

Rush to the Cloud in uncertain times

Using Autodesk solutions in a changing world, MNC 5D BIM STUDIO wins at remote working and helps clients excel through empowerment.



Introduction

This is the story of **MNC 5D BIM Studio** – a company that embraces change and empowers its clients to do the same.

Working across India in the real estate industry, MNC 5D is a Building Information Modelling (BIM) consultancy based out of Kolkata. This 2-year old start-up provides clients with core modelling services and facilitates BIM implementation

within their organizations. Contrary to the conventional practice of India being a BIM outsourcing hub, MNC 5D has decided to cater to Indian clients. While most other BIM consultancies in India operate mainly in 3D, this technology-focused start-up stays one step ahead in the value chain by delivering in 3D (Modeling), 4D (Scheduling), and 5D (Costing).

The push to digitize

Since its inception, MNC 5D has been using Autodesk BIM 360 Docs with repeated benefits for the customer as well as the company. For any project it takes up, the company uses BIM 360 to enable better document management and data transparency for its clients. Even though the CoVid-19 pandemic has hit all industries hard, it has been surprising to see the number (and quality) of enquiries for BIM soar. Once seen as a third-party service, it is now being considered essential for construction modelling.

According to MNC 5D founder Pranav Parikh, “Earlier,

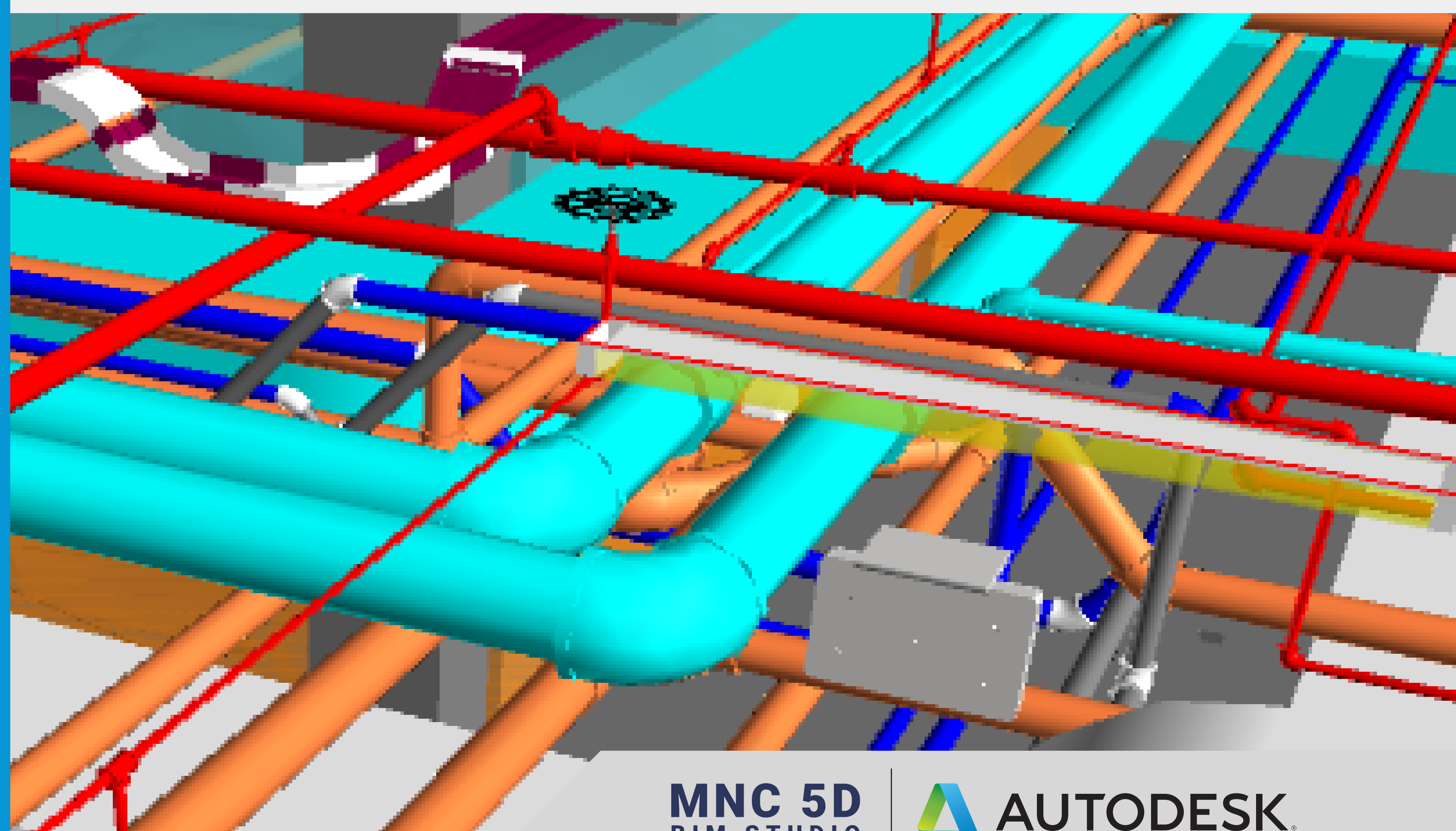
these companies might have been just contemplating cloud-based, digital workflows and common data environments. COVID-19 has accelerated the decision to implement.”

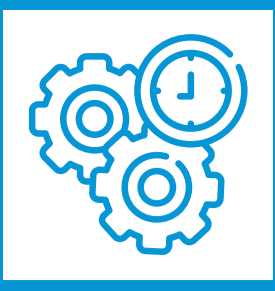
The lockdown has brought changes to MNC 5D too, even though the company was already cloud-based. With remote working as a new way of life, its internal project management has also moved to the cloud. The team’s work now gets uploaded to BIM 360 daily as storage backup. This gives the company 5 benefits:



Better visibility and collaboration

BIM 360 provides all the teams access to an up-to-date version of the work. As a result, there is greater coordination and progress on projects. For the initial few weeks of the lockdown, MNC 5D even acted as the central data repository for its clients, until they were able to access their own data.





50% higher productivity

Working remotely, the MNC 5D team's performance is better than before. So much so, that for one client, the team was able to share deliverables four months earlier than estimated! As per Reema Parikh, Director - Operations, "This is due to the shift in focus from documentation to core jobs; owing to the use of BIM 360, the team has been saving at least 2-3 hours a day on documentation and other tasks."



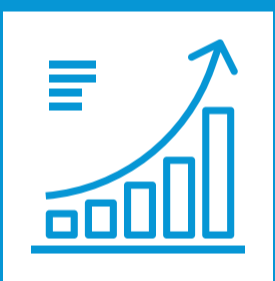
Greater accountability

The enforcement of project management standardizations has drastically improved post-BIM 360. Using the feature called compare model, MNC 5D can easily track progress and quantify who has done what work each day.



Improved transparency and client communication

Automation of documents has almost eliminated the need for paperwork and email correspondence. BIM 360 has become the single point of contact. The client feedback mechanism is greatly enhanced as a result.



Observable benefits

Clients are now getting their work done faster and with much less difficulty. The experience has been so good that most clients have started purchasing BIM 360 for their internal use. MNC 5D is helping these clients implement BIM 360 documentation processes in their organizations.

Furthermore, on a client's request, the company had to once use a competitive product for a project. Interestingly, that very client is now in discussion with Autodesk and MNC5D to switch to BIM 360.

The push to digitize

"BIM-based construction modelling and consultancy is successful internationally, but it is possible to do so in India as well – not just for corporate giants but also for players in Tier-2/3 cities," Pranav tells us. In fact, MNC 5D has found the willingness to understand and adopt new technology much greater in companies with smaller turnovers.

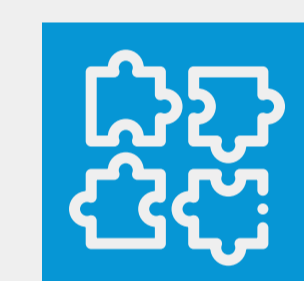
Recently, MNC 5D achieved the feat of transforming its Tier-2 city client Rajat Buildtech into a hundred-percent digital company. Remarkably, this client moved to BIM directly, skipping the step of implementing traditional project management processes. MNC 5D not only digitized the company's workflows, but also standardized them.

MNC 5D's Autodesk Journey - From BIM 360 to BIM 360 Build & Assemble



BIM 360 Build

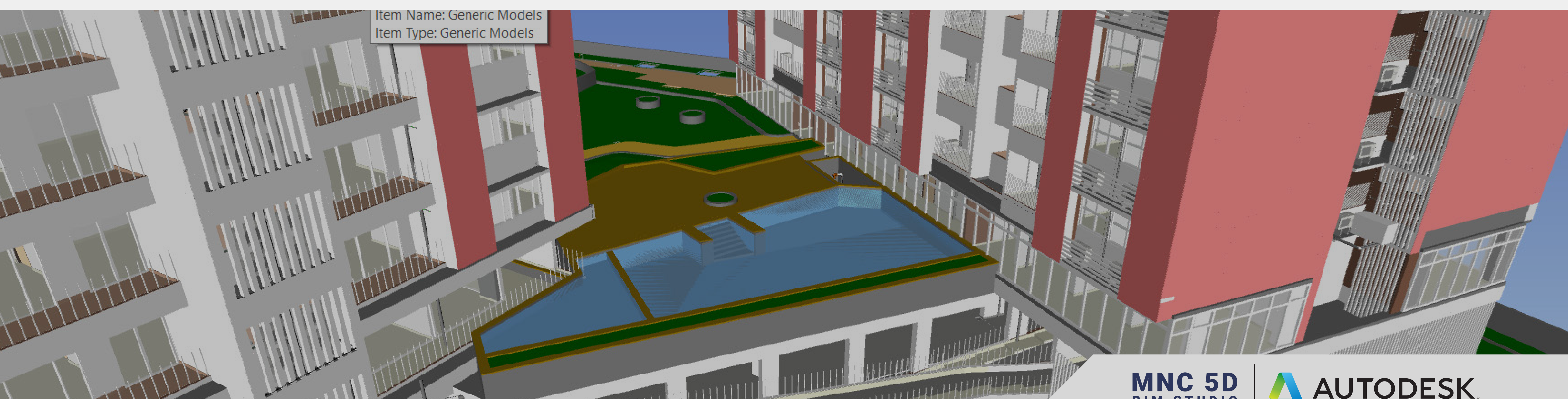
MNC 5D has been using BIM 360 Build since a year now. The time saving, the collaboration, and the accountability is enhancing the company's experience to the next level in BIM 360 Build, to an extent that MNC 5D is now implementing it for its new clients.



Assemble

MNC 5D has switched to Autodesk Assemble from another 4D/5D software that they had been using for the past seven years. Pranav explains "When I started this company, I had a lot of technical questions. The support I got in resolving my technical queries is the reason why we are switching to Autodesk Assemble. MNC 5D can recommend a software to clients only if does not lack adequate infrastructure for technical support. And the technical support provided by Autodesk is outstanding compared to other original equipment manufacturers (OEMs) in India."

Another reason for switching to Assemble is that it solves almost all the problems in terms of workflows. Autodesk Assemble makes life a lot easier for MNC 5D, and not just in terms of key technical deliverables. It simplifies the user interface as well. Quite a few of MNC 5D clients are also planning the move to Assemble.



Predictions for the future

In India, 4D/5D penetration is superficial at best. But MNC 5D envisions that by next year, Autodesk Assemble is going to prove a game-changer. Even with the slowing of the private real estate market in the lockdown phase, the percent adoption of digitization has increased. Moreover, the real estate industry involves a high amount of processes and workflows which can ideally be digitized through BIM 360. It helps when everyone is working on the same data set, because it improves engineering and quality of design drastically, along with productivity in

design collaboration. While time saving is attractive, focusing on the core process of solving the problem is equally essential.

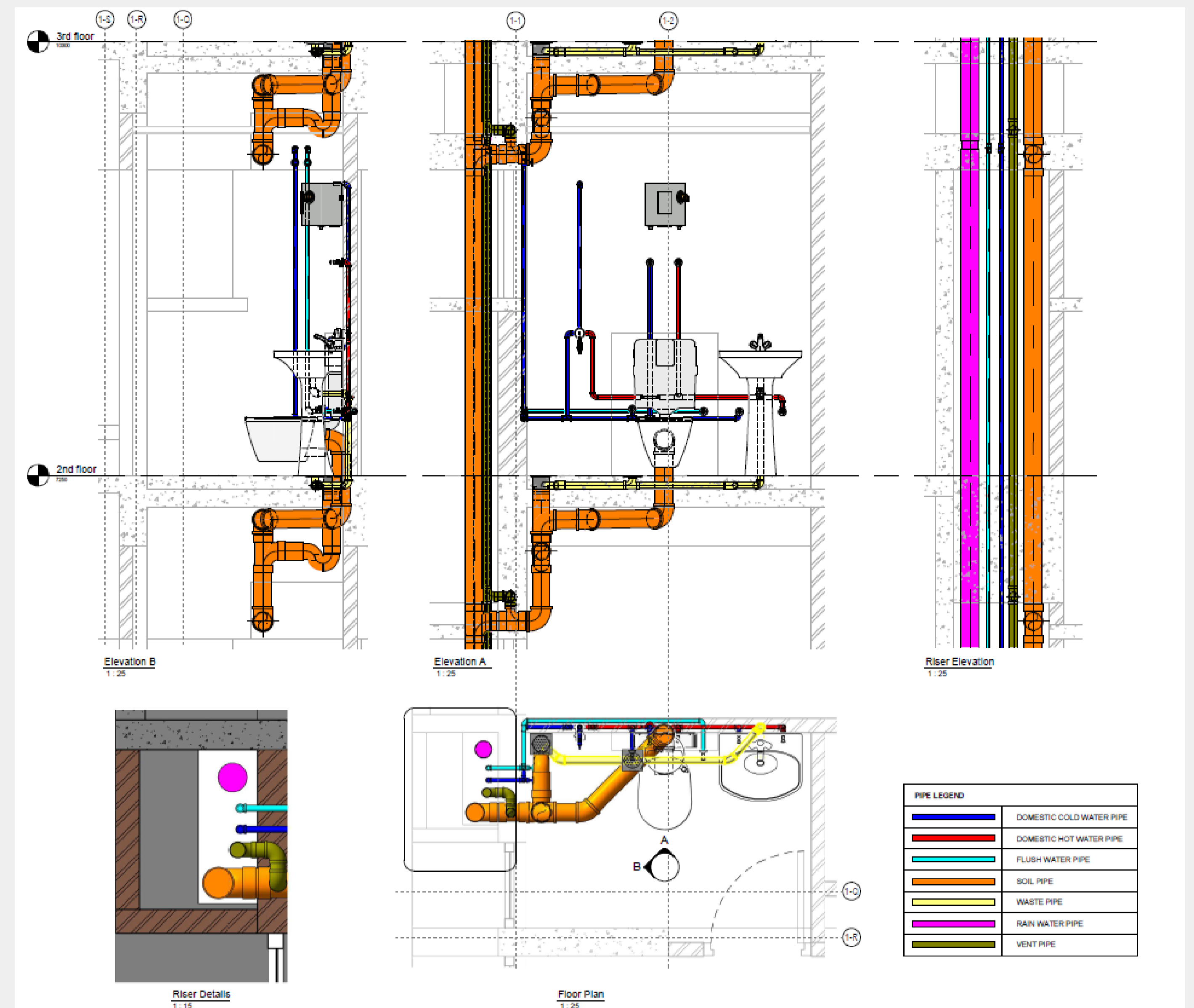
But the fear of the unknown can create inertia and slow down change management. According to MNC 5D, trying out BIM 360 can dispel the doubts. In the company's experience, it takes about 3 months for clients to come fully on board.

What is next for MNC 5D?

With the work-from-home approach turning out so well for MNC 5D, the start-up is considering transitioning permanently to remote working.

Not only has the company adapted well to these changing times, but it is also keen to keep evolving. It is transitioning from a BIM modelling service provider to a process integrator for the client, both for large-scale corporations and smaller developers. Additionally, it is taking up BIM project management consulting for municipalities and local government bodies. Pranav is confident, "I believe there is a huge market moving forward. With Autodesk Assemble, I think we will be able to see much faster adoption."

The future certainly looks bright for MNC 5D and Autodesk is proud to accompany this young start-up on its journey of evolution.



Tower-1

170 Selected 191.13 M2 Inspect Change Visibility

02_QS_Waterproofing Show Changes

Name	Quantity	Unit	Unit Cost	Total
T-1	2,471.95	M2		
WPTYP1	2,397.10	M2	462.68	
10th Floor	181.87	M2	462.68	
1st (Landscape) Floor	64.43	M2	462.68	
2nd Floor	191.13	M2	462.68	
3rd Floor	191.13	M2	462.68	
4th Floor	191.13	M2	462.68	
5th Floor	191.13	M2	462.68	
6th Floor	191.13	M2	462.68	
7th Floor	191.13	M2	462.68	
8th Floor	191.13	M2	462.68	
9th Floor	187.51	M2	462.68	
O.H.T. Top	89.08	M2	462.68	
Podium Floor	14.71	M2	462.68	
Terrace	521.62	M2	462.68	
WPTYP2	74.85	M2	331.84	

A 3D BIM model of a building structure, showing multiple floors. The model is rendered in a wireframe style with various elements highlighted in pink and blue. The interface includes a table of quantities and costs, and a 3D view with navigation controls.

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