

Four Reasons to Embrace the Business Value of BIM for Owners

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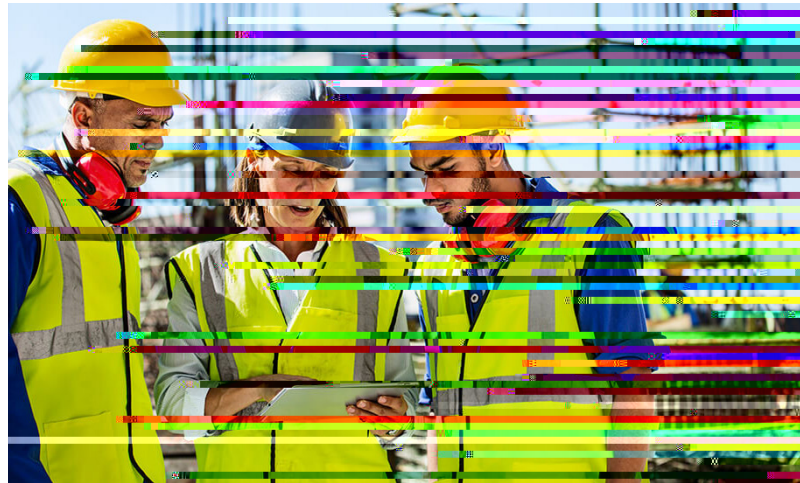
THE BUSINESS VALUE OF BIM FOR OWNERS CAN'T BE DENIED WHEN IT COMES TO MANAGING COST, REDUCING WASTE, AND DRIVING EFFICIENCY IN BUILDING PROJECTS.

As digital construction gains wider adoption, there's a new consensus: BIM isn't BIM unless the entire project team uses it the same way. When the process is used effectively, the business value of BIM for owners cannot be overestimated.

Designers, builders, and owners are adapting their working methods to BIM, but data-rich gains are lost if each faction develops independent models. With a siloed BIM process, different teams end up replicating work through the design, fabrication, and operation phases. It wastes time and money, introduces more complexity, and compromises accuracy.

Getting teams to work from a single source of truth is less a technology issue and more a culture change, says Dave Pikey, vice president of corporate technology for mechanical contracting firm The Hill Group. "Technology is only a piece of the solution," he says. "Behavior, understanding, knowledge, and common purpose are just as important."

Building owners are uniquely positioned to rectify this disconnect. Owners' roles typically stay constant throughout the stages of building and can dictate how designers, contractors, and subcontractors work together. "As an owner, if you're involved in this process, you can help with the handoffs,



the trust, and the data and provide incentives for folks to work together," says Jeremy Woodgate, senior vice president and advanced technology business unit manager of construction-engineering firm SSOE. "Then, you get a product you can use digitally to manage your asset over the lifecycle of the building."

When owners consider that initial work provides 50% in residual asset value over the lifecycle of a building or project, the need to align teams and processes from the outset comes into clearer focus. BIM offers a dataset that can lead their architects and builders to successful outcomes. With insights from designers, engineers, and client-owners, here are four reasons the business value of BIM for owners can't be ignored.

BIM Provides Efficiency So That Owners Don't Pay for Redundant Work

Without a single integrated BIM dataset, awkward handoffs between stakeholders are often encoded in the contract

BIM helps owners fine-tune standard operations and maintenance, but it's equally critical for renovations, additions, and retroactive commissioning. Any improvements can benefit from a dynamic BIM model of the existing building. BIM data will also likely help onboard upcoming digital building technology. "Any type of future technology platform, urban planning, or space planning is going to be much easier and more connected if we're driving toward a better digital handover, better communication, earlier communication," Pikey says.

"It's your data," Woodgate says. "You've paid for this model—the engineering model was created to show whc30044000F89724.8001n

BIM Helps Owners Manage Risk

At the end of the day, building owners are on the hook for their buildings' costs; BIM helps teams spot errors earlier and debug designs, ironing out clashes on a computer, not in bricks and mortar. That makes it a critical risk-management tool.

"You're controlling the risk because you understand what you're modeling," Hatfield says. "You're putting it all together and can hand that off to the contractor in the exact form you want." She sums up the value of sharing models downstream as, "less risk, less questions, and less problems." Instead of avoiding risk by pushing off liabilities onto specific disciplines, BIM provides a more holistic solution: troubleshooting risk collaboratively from the outset.



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About the Article

Republished from [Redshift](#). This article was developed from the panel “Collaborative Delivery Between Design and Fabrication: Passing the Baton” at Autodesk University 2020.

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