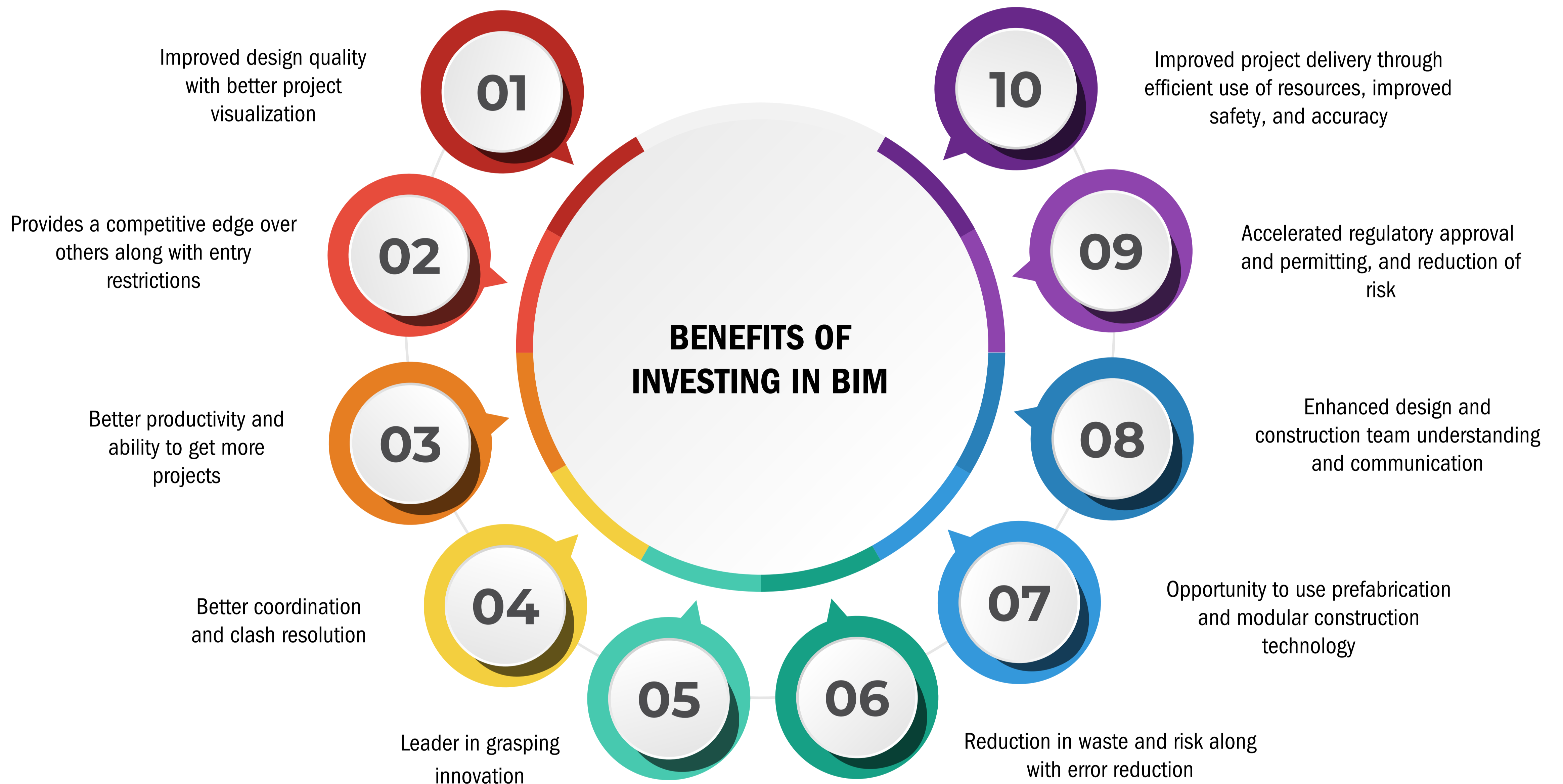


IT'S STILL NEVER TOO LATE TO INVEST IN BIM!

BIM provides tangible, quantifiable benefits at the project level such as fewer RFIs along with intangible benefits, which are more difficult to quantify. These present an opportunity to efficiently pursue and analyze additional design options and increase project value through parametric design improvements



CONCLUSION

The practice of targeting benefits, tracking investments over time, and measuring returns helps firms select judiciously from a portfolio of technology/process initiatives and plan for strategic business change. In addition, firms agree that ROI can be a strategic tool for internal stakeholders in advocating for process change or to demonstrate the potential value of a new method to internal teams, managers, or employee groups.

BIM represents an improvement in the way buildings are designed and promises a host of benefits to project contributors and to the owner over the project's lifetime.