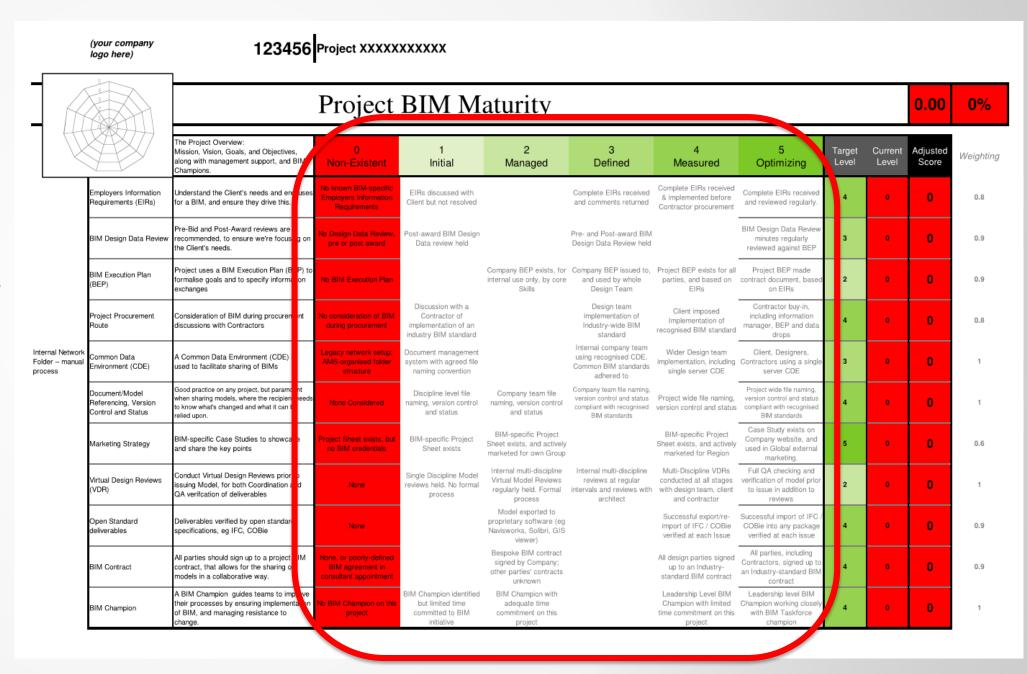
- Project Information Management
  - 11 questions







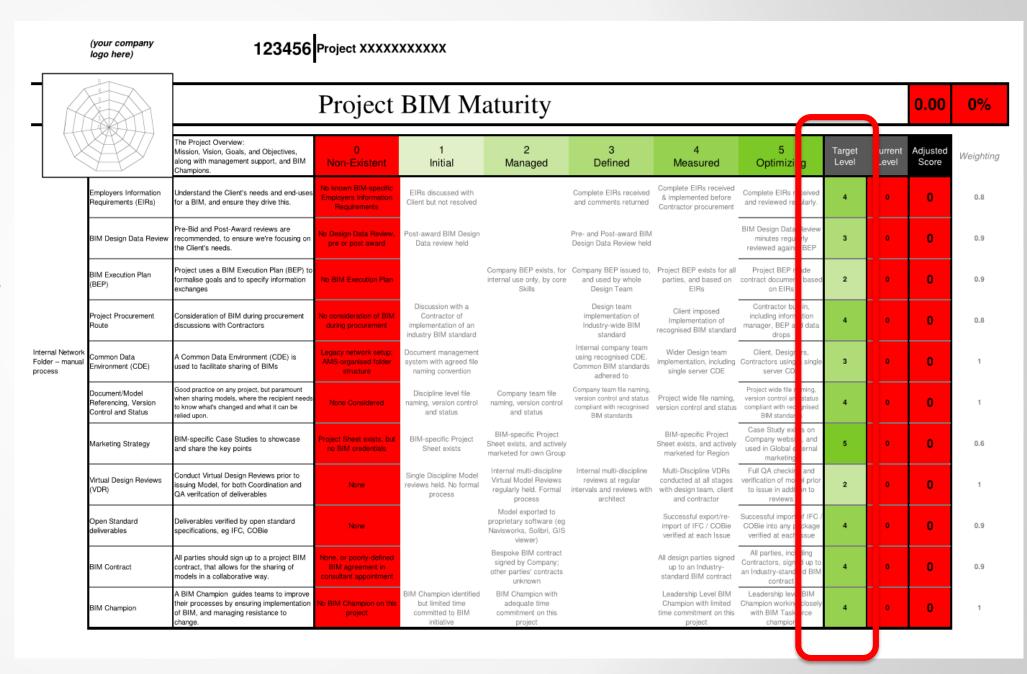
- Project Information Management
  - 11 questions
  - 6 possible responses







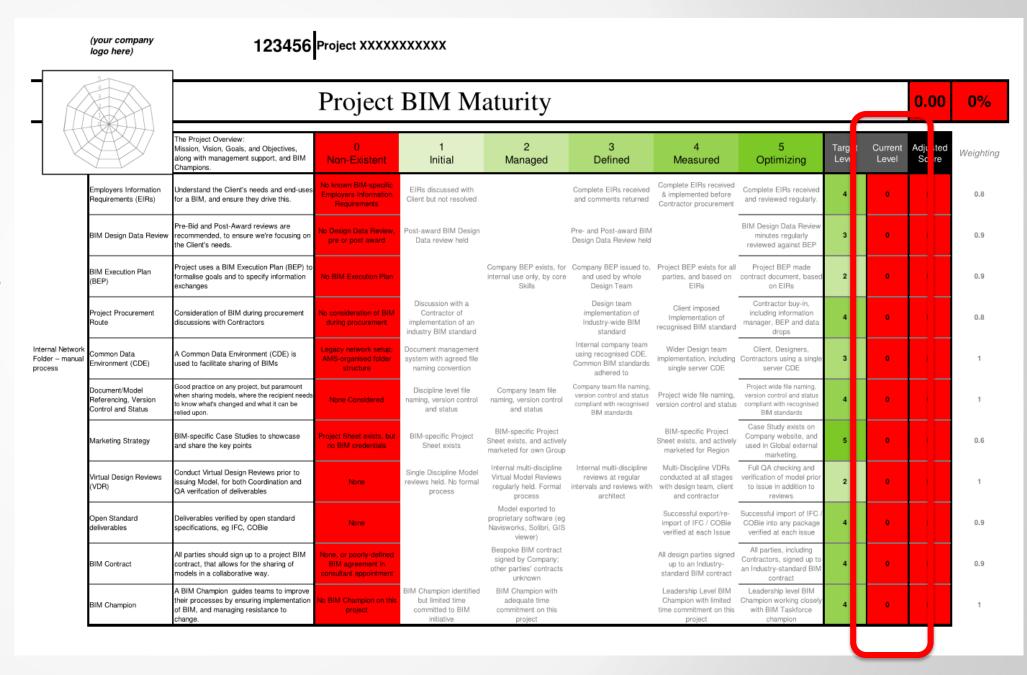
- Project Information Management
  - 11 questions
  - 6 possible responses
  - Suggested Target







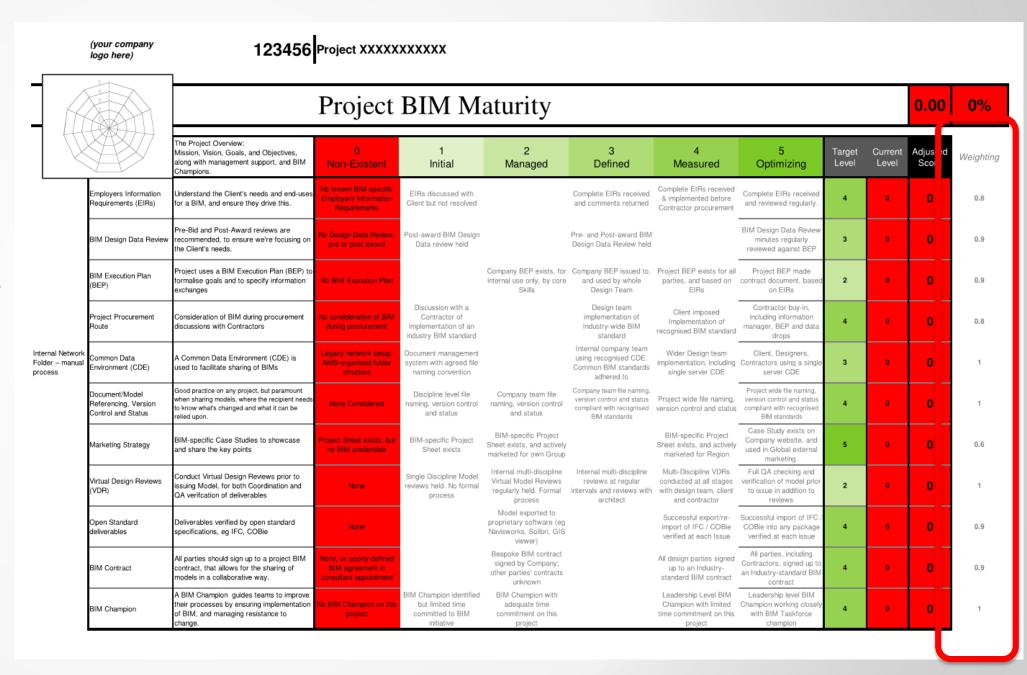
- Project Information Management
  - 11 questions
  - 6 possible responses
  - Suggested Target
  - Score 0 5







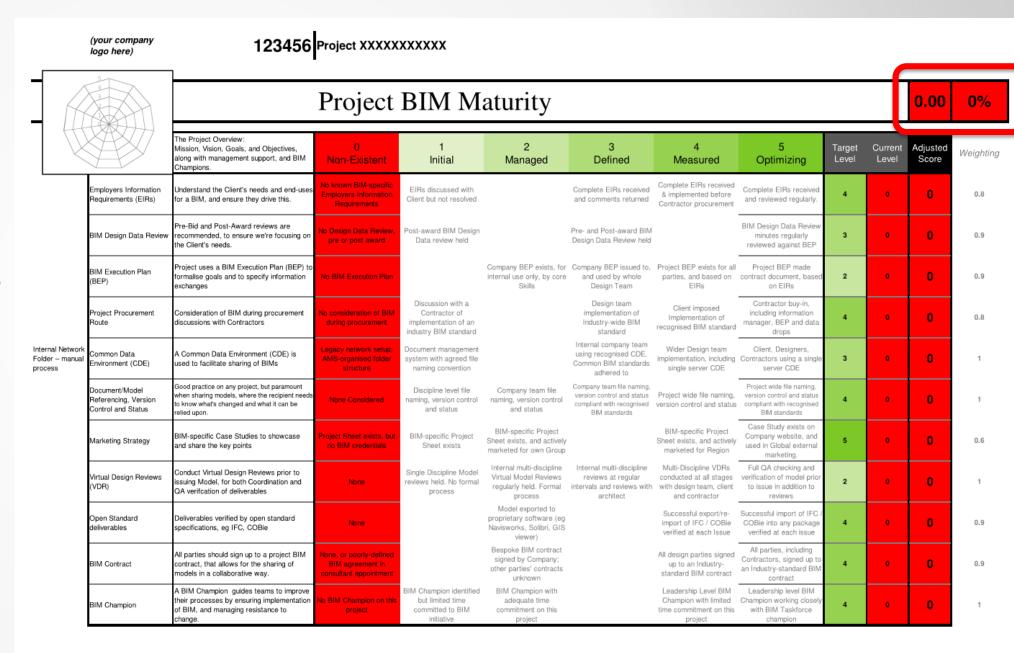
- Project Information Management
  - 11 questions
  - 6 possible responses
  - Suggested Target
  - Score 0 5
  - Weighting applied







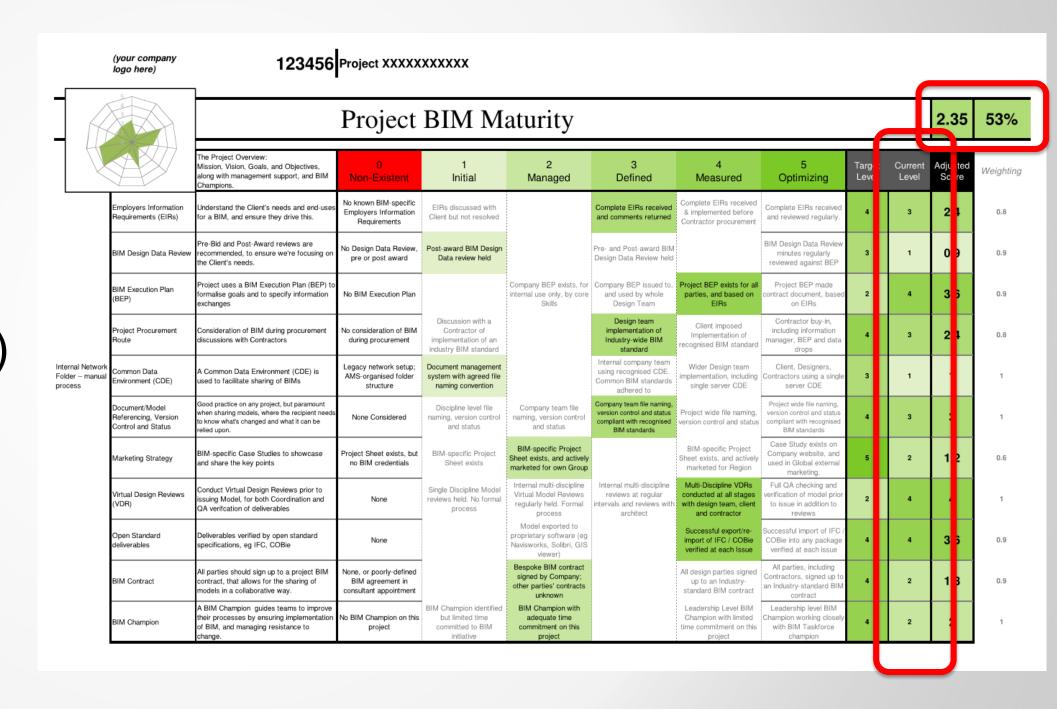
- Project Information Management
  - 11 questions
  - 6 possible responses
  - Suggested Target
  - Score 0 5
  - Weighting applied
  - Overall Percentage







- Project Information Management
  - And filled in...
  - eg: 53%(that's a high score!)







- Discipline Tabs, eg:
  - Structural
  - Mechanical
  - Electrical
  - Public Health
  - Facades
  - Geotecnics
  - Lighting









#### And now to our live demo...



## BIM Maturity Measure - Company set up

- Refer to handouts for specific instructions
  - Unprotect the spreadsheet (pwd = Arup)
  - Amend the email address for submission of scores
  - Update your company targets and weightings
  - Review specific data targets for each discipline
  - Add a company logo
  - Re-protect the spreadsheet (change the pwd if you must)
  - Roll it out



# Top Tips for filling in the Tool

- Don't think too hard about the answers. If you/your PMs/discipline-leads don't understand the terms, chances are you're scoring 0 or 1. Take the hint, and swot up on BIM!
- Scores should not be subjective eg, you're either able to score a 3 or you are not.
- Don't worry about low scores.
- Don't expect the tool to be absolutely perfect and applicable to 100% of all your projects.



# Top Tips for filling in the Tool

- Do ask for scores to be submitted at each key project stage.
- Resubmit a project score as often as needed.
- Don't forget to use the Submit button on the cover page so someone can collate the scores.
- The target scores are not, currently, definable by project stage. Next version.
- Enter the project stage, then fill in based on the snapshot of what you have done to this point.



## Time to get on board with BIM







### How can you get the BIM Maturity Measurement tool?

- From Arup.com:
  - www.arup.com/Services/Building\_Modelling.aspx



#### **Session Feedback**

Via the Survey Stations, email or mobile device

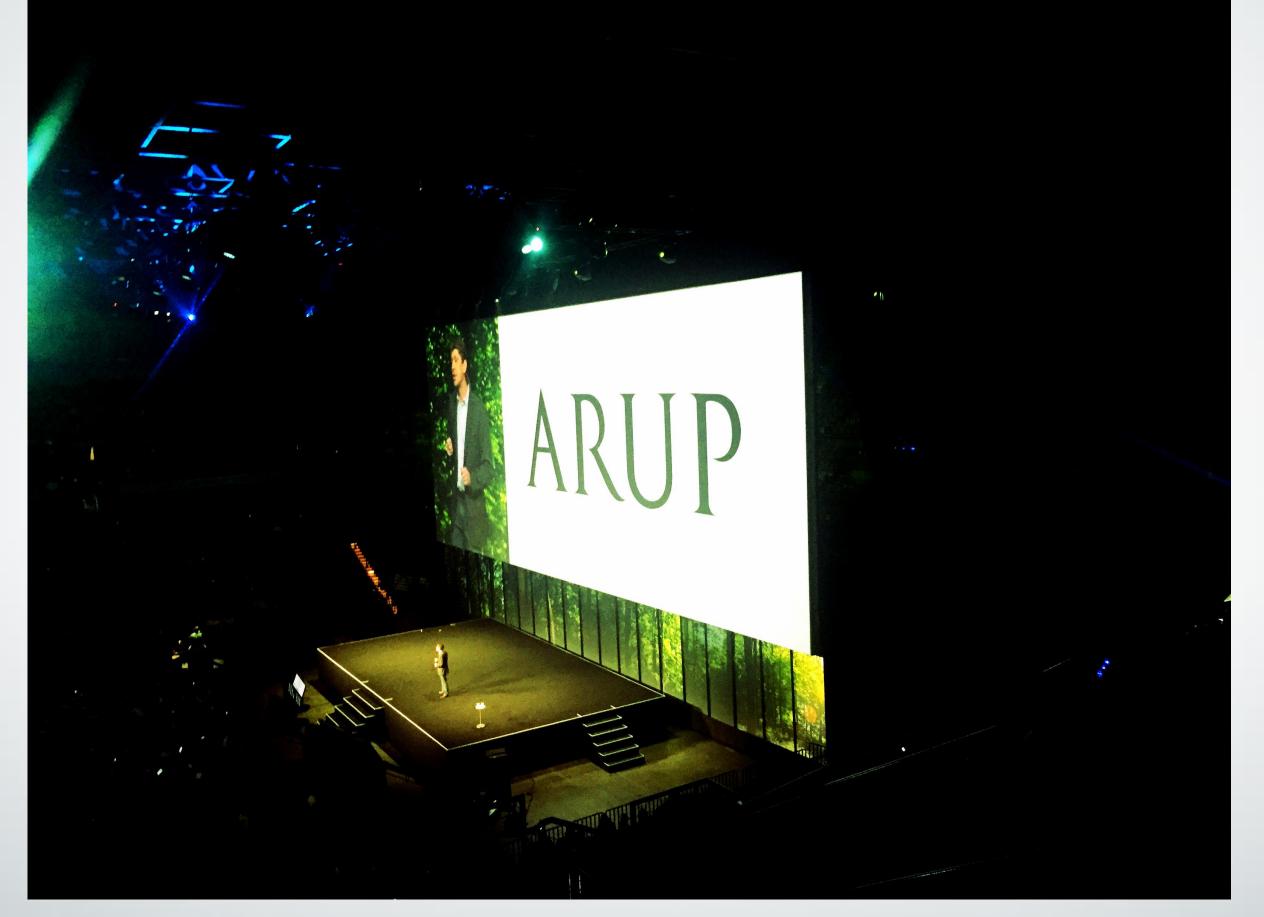
AU 2015 passes given out each day!

Best to do it right after the session

Instructors see results in real-time







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