

COMPANY

Broadway Malyan

LOCATION

Global

SOFTWARE

Autodesk AutoCAD**Autodesk Revit****Autodesk Construction Cloud**

Collaborative design on a global scale

How Cadline and Autodesk software supported Broadway Malyan and support its business growth initiatives.

Customer Challenge

Broadway Malyan is a forward-thinking global architecture and design practice with around ten design studios worldwide, and more than 300 employees in total. Over the years, the firm has made extensive use of Autodesk software for design across multiple residential, mixed use and commercial projects of all scales on a worldwide basis.

Historically, Broadway Malyan was an early adopter of 2D Cad and has benefited from extensive use of AutoCAD for the production of design and detail information. The practice has fully integrated AutoCAD into its design process and has deployed the Autodesk AEC Collection to give access to the full suite of design tools. As BIM (Building Information Modelling) extended its reach into the world of Architecture, Broadway Malyan increasingly engaged with model-based design using Autodesk® Revit®. In addition to model-based delivery using Revit and in support of its multi discipline studios, BM has deployed Autodesk Civil 3D®, Autodesk Navisworks® and Autodesk 3ds Max. Recognising the benefits of connected data across a global business, it has leveraged the value delivered via the Autodesk Construction Cloud (ACC), including Autodesk Docs (Document Management) and Collaborate Pro for improved cross project design collaboration.

All this evolving usage has led to a need for support, training and advice. That's where Autodesk Platinum Partner, Cadline comes in.

Finding a way forward

Broadway Malyan has worked with Cadline for two decades. Initially the relationship was largely transactional, with the architectural firm using Cadline predominantly as a procurement route for Autodesk software. Over the past four to five years Cadline has taken on a more consultative role and indeed the relationship has transformed into a true partnership

focused on the two companies working collaboratively together to achieve common goals.

This evolution was driven initially by Broadway Malyan looking to globalise a digital delivery process in the shape of building information modelling (BIM). Before rolling this out, it joined forces with Cadline to work together on a series of digital process reviews. The objective was to focus on areas where the relationship could be strengthened and evaluate ways Cadline could ensure it was delivering everything Broadway Malyan needed. Digital process reviews were held in key Broadway Malyan studios globally - from Abu Dhabi to Dubai, Singapore, Shanghai, Lisbon and the UK.

Cadline worked with Broadway Malyan to run separate workshops at these sites for teams of architects, interior designers and landscapers. Each workshop focused on how Broadway Malyan typically ran projects at each site, all the way through conceptual and detailed design to what is ultimately handed over to a customer. It sought to find out what was working well, where Broadway Malyan thought it was today, what its objectives were, and whether they aligned with the corporate vision.

This process revealed the need for a common data environment (CDE). It also highlighted a requirement for better coordination and clash checking tools along with the need for a cloud-based central library delivering standardised quality checked model components. In response to the findings and in conjunction with Cadline, Broadway Malyan implemented Autodesk BIM 360 as a CDE, purchased licenses of Autodesk Navisworks and increased the usage of model-based design across Broadway Malyan's studios. It also brought in Autodesk BIM Collaborate Pro for the architectural practice to help deliver collaborative global projects.

Cadline trained Broadway Malyan on Autodesk Navisworks, Autodesk Revit and other Autodesk software tools at the Abu Dhabi and Lisbon-based studios. BM also looked at the potential benefit of using Autodesk FormIt, an architectural modelling tool for BIM-based 3D sketching as a platform for

early concept design. In addition, Cadline functioned as a true Digital Partner, attending Digital Practice meetings on a monthly basis as well as the more traditional support provided by a dedicated team.

Reaping the rewards

Cadline has supported Broadway Malyan in their transition from a 2D design world to a 3D-focused one. It has also helped to introduce the practice to more collaborative working models including helping migrate it to a CDE, where all information needed for an architectural project can be held in one place. With Cadline's help, Broadway Malyan now uses this environment as a central data repository using Autodesk Docs and Autodesk BIM 360 to facilitate the collaboration.

"Cadline is focused on delivering this consultative approach. The work we do with Broadway Malyan is a great example of how we engage with customers and look to add value," said Michael Johnson, Cadline. "The emphasis is on maximising and optimising the use of the technologies they have in place already rather than necessarily looking to sell them new ones".

Benefits to Broadway Malyan from using BIM 360 and the Autodesk collaborative software include improved cross practice communications and collaborative working, better project coordination leading to fewer errors and easier collaboration with both internal and external project participants.

Jon Arnott, Director of Digital Practice, Broadway Malyan, said: "We use the Autodesk collaborative software a great deal for file sharing. Rather than attaching a file to an email and then sending it, we can just place information into the platform, invite project stakeholder in and allow them to access what they need to access – obviously securely through the relevant permissions. And of course, now we have the BIM Collaborate Pro plugged in we can do the work in progress with other consultants."

"Otherwise, we would have to be continually sending work to other stakeholders once it was completed. They would then have to download it and ensure they had linked it correctly into their models, leaving room for error," added Arnott. "Our new more collaborative approach also allows us to build an ongoing relationship with the client far beyond the design and construction phases of a project."

Longer-term evolution

Today, Broadway Malyan is looking to further develop its relationship with Cadline and the way it uses Autodesk software. Cadline is becoming more of a digital partner to Broadway Malyan. Moving forwards, Broadway Malyan intends Cadline to become even more integrated with the business.

Rather than being a third party partner that Broadway Malyan speaks to periodically, Cadline is increasingly relied upon for specialist applications it can deliver and expertise it can give. This means that Broadway Malyan does not need to have a large inhouse specialist centralised team. It is today focused on decentralising its approach so that it gives power back to the country-based studios and upskills locally to the studio.

This enables the studio to retain more knowledge and gain further support by itself developing a direct relationship with Cadline. "It is like having a library on tap," said Arnott. "We now have experts on call, available whenever we need them."

With regards to Autodesk software, the future focus is on making use of more of the tools within the AEC product suite to their advantage. According to Arnott, "we recognise we have spent a lot of money with Autodesk and there are a lot of tools within the Collection that we have not looked at, so we are just trying to use more of that capability."

Cadline has been helping provide relevant information to support this approach, through product overviews and case studies showcasing the benefits the products have brought to other clients. Arnott also sees the use of collaborative tools like BIM 360 Document Management and Autodesk ACC Docs helping streamline the way it processes work in progress and collaborates with project stakeholders that are external to Broadway Malyan itself. Moving forwards, it also plans to use such tools more internally for cross studio working for example.

Drawing on the expertise of Cadline and the rich functionality of the Autodesk software, Broadway Malyan has already achieved collaborative architectural design on a global scale. It is looking forward to extending these capabilities even further in the coming months and years.