



AR20888-R

Adoption and Strategy Enabling via Business Value Alignment

Wolfgang Roeder
Autodesk GmbH, Germany

Eric Pruvost
Systra, France

Frode Bovim
Ramboll, Denmark

Learning Objectives

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

Description

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.

What drives you to seek for a good BIM - Strategy?

The need or initiative to apply BIM in AEC projects has different motivations. Amongst others It depends on your role in the AEC project ecosystem and on the standards in your region which may be used by owners or administrations to set BIM as a mandate.

Independent from this set up, your BIM journey is not a short and one and especially for globally operating organizations like yours the corresponding efforts and number of involved parties in your enterprise justify a close look on your approach.

For you as a BIM Program manager or in a comparable role, especially but not only for larger organizations with levels like corporate, business line the challenges are typically the same:

- 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 impact during the implementation?

But finally, the essential question for you to answer is

What is the best strategy to realize the benefits of BIM?

Now as a matter of fact, no one really starts without any strategy. But to find the best and most effective way is a valuable best practice to find out.

What is a good strategy?

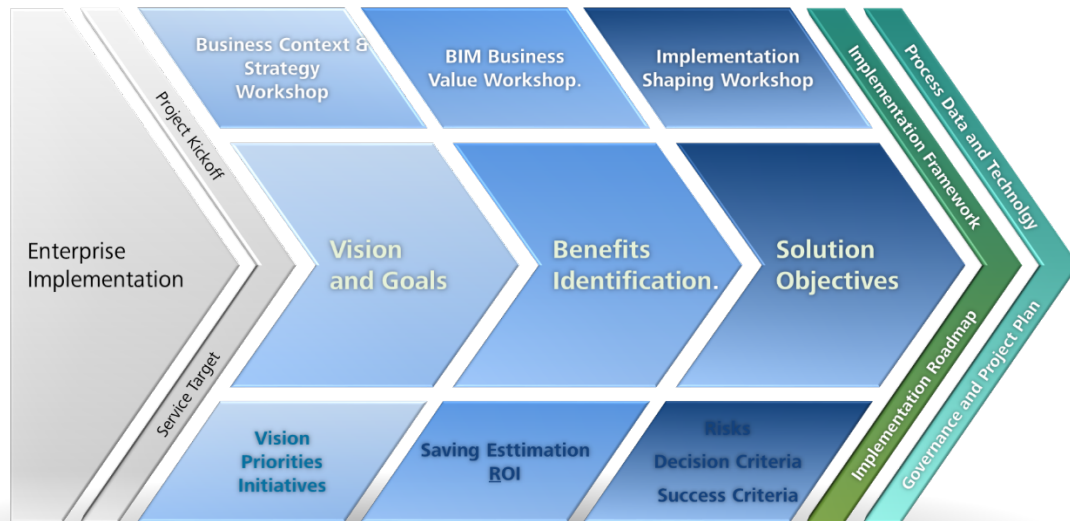
Autodesk has collected the best practices out its experience in one of its service offerings for its enterprise customers as the Business Value Alignment to find the answer to this question much faster. It is evident, that the detailed answer looks different from customer to customer but there are several communalities and last but not least, the approach how to get to solid strategy is nearly generic.

The key elements of a successful BIM strategy are:

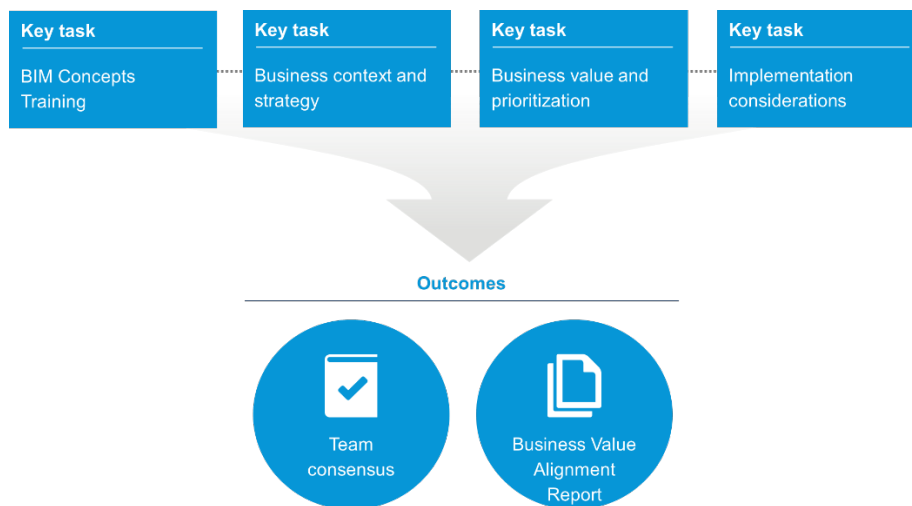
- Taking the concept of Organizational Change Management into account
 - Involving the appropriate key stake holders in your enterprise to ensure management buy in
- Getting the benefits clarified
 - Ensuring the reasonable answer for the expected return in ROI
- Establishing the appropriate program governance
 - Ensuring the committed roles and responsibilities
 - Establishing appropriate and realistic success criteria

How do you get to a good BIM Program strategy?

Aside from others, the core factor of success is to get the decision makers involved and brought together as an interactive exchange to align on the required steps, priorities and boundary conditions. That requires a solid preparation and further more a very mature facilitation.



THE CORE STEPS OF THE BUSINESS VALUE ALIGNMENT

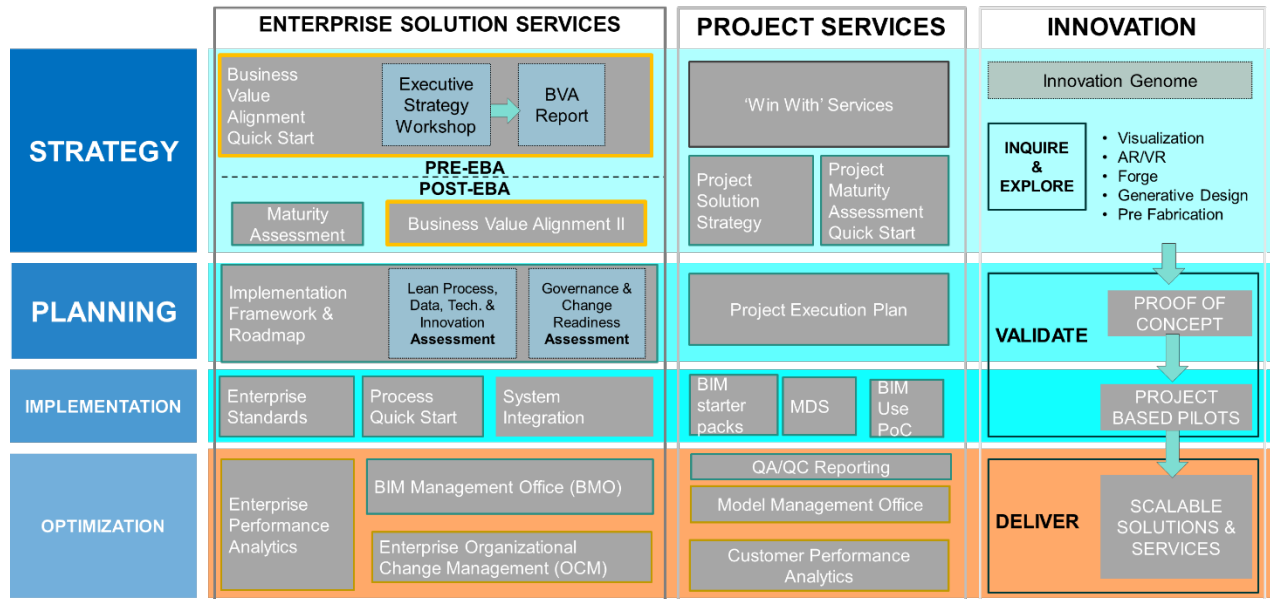


THE TARGET RESULTS

Papers as a reference for further internal reuse are generally underestimated. Strategy papers even more. Thus, a solid company owned white paper is essential.

What comes next?

Harvesting the value of a good strategy means that there are further steps required to realize tangible results. Interestingly the timing of these tactical engagements doesn't have to be necessarily after the strategy agreement. Having solid results in place could even accelerate and raise the maturity of your program.



AUTODESK CONSULTING SERVICES CATALOGUE