Build a Platform
Not a Solution

Cliff Moser, AIA
What do Lyft, Uber, Spinlister, SpoonRocket, TaskRabbit, all have in common?

....they’re Infrapreneurs

...building their business model on the platform of existing infrastructure-

Smart Phones
and the Smart Phone’s connected apps. GPS, Payment, Email, Text, Cameras-

It works because it’s seamless...
A connected ecosystem of integrated services.

Virtually connected through the built environment’s infrastructure.

Waiting to be exponentially leveraged.

Can we do that with Building Information Modeling?

Predictive Analytics?

#BIMForumED  @disrupt_arch  Build a Platform, Not a Solution
Architecture 3.0 – The Disruptive Design Practice
How to create a platform for change...

Director with Facilities Planning and Design, National Facilities Services, Kaiser Foundation Health Plan, Oakland, California. 35 years experience in healthcare design and construction.

Cliff.Moser@gmail.com
Practicing Architecture before Fax machines
Build a Platform, Not a Solution - a Provocation -

In this session focusing on BIM deliverables, we will learn how to-

1. uncover Root Cause needs for the model and the platform
2. facilitate and lead change by building system platforms and not just solutions
3. enable (not manage) Change from the middle, up, and then down

An idea that is not dangerous is unworthy of being called an idea at all.
—Oscar Wilde
Uncover Root Cause Needs

• Why do we create a model?
  – Material and trade coordination
  – Construction sequencing
  – Design Coordination
But why should we create a model?

• ‘cause it’s too cool not too
• ..it gets us new hardware and software
• ..my bosses can’t see what I’m doing
• ..job security; I’m the only one who can do it
To build a platform for all users

- The model begins and ends with the facility’s owners.
- Assist your clients by stewarding the BIM platform throughout the Design to Facility Lifecycle.
- Build an open platform.
- ..a scalable platform
BIM is a system, not just a tool - BIM should be a platform not just a solution.

- Architecture3.0 - Design solving through collaboration.
- Create BIM deliverables that enable the ability of the owner to begin building that collaboration.
- Where is the Uber of BIM?
Remember dial up?

• No, not AOL. Before that...1982..
• Phones were for voice calls only
• ...(not even fax machines).
• The AT&T breakup allowed voice lines to become a new platform - raise your hand if have @SBCglobal.com email address- don’t be shy
• Our world changed
How do we build that platform?

- Start with me, us. The owners.
- Help us put all of our building data files in one location
- Give me the tools to access them
- And then help me run analytics

You Don’t Need A Digital Strategy, You Need A Digitally Transformed Company

Posted Apr 18, 2015 by Tom Goodwin (@tomfgoodwin)
When I talk about Uber..

• Yeah, yeah …they've disrupted Taxis (it's in my book)
• No. Uber is disrupting transportation, disrupting parking, disrupting car ownership, disrupting urban design.
• All by building on the smartphone platform.
• Get me my Uber BIM

Uber's Value Just Doubled To $40 Billion In 6 Months (Sorry, Haters)

Thursday, December 4th, 2014 16:34 EST
...a knowledge-based system

- A system that “knows” -our “rules” -our “systems” -our infrastructure requirements.
- ...a system that can build our requirements in multiple iterations
- With updatable analytics.
...what do owners want?

- Validated design requirements visible in the model
- Our stakeholders to know where they are in the building
- ... and how to get around
- The building to tell its issues, and how to fix them.
- Ability to engage with the building from a smart phone.
How do we get it?

• Rules-based model development.
• Autocodes.
• Infra-works.
Is this what we want?
Is this what we need?

Aditazz
video
How do we create it?

• We build a platform with the model.
• We treat the model as the database
• We encourage experimentation
• We help build a BIM that can be
• ...a platform for change
...manage change?

• Forget managing change – *Enable It* -
• Real enduring change doesn’t begin at the top, it is not rolled out, nor is it engineered.
• Create invited, organic, activist, middle-up-down agents.
• ..that take advantage of social technologies which will make large-scale collaboration easy and effective
...legacy systems?

- Incumbent organizations began to innovate at the IT level when through iPhones and iPads – outlook, lotus notes, browsers.
- Identify the existing open systems within your organization and look to them to support the disruption.
...legacy systems?

- Master/Apprentice training relationship has been broken since CAD.
- From Graphic Standards to Grasshopper
- ...from Mylar to Maya
- Rules-Based starting point will enable more robust QC oversight and review within the design firm
Make BIM your Change Platform

- Beyond CAD, Beyond Coordination, Beyond the “D’s”
- Begin with the programming phase and continue through CA
- Train your design staff in the building’s technical requirements through process-based quality systems.
- Link all of your firm’s models into a single location for data scraping to create firm-based design rules.
Make BIM your Change Platform

- Create a model that can be a platform for the ecosystem
- Contractors to finish detailing and start coordination
- Embed with information that owners can use for facility management (space and occupancy planning), and facility operations
Where are the models?

• Store them in one place and serve them up.
• This becomes your platform.
Make BIM Cloud your Change Platform

EXISTING

2500 individual Autodesk licenses exist on old and often unused laptops across the enterprise

100s of project files distributed across the enterprise, not easily accessible by those who may need them

PROPOSED

100+ shared central Autodesk licenses accessible enterprisewide via cloud desktops

ALL project files centralized in the cloud

Build a Platform, Not a Solution
Make BIM Cloud your Change Platform

#BIMForumED @disrupt_arch Build a Platform, Not a Solution
Then nourish the ecosystem

• Architectural Staff Training
• Model walkthroughs
• Model sharing across domains.
• Delivering and retrieving a robust FM’able model.
• Be an *Infrapraneur*!

@disrupt_arch

Build a Platform, Not a Solution
Questions?

About BIM

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Acknowledgements

- Parallel bar http://www.conceptart.org/forums/
- BadBIM BestBIM BIM Crunch http://bimcrunch.com/category/features/best-bim-bad-bim/
- Aditazz Video http://www.aditazz.com/home
- Revizto http://revizto.com/en/