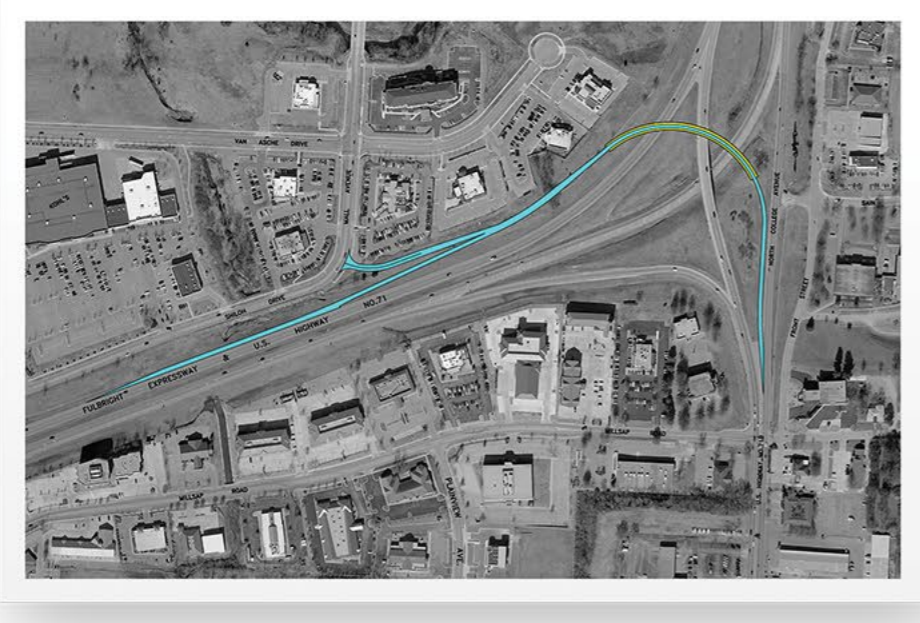


# MOVE BEYOND THE STATUS QUO

INCREASING PROJECT COMPLEXITIES  
REQUIRE BETTER WAYS TO COMMUNICATE

Which view communicate ideas  
and information most effectively?



**Traditional 2D CAD**

VS



**Dynamic 3D**

Selling your ideas is easier when your customers can actually see the project vision. 3D visualizations bring your design intentions to life, better communicate risk and help you get to 'yes' faster.

How would you rather gather  
feedback on design alternatives?



**Meetings and focus groups with 2D maps and engineering drawings**

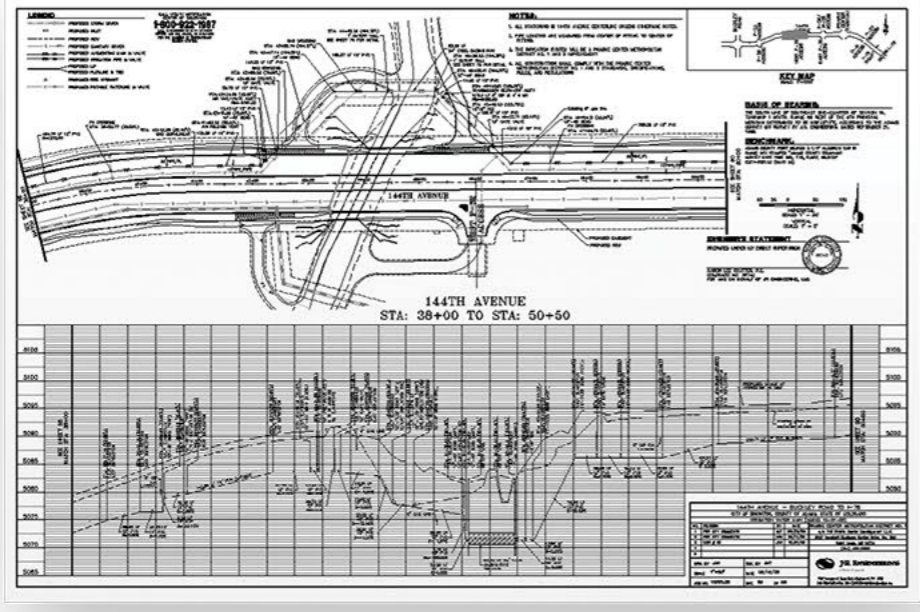
VS



**Meetings and focus groups with life-like cloud-based simulated alternatives**

Winning work and garnering faster approvals to accelerate design stages is more easily managed when you can review and modify multiple alternatives and collect feedback in real-time via the Cloud.

Which makes it easier to communicate  
with non-technical stakeholders?



**2D plans and profile drawings**

VS



**In-context 3D designs**

The latest in-context designs helps to visually inform decision-making during the design process helping clients, municipal agencies and public stakeholders to better understand the idea and the impact of on the surrounding environment.

## THE BENEFITS OF BIM FOR INFRASTRUCTURE

# 1

### Sell the project story with improved insights

Understand and communicate project risk and consider design options earlier in the process by seeing the project in context.

# 2

### Define and refine

Improve project productivity by maintaining more consistent data, context, and processes across the project lifecycle.

# 3

### Prove your value early

Create a trusted partnership with clients by responding more quickly to change with projects that are smarter, efficient and mobile.