Hopefully, this conference has cleared the smoke around IM and something has struck you as particularly useful for your career and business.
Martin’s Top Ten List for BIM

1. It’s possible. So somebody will do it. Why not you?
2. We function well in 3D → QC is much easier and reliable
3. What else are you going to do after you have given your clients WYSIWYG construction?
4. You can combine data, which computers can understand, with visualization, which people can understand. (Or, do you really enjoy doing everything twice?)
5. Do you really know of a better way of communicating your ideas to the people and machines that matter on a project?
6. Computers can count things well. (Very well and fast actually)
Martin’s Top Ten List for BIM

7. Computers are consistent and fast. (Do you really want to compete with a modern computer or cluster of computers in these areas?)

8. Computing is free.

9. How else are you going to learn from all the data that will be available.

10. Do you really think that a 15 year-old boy or girl today will learn how to work with 2D CAD? (How will you attract creative, smart young minds?)

And ...

11. Can you really meet the challenges of today’s and tomorrow’s projects with the traditional methods?
This is not the kind of “green” impact his Excellency meant.
Summary

• His Excellency’s challenge
• BIM offers benefits for owners, designers, and builders
• Make the right building in the right way
  — Beck’s mission: Better Buildings, Better Built
• New challenges are upon us (environmental performance), but still need to meet traditional project management goals → same old methods won’t do
• New relationships between design-cost-schedule-lifecycle performance
• Software tools are important, but are only one part of leveraging BIM
• Successful leading companies are sustaining research efforts
Recommendations

• Develop a strategy for leveraging BIM
  – For your own work
  – For your collaboration with project partners
  – Align marketing, project execution, and human resource development

• Free up resources to develop consistent, automated work methods

• Measure
  – How well are your facilities and processes/organizations doing?
  – Pros and cons of your current methods
  – Opportunities for improvements
  – Use these metrics for design, engineering, and management

• Include IT in your strategic opportunities

• Work with universities
  – Develop and recruit resources
  – Develop and test new work methods
CIFE research addresses the entire facility lifecycle

cife.stanford.edu
“Glory is fleeting, but obscurity is forever.”

Napoleon