# masterspec

'Preparing for the next wave'

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### Two things are certain in these rather uncertain times:

- BIM will change the way buildings are designed, approved, constructed and managed
- Related information systems will need to provide better and more convenient access to knowledge





What is less certain is how completely the industry will embrace BIM

Will collaboration via a common platform be achieved?

Will it be BIM + IFC, or BIM + BIM + BIM, etc, with each discipline operating inside its own silo?

We need to be ready to respond to both scenarios 🔷





Google has set the standard for information systems:

- Everyone must now meet the "2 clicks is too many" rule
- To compete you must match Google in speed and quality of result





So where do we go from here?

Do we sit and wait for certainty?

No!

Do we take a guess at the future?

No!

We build on what we have already achieved 🔷





However we must accept that some will move faster and further than others

And some may never make the change to BIM

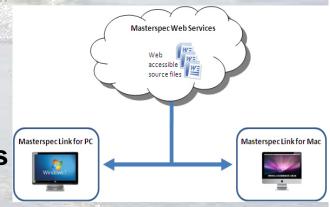
So we will need to support both





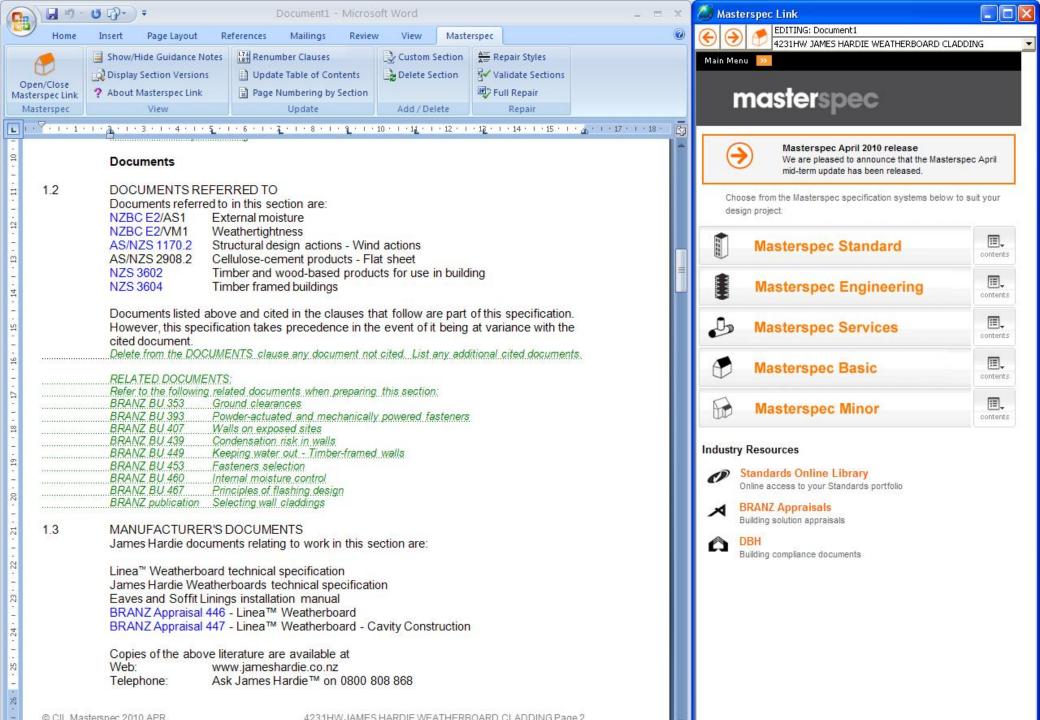
### Right now we are building on our strengths:

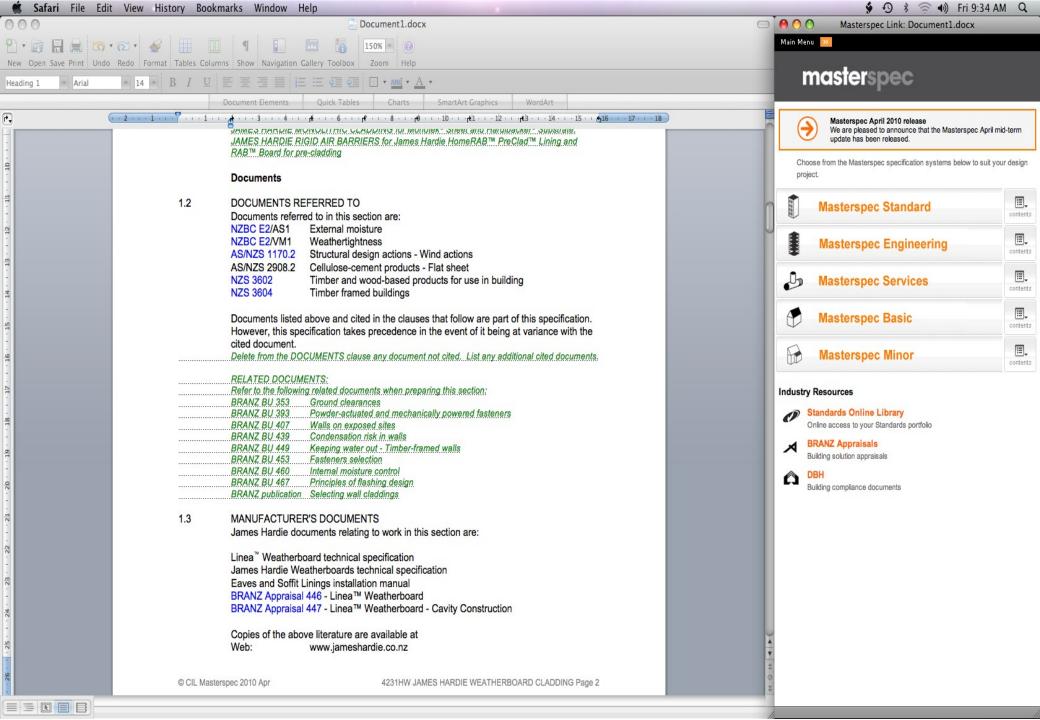
 With 95% of our subscribers operating online accessing our single repository on our online server through PC and Mac interfaces

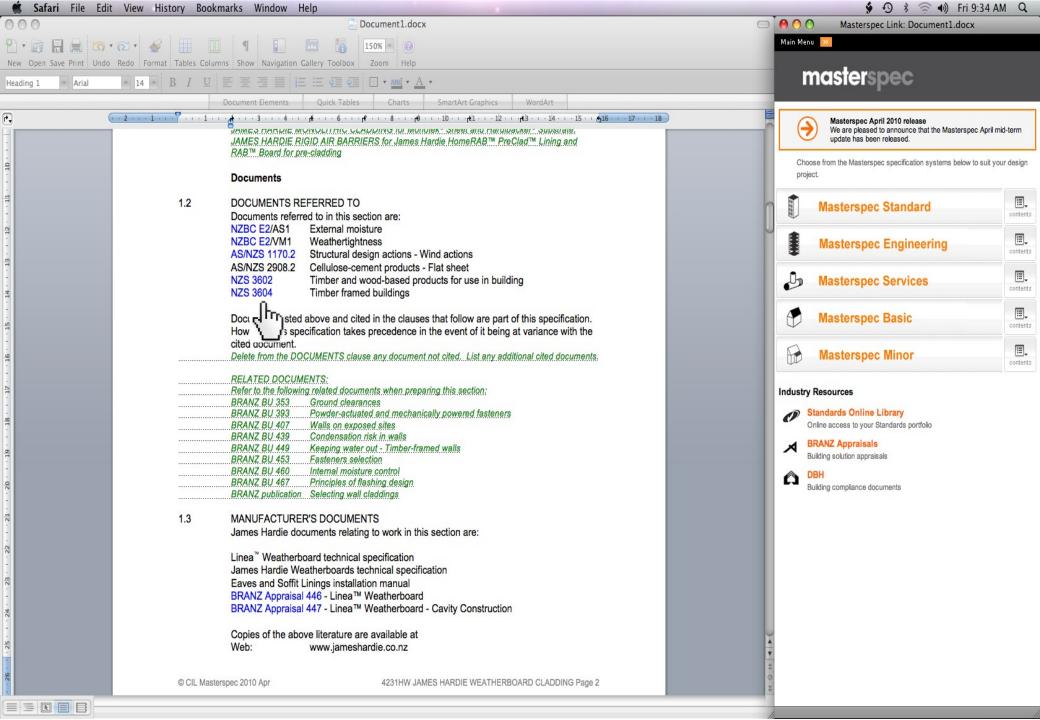


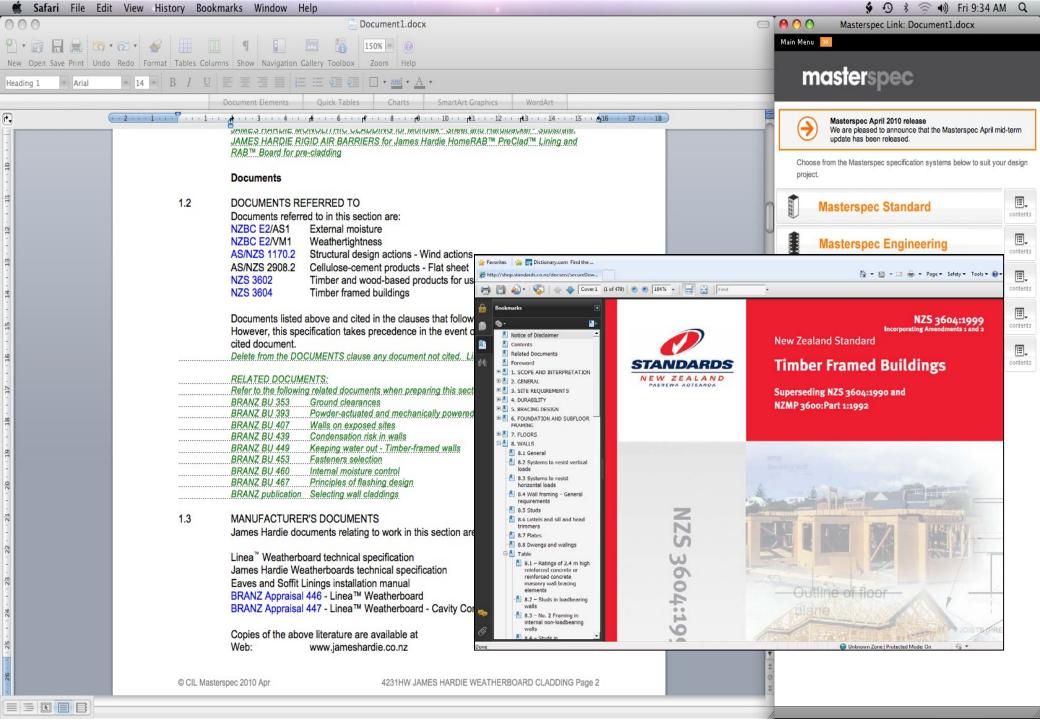
- Duel markets of specifiers and product manufacturers
- And delivering online access to related data sources:
  - Construction standards
  - Product appraisals
  - Building Code "deemed to comply" documents

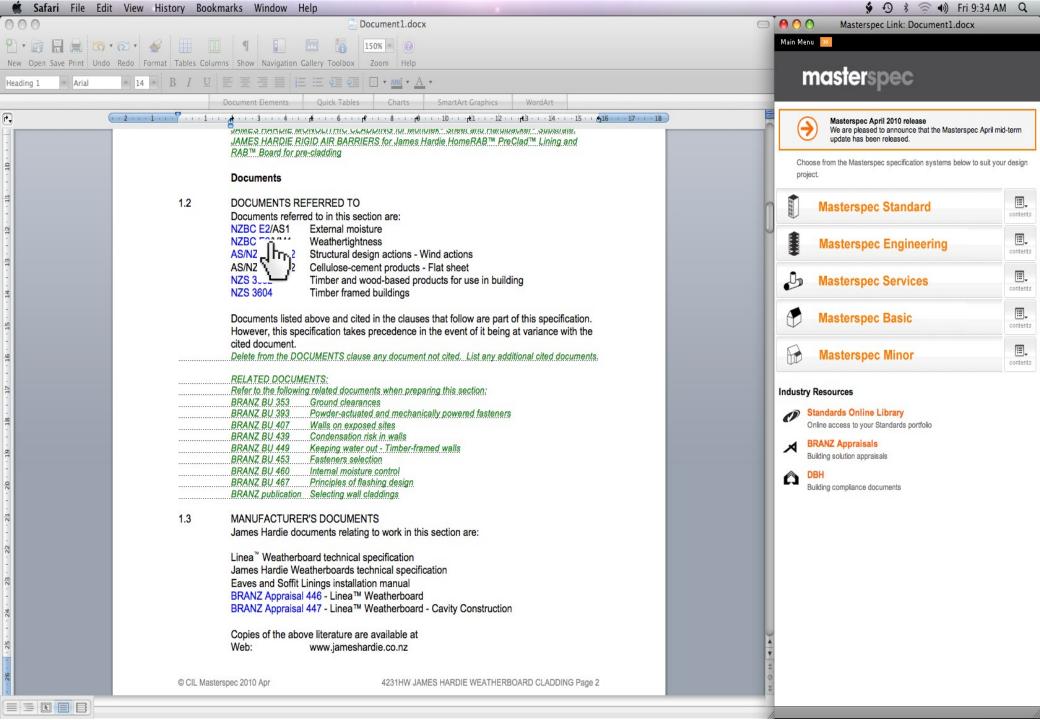


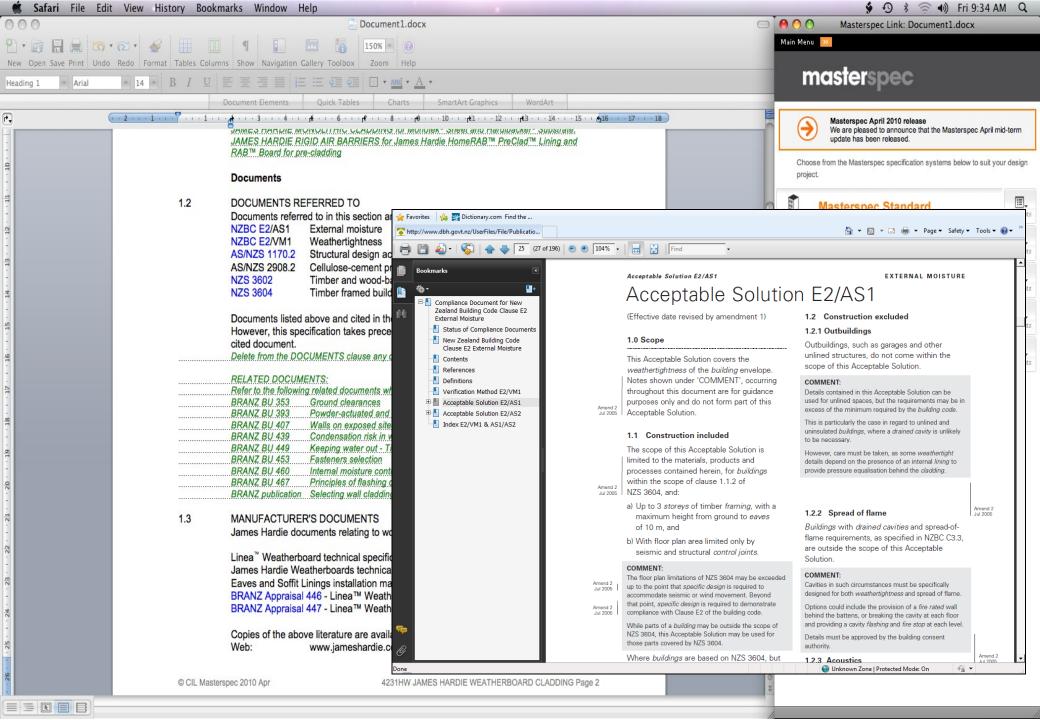














We are now reviewing our editorial and data management practices:

- Aiming to maintain smaller "bits" of data (smaller than the traditional work section)
- With intelligent linkages between the individual "bits"
- Enabling specifiers to create linkages to and from individual objects
- Or populate a specification document through linkages from an array of objects within a BIM



### We are also improving our editorial practices:

- Using database technology to simplify updating and checking
- Improving the file cleaning process by separating specification content from document style
- This will also help address the difficulty of finding dedicated specification editors





Finally we are developing better and more effective ways of linking data sources:

- The ability to access a CLAUSE in a construction standard directly from a Word document
- Access and download a populated schedule of materials from our new product database
- The key is being able to achieve this in an easy, intuitive manner
- This is the real secret of success of our Link software:
  - Not just what it can do, but that it is easy and attractive to use
  - Our customers like using it and we want it to stay that way!







## Together, we can catch the next technology wave!





Construction Information Ltd – ICIS 2010

