Perkins and Will Innovates with IMAGINiT Clarity Software

**Biomed Realty Trust, Inc.; i3 Campus –
Perkins and Will Expertise: Science and Technology**

Established in 1935, the architecture and design firm **Perkins and Will** believes that design can make the world a better and more beautiful place. Its 2,500 professionals provide global, interdisciplinary ser vices in architecture, interior design, branded environments, urban design, landscape architecture, and more.

Recognized for Innovation

Fast Company, an American business magazine focused on technology, business, and design, named Perkins and Will to its Most Innovative Companies - Architecture list three times, most recently in 2018, when it noted:

"*In recent years, [Perkins and Will] has adopted sustainability as a guiding principle … In 2016, Perkins and Will became a founding partner of Portico, a green materials database and decision-making tool developed by Google and the Healthy Building Network to bring transparency to the notoriously opaque design and construction industry. In 2017, it took on some of the loftier problems facing cities of the future.*"

This focus on innovative design is possible because Perkins and Will stays close to existing technologies and influences emerging technologies, all in an effort provide its designers wi th tools that remove time-consuming non-design activities.

Identifying a Need and a Solution

In 2014, Matt Petermann and Dan Chasteen, Perkins and Will's Digital Practice Managers, sought a long-term solution that could evolve with the company's continuous need to reduce time spent on software issues, technical issues, and repetitive tasks. He connected with Matt Mason, Software Solutions Development Manager, IMAGINiT Technologies.

Matt Mason shared details of IMAGINiT Clarity, a software that enhances Autodesk Revit software by automating processes.

"We had some thought-provoking conversations," said Matt Mason. "Matt and Dan were interested in Clarity's current capabilities as well as IMAGINiT's plans for phase two of the software, which would provide more project-level data about existing and potential problems in a Revit model. We had a lot of fun brainstorming about ideal technology solutions."

Perkins and Will decided to purchase IMAGINiT Clarity for a one-year pilot program of automating PDF printing because:

- The company could evaluate Clarity software as well as IMAGINiT Technologies before selecting a long-term solution
- Clarity can be used by any team member, even those who don't use Revit software
- Clarity is easy to implement and learn, so teams could focus more of their time on design
- The company could measure savings to determine next steps and use for leadership buy-in of a larger purchase, if needed

Successful Pilot Leads to Enterprise-Wide Adoption

During the pilot year, Perkins and Will used IMAGINiT Clarity software on seven of its largest projects; they tracked the time saved, and it was the equivalent of having another full-time person on each project!

"The software worked well, we took a tedious task off our employees' plates, and we spent a lot of time getting to know IMAGINiT," said Matt Petermann. "It was a very successful pilot."

Matt Mason, said, "We had an exciting first year with Perkins and Will. While our software was busy automating their printing, we were busy learning about their needs and thinking about how we could enhance Clarity's capabilities to meet those needs."

In 2015, based on the success of the pilot and the trust developed with IMAGINiT Technologies, Perkins and Will deployed Clarity enterprise-wide. It was up and running in a couple days, and many more teams began using it.

With the launch of phase two of IMAGINiT Clarity software, which included several functionalities discussed with Perkins and Will, the company expanded the capabilities it used to include:

- Treating models as groups of data instead of Revit files
- Managing model health
- Predicting when things will go south in Revit

Saving Time, Reducing Expenses, Enhancing Morale, and Pleasing Clients

Today, in 2019, all Perkins and Will teams use Clarity on all projects, and as of the date of this article, the company has saved 293,812 hours!

"Saving time means saving money, which of course is good," said Matt Petermann. "But really, for us, it means that our employees spend less time on drudgery and more on interesting and innovative design activities. Plus, there are fewer delays. This all means that our employees and clients are happy."

Working Together on Future Enhancements

Perkins and Will, through its Digital Practice, continues to target advanced technology solutions on behalf of the firm. It's also working with IMAGINiT Technologies on future software enhancements.

"Our relationship with IMAGINiT has proven very valuable," said Matt Petermann. "We have open discussions about our needs and visions, so IMAGINiT can consider them when making changes to its software."

Most recently, Matt Petermann discussed the next step in his vision for IMAGINiT Clarity software: to be a "check engine light" that could:

- Notify users when there is a problem with a model
- Identify the problem
- Suggest an action
- Take action to automatically resolve problems before they happen

Land O'Lakes Purina Farms Conference Center – Perkins and Will Expertise: Branded Environments

"We take immense pride in being in touch with the needs of the AEC market and at the cutting edge of technology advancements that address those needs," said Matt Mason. "We appreciate the part that Perkins and Will play in helping us do just that."