

# Questions

- Where are we today?
- Where do we want to be?
- What is the path to get there?
- Who needs to take these steps:
  - Technical standards setting
  - Marketing strategies

# Interoperability – What Is It?

- Exchange of technical information
- Between applications
- Cross-discipline and across life cycle
- Machine interpretable
- Via a well-understood workflow
- Using open structured data standards

# Where are we today?

- Ill-defined business need
- Less than 35% of the AECO industry feel a need for interoperability

# Where do we want to be?

- All segments of the AECO industry recognize the value of structured data exchange standards.

# What is the path to get there?

- What's in it for me?
- Link to core values
  - Make my life easier
  - Lower my risk
  - Increase my competitive advantage
  - Increase my profitability
- Apply these core values to every segment of the AECO industry via case studies

# What is the path to get there?

- Apply these core values to every segment of the AECO industry via case studies, delivered by highly credible spokespeople
  - Simple
  - Unexpected
  - Credible
  - Concrete
  - Emotional
  - Good story

# Who needs to take these steps:

- Technical standards setting
- Marketing strategies
  - Have TAP BIM award entries discuss “core values”





# Business Case

- Kevin Lewis
- Deke Smith
- Nicole Testa
- Mike Bordenaro
- Kristine Fallon
- Tom Faraone
- Dianne Davis