



Suzhou SND District Urban Planning Exhibition Hall, Jiangsu, China

## Global Design Practice Quantifies PIM Software Benefit

BDP is a major international practice of architects, designers, engineers and urbanists. As an interdisciplinary firm, BDP emphasizes the importance of integrated work processes. BDP had been disappointed in its search for integrated software to manage information for its large, multi-national, multidisciplinary projects.

For example, the firm used a system that proved cumbersome, limiting its uptake in the firm. It also did not integrate with Microsoft Outlook email or BIM processes. Further, the software focused on individual projects in isolation, which hindered access to knowledge and best practices developed across multiple projects.

Then BDP implemented project information management software by Newforma. It integrated with existing software and processes, won quick adoption by users, and promoted firm-wide, cross-project integration.

In addition to mitigating the risk of lost or misplaced information, the software generates a healthy 4X return on investment.

### ROI CALCULATIONS

BDP Director of Information and Technology Alistair Kell projects the return on an investment in Newforma software by estimating conservatively, then slashing those estimates further.

“A user survey told us Newforma software is saving individuals 15 to 20 minutes a day over the incumbent system,” Alistair said. “So we rounded down to 30 minutes a week and chose a low average billing rate of £30 per hour.

“Time savings alone generate an annual return on investment of 4X, meaning the software earns back its cost in the first 12 weeks of use each year,” Alistair said. “I have confidence in this figure because of our conservative assumptions.

“Whatever the productivity savings, we feel the most important benefit comes in risk reduction.”

BDP

# BDP.

Across the world, BDP works closely with users, clients and the community to create special places for living, working, shopping, culture and learning. The firm combines expertise across disciplines, locations, sectors and all major building types to deliver a truly integrated way of working — resulting in highquality, effective and inspiring built spaces. services, building services design, space planning, building surveying, facilities management, and property and development consultancy.

### CORPORATE INFORMATION

REGION: United Kingdom, EMEA

HEADQUARTERS: London, England

EMPLOYEES: 900

FOUNDED: 1961

PROJECT LOCATIONS: Worldwide

ASSOCIATIONS: RIBA

[www.bdp.com](http://www.bdp.com)

### PROJECT TYPES

Architecture  
Design  
Civil & Structural  
Engineering  
Building Services  
Engineering  
Sustainability  
Lighting

Acoustics  
Landscape Architec-  
ture  
Urban Planning  
Urban Design



BDP's Queen Elizabeth Hospital Birmingham won a Royal Institute of British Architects Award in 2012.

## MITIGATING RISKS

"It's all about risk management," Alistair said. "To find detailed information that resolves or diffuses a situation, sometimes when callers are still on the phone, is invaluable.

"People were managing projects from their individual email inboxes. Newforma software allows them to keep using email, but provides ways to file it with other project documents or associate it with an action item, RFI, issued drawing revision, or BIM model, and find it again."

## ANCILLARY PAYOFFS

"We've saved money in related areas," Alistair said.

"For example, the elimination of FTP sites saves £20,000 a year in hardware, software and management costs, plus eliminating FTP set-up and administration hassles." Newforma

Contract Management, a module BDP licenses to track activity during the construction phase of projects, has helped garner incremental revenue. "We've secured additional fees because the software provides easy-to-use ways to manage requests that go beyond the scope of the original contract."

## AUDIT TRAILS

"I have been in meetings when I've been challenged to demonstrate that we have done something on time," Alistair said. "I used Newforma to pull up emails, drawings and transmittals that showed the contractor had downloaded key materials on such-and-such a date. It is difficult to quantify the financial benefit of that."

## EASE OF ADOPTION

"We had struggled mightily over the years to get traction with our previous system," Alistair said. "By contrast, the adoption of Newforma was almost immediate. "To put it simply, Newforma software just works."

"Better than the 4X ROI is the reduction in risk."

## Challenges?

- Save time on administrative tasks.
- Reduce risk of misplaced information.
- Reduce risk of overlooked actions.
- Promote collaboration and integration.
- Share knowledge across projects.
- Improve design.
- Raise client satisfaction.

## Results?

- Users save 20 minutes a day in routine use.
- Time spent finding information to avoid claims has been slashed.
- Team members all have access to current information.
- Strong adoption ensures important files and correspondence are being properly filed.
- Software returns its investment in one quarter.
- Unquantifiable benefits – risk reduction and client service – are valued most highly.