

## Owner-centric BIM - Elevating Building Owners' Competitive Advantage

Written by: John Stebbins, Senior Program Manager, Anser Advisory, part of Accenture

Over the past two decades, BIM has solidified its place in the building industry by using technology to facilitate BIM-based contract documents (CDs), model coordination, and clash detection. Let's call this Traditional BIM and it has been working well for design and construction vendors. This Vendor-centric Traditional BIM is mostly about Building Information Models (3D) and Building Information Modeling (a process).

Most commercial designers and contractors worldwide are going to use BIM software and leverage the BIM process for their own internal benefits to produce project deliverables more efficiently, whether BIM is required by the owner or not. Contractors have found that by finding issues and resolving them early, before construction, they can save time and money on a project. Architects have discovered that the use of BIM authoring tools like Revit can help them produce their CDs more efficiently with a minimum of documentation errors.

BIM is as much about Building Information Management as it is about technology; technology has just been an enabler. BIM is rapidly evolving into a long-term, management-intensive process throughout the entire building lifecycle. For owners who are serial builders or owner-developers that maintain a large portfolio of buildings and campuses, the owner needs to control the Building Information Management processes necessary for optimal success of enterprise-wide project delivery. The best way to control the BIM process is by authoring a comprehensive set of BIM and Data Management Standards and Guidelines, made available to vendors during



the RFP procurement process, with contractual language that give the Standards "teeth."


The stage is set for the next phase of BIM's evolution when owners take greater leadership by providing solid direction to their vendors by providing clear, concise, and consistent BIM requirements that can benefit all project stakeholders across the owner's portfolio for the entire building lifecycle. This ensures the owner, the most important stakeholder, will receive model deliverables with the required data in a form directly consumable by the owner for their own internal use cases. This is Owner-centric BIM.

The Owner-centric BIM approach enables best practice implementation of BIM processes that provide a "firm foundation" for valuable downstream BIM-based use cases

beyond Traditional BIM. This Foundational BIM ensures that the vendor deliverables will be optimally configured and ready for multiple reuses of the geometry and data by the owner for the entire building lifecycle, including digital twins, estimating, cost control, operations, the metaverse, and a variety of other valuable use cases. The more times the owner can utilize Foundational BIMs and their data, the more value can be derived from the BIM process... leading to elevating the owner's competitive advantage.

## THE OWNER-CENTRIC FOUNDATIONAL BIM COMPETITIVE ADVANTAGE

Owner-centric Foundational BIM strategies translate into direct competitive advantages in project management, cost efficiency, quality control, and long-term asset management by providing:

- » **Enhanced Decision-Making Abilities:** BIM provides detailed and accurate information about a building's design, construction, and operational aspects. Owners who understand BIM can make more informed decisions, leading to more predictable outcomes in terms of cost, time, and quality.
  - » **Improved Cost Management:** BIM allows for more accurate cost estimations and helps in tracking the actual costs throughout the project lifecycle. Owners who are adept at using BIM can better manage budgets, avoid overruns, and increase profitability.
  - » **Efficient Project Delivery:** Understanding BIM enables owners to oversee projects more efficiently, ensuring they are completed on time and within budget. This efficiency can be a significant competitive advantage in the real estate and construction markets.
  - » **Higher Quality Projects:** BIM facilitates better design and construction quality. Owners knowledgeable in BIM can ensure that the projects meet high standards, which is crucial for maintaining a strong reputation in the market.
  - » **Risk Mitigation:** BIM helps in identifying potential risks early in the project lifecycle. Owners who can effectively use BIM for risk analysis and mitigation can avoid costly errors and delays, giving them an edge over competitors who may not foresee these issues.
  - » **Sustainability and Energy Efficiency:** BIM supports sustainable building practices and energy efficiency, which are increasingly important to tenants and regulators.
- Owners with expertise in these aspects of BIM can develop properties that are more attractive, compliant, and cost-effective in the long run.
- » **Adaptability to Market Trends:** The construction industry is rapidly evolving with technology. Owners who are up to date with the latest BIM technologies and practices can adapt more quickly to market changes and opportunities, keeping them ahead of competitors.
  - » **Enhanced Communication and Collaboration:** BIM promotes better collaboration among all stakeholders. Owners who can effectively coordinate using BIM can foster stronger relationships with contractors, architects, and other partners, leading to smoother project execution and repeat business.
  - » **Long-Term Asset Management:** BIM is not just for construction; it's invaluable for the ongoing management of a building. Owners who use BIM for facility management can ensure longer asset life, lower maintenance costs, and higher tenant satisfaction.
  - » **Differentiation in a Competitive Market:** By leveraging the capabilities of BIM, owners can differentiate their properties and services in a competitive market. This can include offering advanced building features, efficiency, and technologies that appeal to modern tenants and buyers. 



---

## About the Author

---

John Stebbins is a senior program manager at [Anser Advisory, part of Accenture](#). Anser Advisory is a top-ranked ENR firm licensed to teach CMAA courses. To learn how real estate owners can elevate their competitive advantage deploying owner-centric BIM, visit: [www.anseradvisory.com](http://www.anseradvisory.com).

Any views and opinions expressed in this article may or may not reflect the views and opinions of the Construction Management Association of America (CMAA). By publishing this piece, CMAA is not expressing endorsement of the individual, the article, or their association, organization, or company.