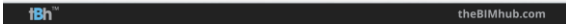




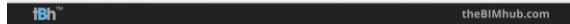
The BIM Hub®

A trusted environment for BIM professionals

The 'I' in BIM



- Why BIM ?
- What is BIM ?
- Benefits of BIM ?
- BIM for Product Manufacturers
 - theBIMhub and Cadenas



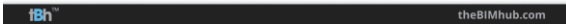
Why BIM?

We need a more Sustainable Model of Building Procurement

- Waste in Construction
 - Buildings Cost Too Much to Build
 - Buildings Cost Too Much to Operate
 - Buildings responsible for 50% of CO₂ Emissions
- **30% of the cost of construction is wasted** in the field due to:
 - coordination errors
 - wasted material
 - labour inefficiencies
 - other problems in the current construction approach



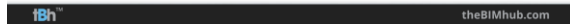
(Report, "The Economist", January 13, 2000)



Why BIM?

Accumulated Benefits of BIM

- Stanford University, Centre for Integrated Facilities Engineering
 - Study of 32 major projects using BIM, outlining benefits:
 - Up to 40% elimination of unbudgeted change.
 - Cost estimation accuracy within 3%.
 - Up to 80% reduction in time taken to generate a cost estimate.
 - A savings of up to 10% of the contract value through clash detections.
 - Up to 7% reduction in project time.
- Significant Reduction of Costs of:
 - planning & design
 - construction
 - operations & maintenance

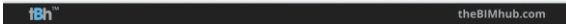


Why BIM?

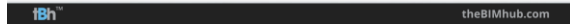
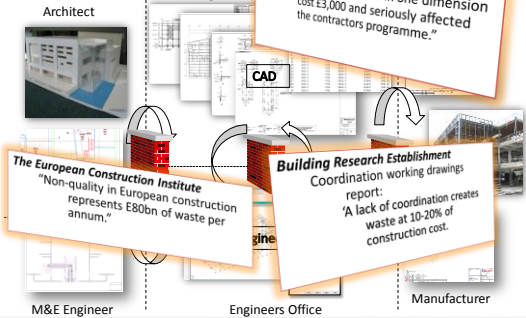
This Is Where The Industry Is Going!

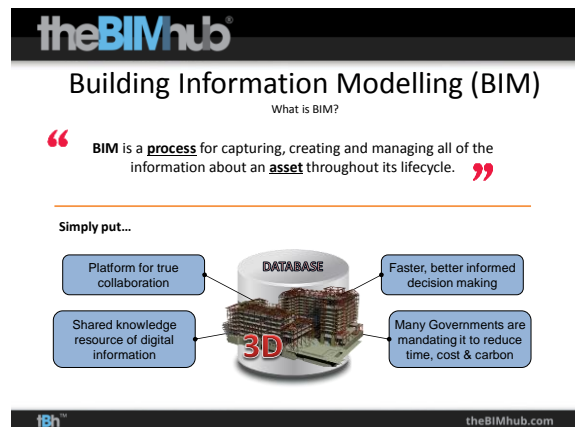
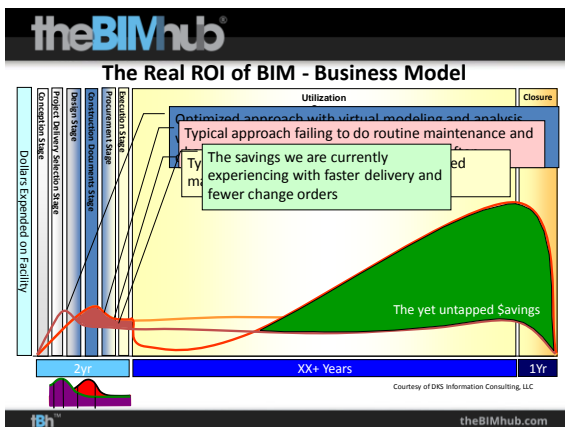
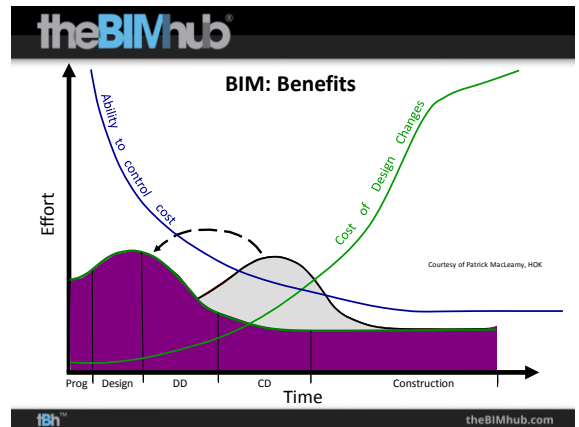
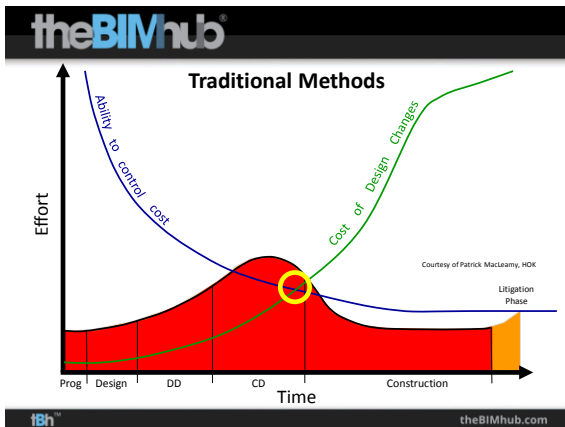
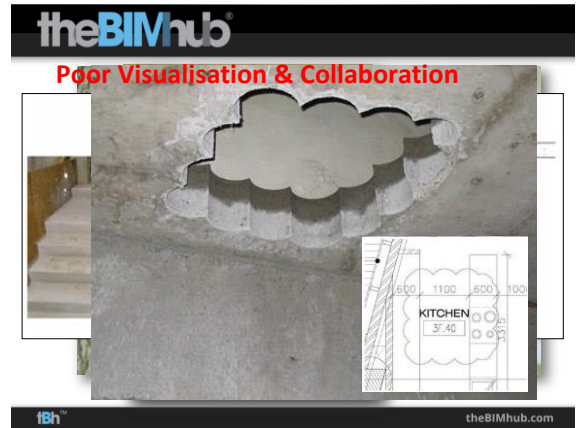
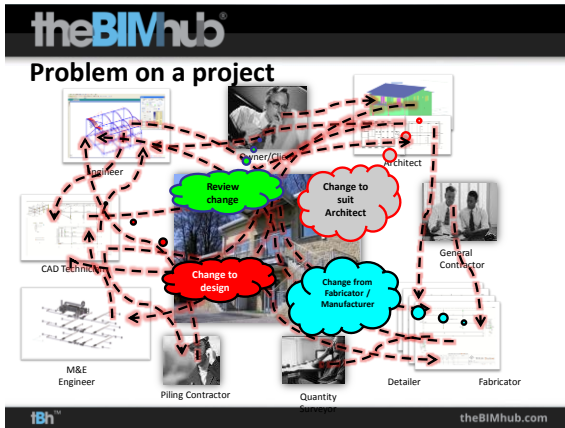
- 50% of the industry in US using BIM tools (75% increase from 2007)
- 36% of the industry in Europe (Germany, France, UK) using BIM tools
- Biggest increase on use amongst Contractors & Clients (300-400%)
- (McGraw Hill Construction SmartMarket Reports on BIM)
- GSA & other US Government Departments require BIM on Projects
- Scandinavia, Asia, Australia, Canada etc All promoting BIM
- UK government chief construction adviser:
- "...publicly procured projects in UK will be required to adopt BIM"

"... It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to Change..."
Charles Darwin



Traditional Way





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Building Information Modelling (BIM)

What's beyond 3D?

- 3D** Intelligent Object Models
 - Laser Scanning
 - Ground Penetrating Radar Conventions
 - Prefabrications
 - Construction Layout
- 4D** + Time & Schedule
 - Simulations
 - Scheduling (Last planner, Just in Time)
- 5D** + Quantity, Cost & Estimating
 - Quantity Extraction
 - Value Engineering
 - Prefabrication Solutions
- 6D** + Sustainability
 - Energy Analysis (Conceptual/ Detailed)
 - Sustainable Element Tracking
- 7D** + Operations & Maintenance
 - Final As-Builts
 - Life Cycle Strategy
 - Embedded O&M
 - Maintenance Plans

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What is BIM?

- Building Information Modelling

- A Process (not software) – A New Way of Doing Things
- Not CAD (2D line-based drafting / no inherent intelligence)
- Production of Reliable & Coordinated Documentation
- "Data-Rich" Virtual 3D Model of a Project – the "I" in BIM
- Recording all Vital Design Information in a Single Database
- Used by all Stakeholders throughout the Projects Lifecycle

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What is BIM?

- Manage Building Information within a Database

- Intelligent Database
- 3D Object Based Modelling
- Automatic Coordination
- Reduced Labour/Time
- Reduced Cost
- Improved Quality
- Reduced Liability

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Intelligent Building 'Information'

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BIM Pyramid

- BUILDING the models**
 - Structural
 - Mechanical, Electrical, Plumbing
 - Architectural
- INFORMATION content**
 - Schedule
 - Classification
 - Logistics
 - Safety
- Data MANAGEMENT**
 - View
 - Review
 - Comments
 - Approvals
 - Status
 - Feedback

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- Industry Foundation Classes (IFC's)

- Neutral & open object-based file format
- Specification for a data model
- Facilitate interoperability in construction
- Supported by main BIM vendors
- Official International Standard (ISO 16739)

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BIM Strategy & Implementation

BIM -Organizational Planning		BIM Implementation	
BIM Strategy	BIM Implementation	Implementing BIM successfully	BIM On Projects
Developing a BIM Strategy	Developing a BIM Implementation Plan	Executing an Implementation	Creating a BIM Execution Plan
Strategic BIM Roadmap	Identifying appropriate BIM Technology & Infrastructure	Developing a Training Programme	
Overview of BIM Functions	Understanding Changes to Business Processes	Project Auditing	
		Future Proofing your BIM Investment	

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BIM Function

PLAN	DESIGN	CONSTRUCT	OPERATE
Existing Conditions Modeling			
Cost Estimation			
Phase Planning			
Programming			
Site Analysis			
Design Reviews			
Design Authoring			
Analysis			
3D Coordination			
Site Utilization Planning			
3D Control & Planning			
Record Modeling			
Maintenance Scheduling			
Building System Analysis			

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theBIMhub UK Government Case Study

The UK government aims to get the industry to level two by 2016 and level 3 by 2018. There is a need to train over 3 million professionals

Level 0	Level 1	Level 2	Level 3
CAD	2D, 3D	BIMs	IBIM
Standards: BS 1192, 2007	Standards: BS 1192, 2007	Standards: BS 1192, 2007	Standards: BS 1192, 2007
Processes: Drawings, issues, track etc.	Processes: Models, objects, collaboration	Processes: Integrated	Processes: Interoperable state
Tools: Paper	Tools: File Based Collaboration & Library Management	Tools: File Based Collaboration & Library Management	Tools: Integrated High Services BIM Hub

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What this means for Building Product Manufacturers?

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What this means for BPMs

When you design a building using [BIM] you create an intelligent data model of the building that can be used more effectively than standard two-dimensional documents.

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What this means for BPMs

When you provide Building Product Models you offer intelligent representations of your products that are more valuable to your customers than traditional product information which can provide a competitive edge and help you get specified.


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What this means for BPMs

BIM Content is:

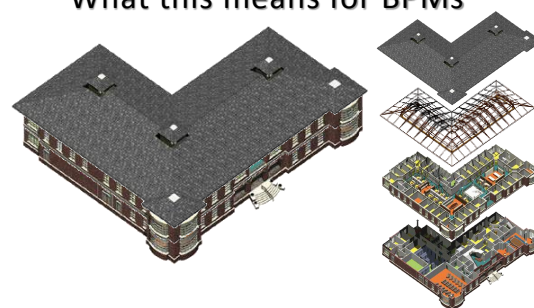
- In high demand by BPM customers!
- Easier to use for design, take-offs, estimate and specification!
- Being provided by a couple hundred BPMs!



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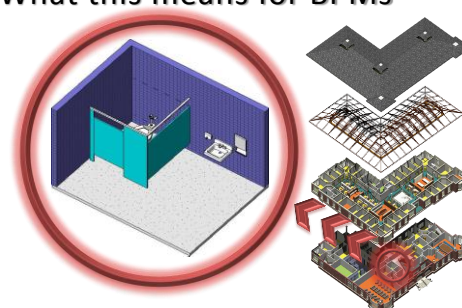
What this means for BPMs



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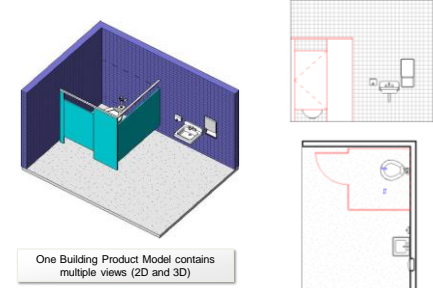
What this means for BPMs



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What this means for BPMs




One Building Product Model contains multiple views (2D and 3D)

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What this means for BPMs

Building Product Models are comprised of the "parts & pieces" of your product systems



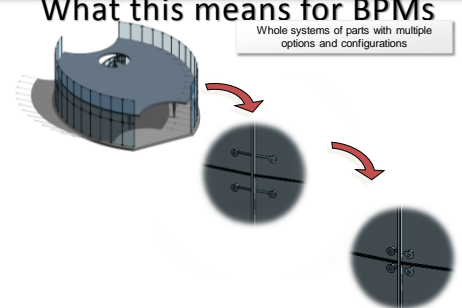
NAME	REV	DESCRIPTION
Building Model	01	Initial Model
Building Model	02	Update Model
Building Model	03	Update Model

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What this means for BPMs

Whole systems of parts with multiple options and configurations



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What this means for BPMs

Configurable products that behave like the real world

Operative View

Product Name	Material	Color	Texture	Height	Width	Depth	Weight	Volume	Area	Perimeter
Wall	Concrete	Grey	Smooth	2.7m	2.4m	0.2m	1.296m³	1.296m³	5.76m²	10.8m
Window	Aluminum	White	Smooth	2.1m	1.2m	0.1m	0.252m³	0.252m³	2.52m²	6.6m

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What this means for BPMs

Not just architectural products...

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What this means for BPMs

Building Product Models aware of their required clearances.

Mens Room
105

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What this means for BPMs

Levels of complexity

Fixed:
Can control size or details.

Semi-Parametric:
Can control overall size or details.

Fully Parametric:
Can control size and many details.

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Introduction to theBIMhub

Goal : To be the No.1 community platform for Construction Professionals

The BIM Hub's vision is to empower the world's BIM community to better collect, connect and communicate real world data and help people better understand and engage with the places we live, work and play, and together build a more connected, livable and sustainable world.

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CONNECT . LEARN . DEVELOP

The BIM Hub is the definitive online resource for BIM Companies and Professionals the world over. It breaks new ground by bringing together all related industries in a way that fosters the definition, adoption, understanding and the future of BIM on a trusted platform that is already second to none.

The self-registration process enables us to clearly identify and understand our audience from the word go. Giving you wholesale access to the most important and influential decision makers in today's ever evolving marketplace.

Thousands of registered users and over 11,000 unique monthly visitors bring the problem to over 165 countries already and these numbers are continuing to grow. This really is no better place to help you reach the world's leading architectural, engineering, construction, manufacturing, facility management and BIM-related professionals.


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READERSHIP

With thousands of registered users and over 12,000 unique monthly visitors in over 140 countries already, the next question that we can reach the world's leading architectural, engineering, construction, manufacturing, facility management and BIM professionals in a heartbeat. There really is no better place to go:

- Decision-makers in the area of construction technology
- Universities and academia
- Government
- Industrial User Groups
- Associations
- Chartered enthusiasts and professionals



REGISTERED MEMBER BREAKDOWN BY JOB TITLE

Site Engineer	1.8%
Contractor	8.1%
Other	8.3%
Senior Management	12.5%
Academy	4.9%
BIM Services	9.1%
Project Manager	4.5%
Other Designer	2.6%
Facility Manager	1.1%
Increased	23.8%
Structural Engineer	74.3%
Senior Engineer	7.2%
Chief Engineer	8.2%

REGISTERED MEMBER BREAKDOWN BY COMPANY TYPE

Software Services	9.9%
Service Provider	9.8%
Project Management	6.8%
Product Manufacturer	6.8%
Other	0.8%
India	10.5%
Surveying	1.4%
Suppliers	1.7%
Academy	2.3%
Associations	4.7%
Construction Management	1.8%
Contractors	23.7%
Construction	5.9%
Contractors	1.1%

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GEOGRAPHICAL REACH

The BIM Hub has the greatest distribution of readers in the architectural, engineering and construction sectors in the world.

Our global coverage and tagging capabilities ensure that your message reaches the specific audience that you need.

REGISTERED USERS

AMERICA	8.1%
EUROPE	20.6%
ASIA	47.5%
AFRICA	2.4%
OSCEANA	2.1%

UNIQUE VISITORS

AMERICA	17.0%
EUROPE	42.9%
ASIA	32.4%
AFRICA	2.0%
OSCEANA	4.5%

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CONNECT

Don't work in isolation with other BIM professionals but connect with them. The BIM Hub is a platform for you to connect with other BIM professionals in your industry. Connect with them and share your knowledge, experience and expertise. Connect with them and share your knowledge, experience and expertise.

LEARN

Learning about BIM requires a great deal of time and effort. The BIM Hub is a platform for you to learn about BIM. Learn about BIM and share your knowledge, experience and expertise.

DEVELOP

The BIM Hub not only facilitates the understanding of BIM. It also provides a platform for you to develop your skills. Develop your skills and share your knowledge, experience and expertise.

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EDITORIAL

At the BIM Hub, we are committed to providing you with the latest news, information and analysis on BIM. Our editorial team consists of industry experts who will ensure that you receive the most up-to-date and relevant information on BIM.

- ARTICLES** These explore new stories or more about the industry. The content of an article is not just for you, but also for the industry as a whole.
- WHITE PAPERS** These explore new stories or more about the industry. The content of a white paper is not just for you, but also for the industry as a whole.
- INTERVIEWS** These explore new stories or more about the industry. The content of an interview is not just for you, but also for the industry as a whole.
- REVIEWS** These explore new stories or more about the industry. The content of a review is not just for you, but also for the industry as a whole.
- OPINIONS** These explore new stories or more about the industry. The content of an opinion piece is not just for you, but also for the industry as a whole.
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- FEATURES** These explore new stories or more about the industry. The content of a feature article is not just for you, but also for the industry as a whole.
- ANALYSIS** These explore new stories or more about the industry. The content of an analysis piece is not just for you, but also for the industry as a whole.
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PEOPLE

Being the fastest growing BIM community on earth, our members continue to grow and manage their own activity and that of their connections with growing networks and lists from leading professionals from now and the future.

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COMPANIES

An undeniable information source that has BIM-related companies in the world today.

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JOBS

A targeted and most effective recruitment tool, advertising on theBIMhub.com puts your vacancy in front of thousands of professionals in your industry.

- Simple and quick job advert creation
- Immediate posting and all vacancies available for 90 days
- Easy to manage for client, professional and recruiter alike
- Jobs distributed by email alerts
- Highly targeted email postings from your account
- A beautiful responsive user experience while browsing via a mobile or tablet

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EVENTS

Organising your activities will never be as friction with the BIM Hub's free online calendar.

It is easy to keep track of all BIM events in one place and members can also be notified of the important ones to their very own calendar.

Members can also promote their seminars, conferences, webinars and seminars lists and the convenience of a fully integrated system allows them the opportunity to be successful.

Companies already consider the BIM Hub's calendar as a valuable tool for their business.

- Share your calendar. Let your team, followers, and industry colleagues see if you're organizing and new events that others are attending.
- Get your calendar on the go. You can use a mobile version of the BIM Calendar (iOS) for small screens.
- Never forget another event. You can choose to be notified by email or receive alerts while you're browsing theBIMhub.com.
- Send an invitation and track which is attending. Also receive invitations from members that you follow.
- Integrate the Events app and display your events on your website and mobile app.

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GROUPS

The BIM Hub Groups make it easy to connect with industry professionals, colleagues and suppliers in the industry. Offer dedicated spaces either public or private where members can share advice, advice or documents as well as send messages to each other no problem.

With Groups you can:

- Show announcements and let your team or organization know about upcoming events, projects or deadlines and contact them instantly.
- Set up a Group as a chat room with all your experts and easily communicate answer common questions about your products and services.
- Engage in discussions about specific topics.
- Upload and share files, links and photos to be shared with others.
- Bring together professionals who want to know more or want to extend their knowledge of BIM by creating a regional hub in your town or city.
- Coordinate meetings and to do with the rest of your group using the Events calendar. Helping to keep everyone up to date.

But every group is different, so why should they be set up and managed the same? At the BIM Hub every Group has a unique character and when the user and moderators can customize their group with different tools to reflect their group's personality. Be groups in the same.

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PRODUCTS & SOLUTIONS

The easiest way to reinforce relationships with firms and architects while proving to potential clients that you're a leading vendor within the architecture and building industry is by:

- Showing your products.
- Easily connecting your company with potential clients.
- Accessing valuable insight regarding your product users (and owners).

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CONTACT

We're always here and happy to hear from you and respond to every email, message for best within 24 hours.

- General enquiries: enquiries@thebimhub.com
- Partnerships: partnerships@thebimhub.com
- Advertising: advertising@thebimhub.com
- Help and Support: help@thebimhub.com
- Editorial: editorial@thebimhub.com
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