



SOCIETY IS A COLLABORATING PARTNER IN NEW MCGRAW-HILL BIM SMART MARKET REPORT

Las Vegas, NV – December 2, 2008 – McGraw-Hill Construction today released the [Building Information Modeling \(BIM\) SmartMarket Report](#) together with premier sponsor Autodesk at [Autodesk University 2008](#) in Las Vegas, NV. The report shows growing enthusiasm for BIM among architects, engineers, contractors, and owners, and usage is expected to grow rapidly in the coming year, despite the economic recession. Users plan to significantly increase their investment in BIM in 2009 to realize greater productivity, improved communications, and a competitive edge.

In 2008, 45% of users report that they are utilizing BIM tools at moderate levels or higher. Next year, 62% of BIM users will use it on more than 30% of their projects; and nearly half (45%) of all current adopters will advance to become heavy BIM users (using it on at least 60% of projects), up from 35% this year.

The report shows that companies that are tracking BIM value metrics are reporting returns on investment (ROI) as high as 300% to 500% through improved project outcomes, better communication, enhanced productivity, and a positive impact on winning projects. Across all experience levels and company sizes, training on BIM basics is seen as the most important need. To help address this need, the *BIM SmartMarket Report* includes a four-page, special section called “Introduction to BIM.”

“BIM is quickly becoming the gold standard by which firms do work,” said [Steve Jones](#), *Senior Director of Business Development*, McGraw-Hill Construction, and one of the co-authors of the report. “It is a notable differentiator among competitors, a time-saver, and a cost-reducer. BIM dramatically shifts businesses’ productivity and ROI. This is why we are seeing such rapid growth.”

What is BIM?

The report defines BIM as “the process of creating and using digital models for design, construction or operations of projects.” BIM involves digital content such as structural elements, mechanical equipment and building envelope and windows; and software tools for architectural, structural and mechanical modeling, often integrated with energy analysis, scheduling, estimating, and other vital functions.

Users routinely tap BIM's 3D visualization capabilities to communicate clearly with all parties, use BIM on the jobsite to guide construction activities, and rely on BIM to spend less time documenting and more time designing.

Changing the Way Firms Do Business

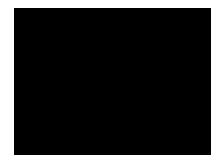
The *BIM SmartMarket Report* shows that the BIM revolution is affecting firms in many ways. Major findings include:

BIM promotes a more collaborative environment, and users recognize a need to rethink

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roles and workflow.

72% of users have had at least a moderate impact on their internal project processes, and two-thirds report that BIM has had at least a moderate impact on external project processes.

Half of users perceive BIM to have had a very positive impact on their companies; only 7% report a negative impact.

Most BIM users (73%) are at least moderately involved in green building projects and find BIM to be helpful with those projects. For example, BIM tools can be used to analyze the performance of energy efficiency elements and sustainable materials.

Building Information Modeling (BIM): Transforming the Design and Construction Industry to Achieve Greater Industry Productivity was authored by three McGraw-Hill Construction executives: [Norbert W. Young](#), FAIA, President; [Steve Jones](#), Senior Director of Business Development; and [Harvey M. Bernstein](#), F.ASCE, LEED AP, Vice President of Industry Analytics, Alliances and Strategic Initiatives. To order a copy, visit <http://construction.ecnext.com/coms2/analytics>.

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If you would like to receive a copy of the report please contact Patsy Smith at psmith@aspenational.org.

