

BIM: Business Innovation Medium

Richard G Saxon CBE

Consultancy for the Built Environment

UK BIM Ambassador for Growth

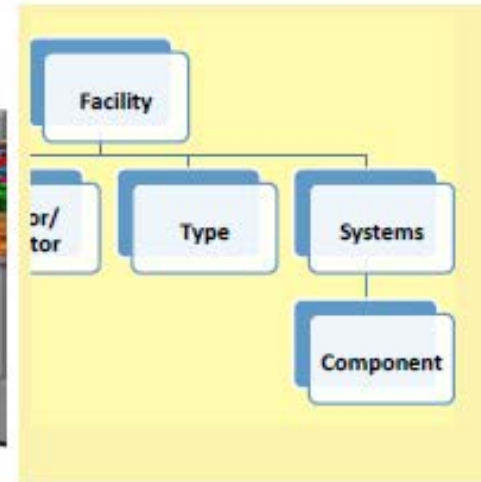
www.saxoncbe.com

Thesis

- BIM is a disruptive technology so it brings both threats and opportunities
- It will stimulate demand by lowering costs and raising benefits, but it means new ways of working and of both doing and developing business
- Can SMEs take advantage?

Growth through BIM

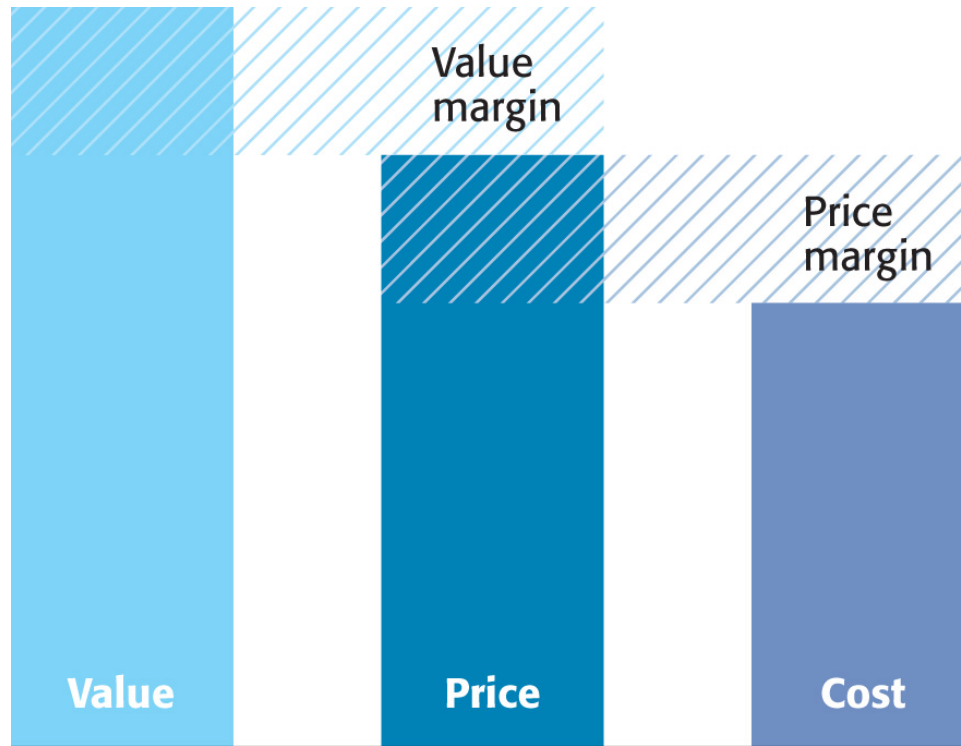
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Compare car design to buildings



Value, Price and Cost



After Prof. Hennes de Ridder

Threats

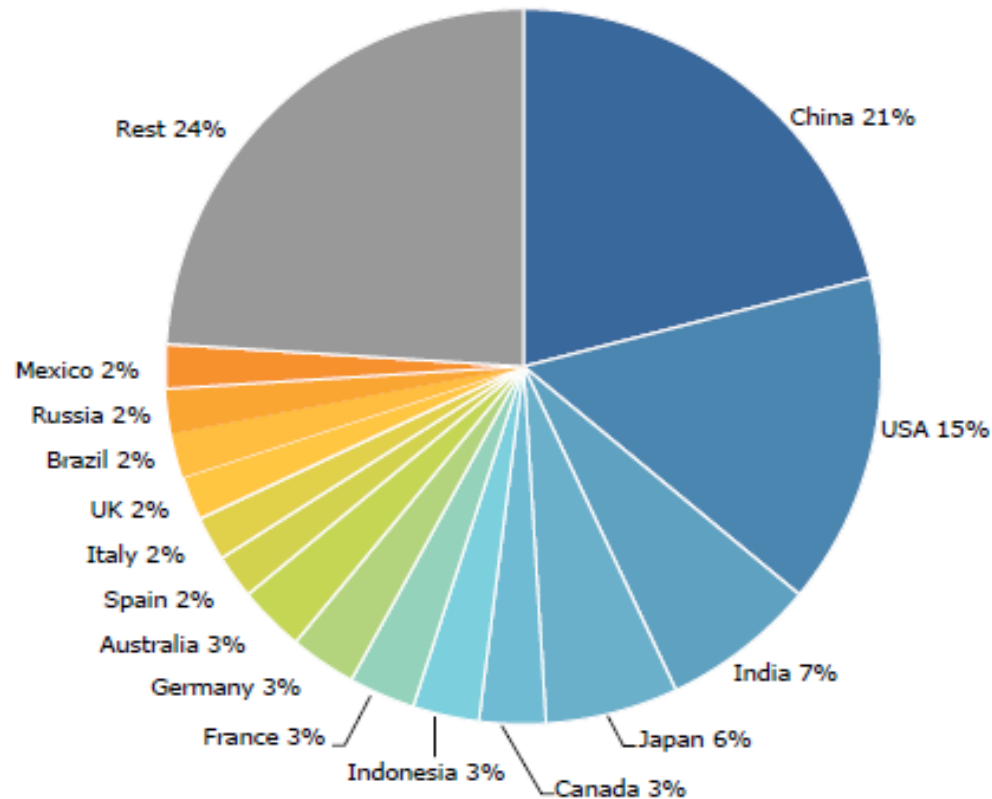
- Cost pressure from rivals and clients
- Commoditisation of design services
- Dominance of frameworks

Opportunities

- Supply team integration: plug and play
- Design library
- Point cloud surveying
- Whole-life approach
- Embodied carbon focus
- Sensors and feedback
- Reinventing your service offer

International opportunities

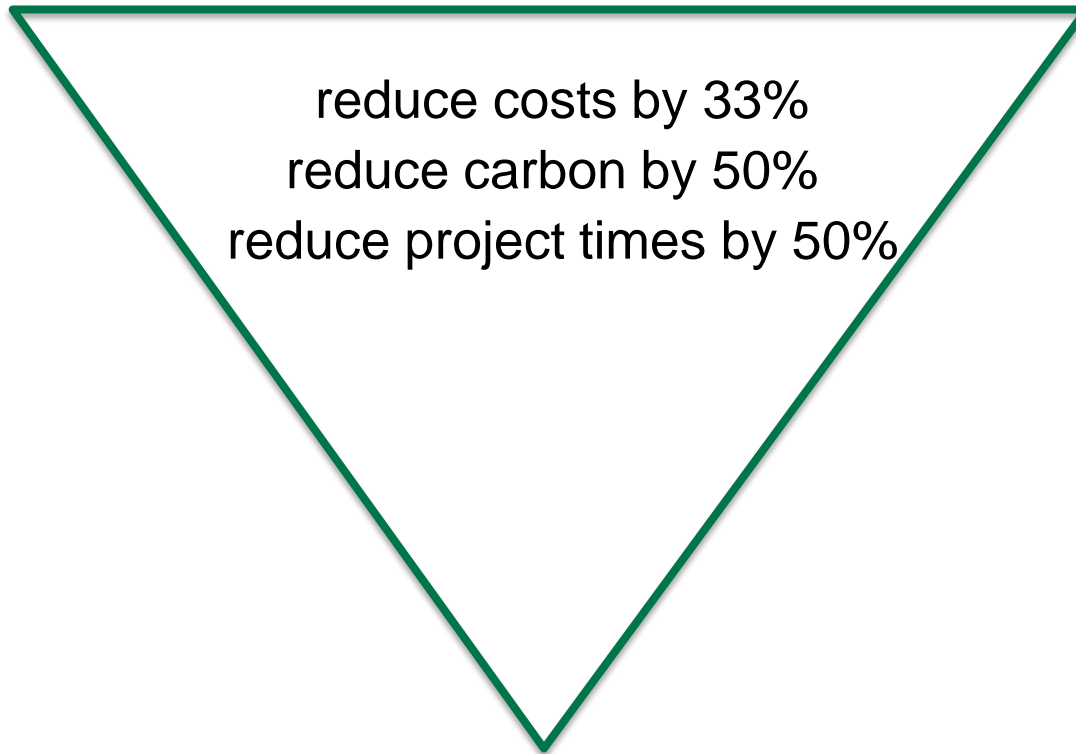
Global Construction Volume in 2020



Industry Strategy to 2025

Become client focused

Become sustainable



Use ICT and Automation to achieve these goals!

Reducing costs: adding benefits

- Removing workload no longer needed
- Reducing time requirement
- Better risk management and less contingency
- Service enhancement of value to client and supply team
- Pricing service enhancements profitably
- Co-investing in outcomes

**To be an engineer,
it is not enough
to be an engineer**

It's not business
as usual anymore

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