

Ideate

San Francisco, USA

Autodesk® Revit® products

Exceling at problem solving

Ideate leverages decades of experience to help customers solve problems and reap the rewards of BIM

The architectural, engineering and construction (AEC) industry demands ever greater productivity and enhanced efficiencies. As we at Ideate continue to advance BIM technology, we are delighted that firms of all sizes are incorporating our Autodesk Revit products focused solutions into their workflow. They discover that the 'I' in BIM — the information portion, enhances their business value and provides competitive advantage.

—**Glynnis Patterson**
Director of Software Development
Ideate, Inc.

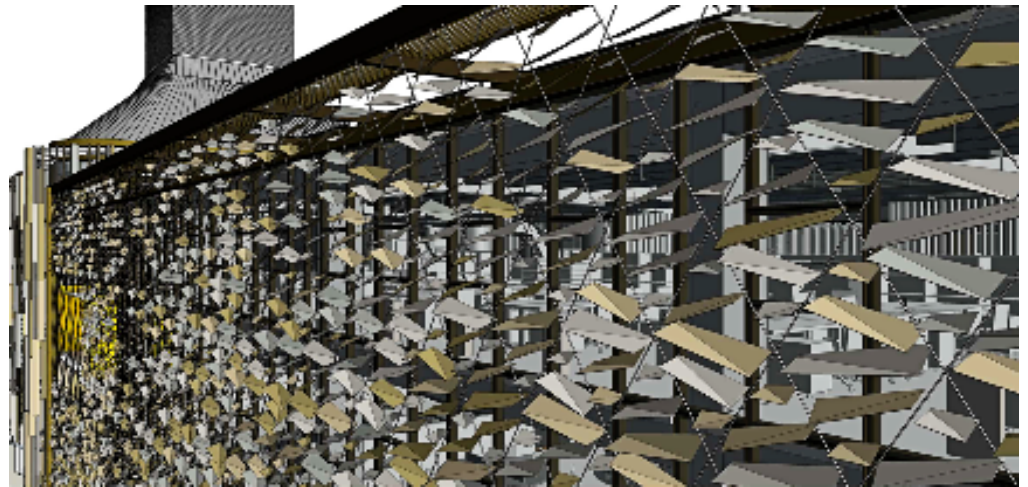


Image courtesy of BVN Donovan Hill with Jasmax.

Summary

Robert Palioca, President, Ideate, Inc. headed up Ketiv Technologies in the early 1980s onward. He was a CAD dealer at the time based in Portland, Oregon, and developer of the ArchT architectural design add-on. Ideate was a reseller based in San Francisco. Bob Palioca bought Ideate, and then added a software development arm. The company, still based in San Francisco, now has offices in several west coast cities. Ideate has become a leading Autodesk® solution provider for Building Information Management (BIM) and a highly respected Autodesk Developer Network (ADN) member.

Ideate first developed its software solutions for its own tech support. The company needed to perform actions for its clients who use Autodesk® Revit® software products—such as cleaning up projects and deleting problem items.

Ideate developed software grew from a tech support need to a set of comprehensive data management tools. Currently, Ideate has two products, both for Revit: Ideate BIMLink and Ideate Explorer for Revit®.

The challenge

For Ideate Director of Software Development Glynnis Patterson, Director of Ideate Software Sales Craig H. Dodge, and the entire Ideate team, success means helping customers solve problems in AEC workflows and leveraging BIM to the fullest advantage.

A common challenge for companies engaged in AEC projects is creating a seamless workflow in a cross-discipline and geographically distributed environment. Gaps in a workflow reduce productivity and increase costs. Additionally, Ideate finds that nine times out of ten customers turn to BIM when they lose a project — they believe the ability to do modeling in software based on the Revit® platform will make them more competitive.

“Most companies aren’t aware that the information portion of BIM is where real business value resides. Our expertise is our ability to focus on information — on the ‘I’ in BIM,” explains Patterson.

“Customers come to us to help them identify how and where they can leverage BIM data for strategic advantage. That’s our unique value and how Ideate and Autodesk technology can help.”

Ideate reaches its benchmark of success when customers achieve their success

The solution

One of the keys to Ideate's success has been its ability to build strong, collaborative relationships with like-minded VARS and partners. By working together, partners leverage each other's specializations and tools in serving their own and joint customers and also save each other extra time and effort.

Ideate also finds that a collaborative approach helps to build trust with clients. "Our customers need to know we understand their environment and since they work in an integrated, collaborative process across disciplines every day, it just makes sense to mirror their operation," says Patterson.

"It's a similar story with cloud services and virtualization. We can show our knowledge and experience in those areas and it builds their confidence in us," says Dodge.

Through many years of experience Ideate has devised a very organized but simple approach to the development of software applications. Patterson adds, "Like our sales model, our software development is based on problem solving and is solution-oriented. The problem must be repeatable, scalable and apply across a range of AEC disciplines."

Ideate's highly successful Autodesk Revit product based applications—Ideate Explorer for Revit and Ideate BIMLink—are good examples of solutions stemming from customer pain points. Marketed worldwide directly, through partners and via Autodesk® Exchange Apps, these tools address the ever-growing issues of bringing and analyzing design information and data into the BIM model.

The result

Time, knowledge and experience in the AEC industry are on Ideate's side and have helped the company build a reputation as a problem solver and leader in BIM data management. "We've won a number of large bids and our business has grown on a global level thanks to collaboration with other VARS and partners," says Dodge.

Patterson further explains, "Because we can demonstrate that we understand their business processes, we're able to help customers identify and understand the hidden costs and loss of revenue due to process inefficiencies." The company won a software and services contract worth well over a million dollars by showing a customer how filling certain workflow gaps would generate extra income and cost savings in other parts of their business.

To support its software development, Ideate has been a long-time member in the ADN program, with Ideate President Robert Palioca having been a member since the beginning of the program more than two decades ago. Patterson says, "It's a robust and strategic relationship. We find it's important to be informed about upcoming functionality and to get the tools and technical assistance for early application development. We also find the exposure to customers and sales people extremely helpful."

"Our best measure of success is when we succeed in our mission to help our customers reach their goals. We are satisfied only when our customers are overwhelmingly delighted with the complete solutions we provide," says Patterson.

In the past, we did all the Room data and qualifications by hand, which cost us expensive time. With our new standard that brings in Ideate BIMLink at the beginning of every Integrated project with Strategic Facilities Planning, we save an immeasurable amount of time and money. And designers are apt to have less re-design.

—Laura Kay Smith

BIM Support Specialist
KASIAN ARCHITECTURE INTERIOR DESIGN
AND PLANNING LTD
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Kelowna General Hospital Competition image courtesy of KASIAN ARCHITECTURE INTERIOR DESIGN AND PLANNING LTD.

To learn more about the Autodesk Developer Network, visit, www.autodesk.com/developers.