



# BIM in Proptech

Digital Innovation  
needs data and visualization



- Proptech = Digital innovation in property industry
  - Construction
  - Green technologies
  - Building and industrial automation
  - Smart sensor technology
  - Energy storage, production and optimization
  - **Workflow and operational optimization** (e.g. maintenance, energy, shared desk, smart parking, robots, AI)
  - **BIM**
  - and many more...



## Adam Korbuly – CTO

- **Founder of ArchiFM** IWMS system, the BIM CAFM system from its origin in 1998
- **25 years of BIM and CAFM software experience**
- Provider of market leading CAFM + CMMS technology in Hungary since 2000
- International project experiences
- **Founder of OrthoGraph** (since 2004) – mobile + web technology providing real-life building data in building and industrial operation

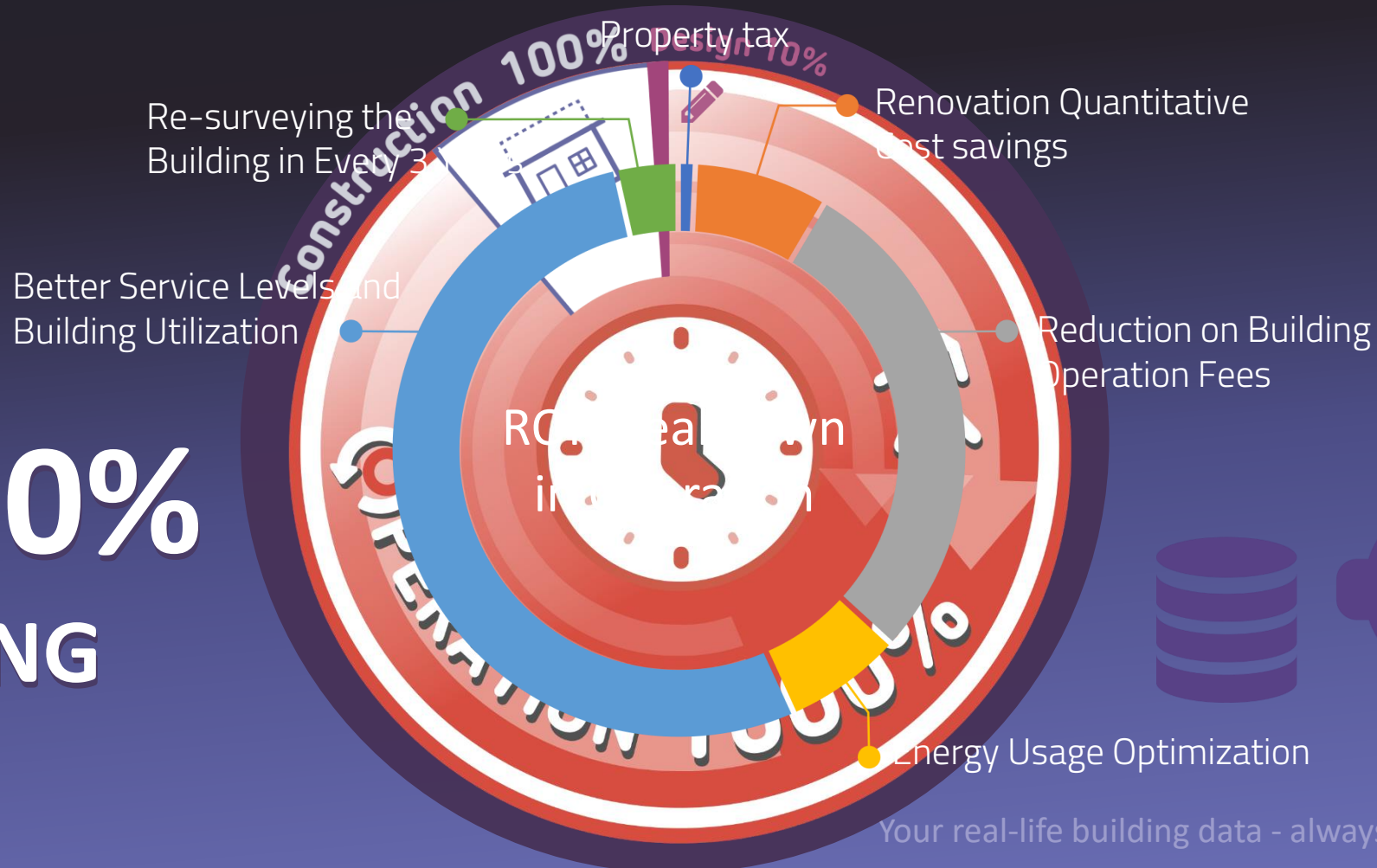
- Graphisoft's ArchiCAD and ArchiFM since late 1990s
- BIM originated from the concept of Virtual Building
- The goal: BIM should improve the efficiency of buildings – rather workflow and financial focus than the “beauty contest”
- The technical implementation: to represent a building's **Digital Twin** with smart virtual elements – including all assets and data
- BIM was supposed to support mainly:
  - Construction
  - **Operation**

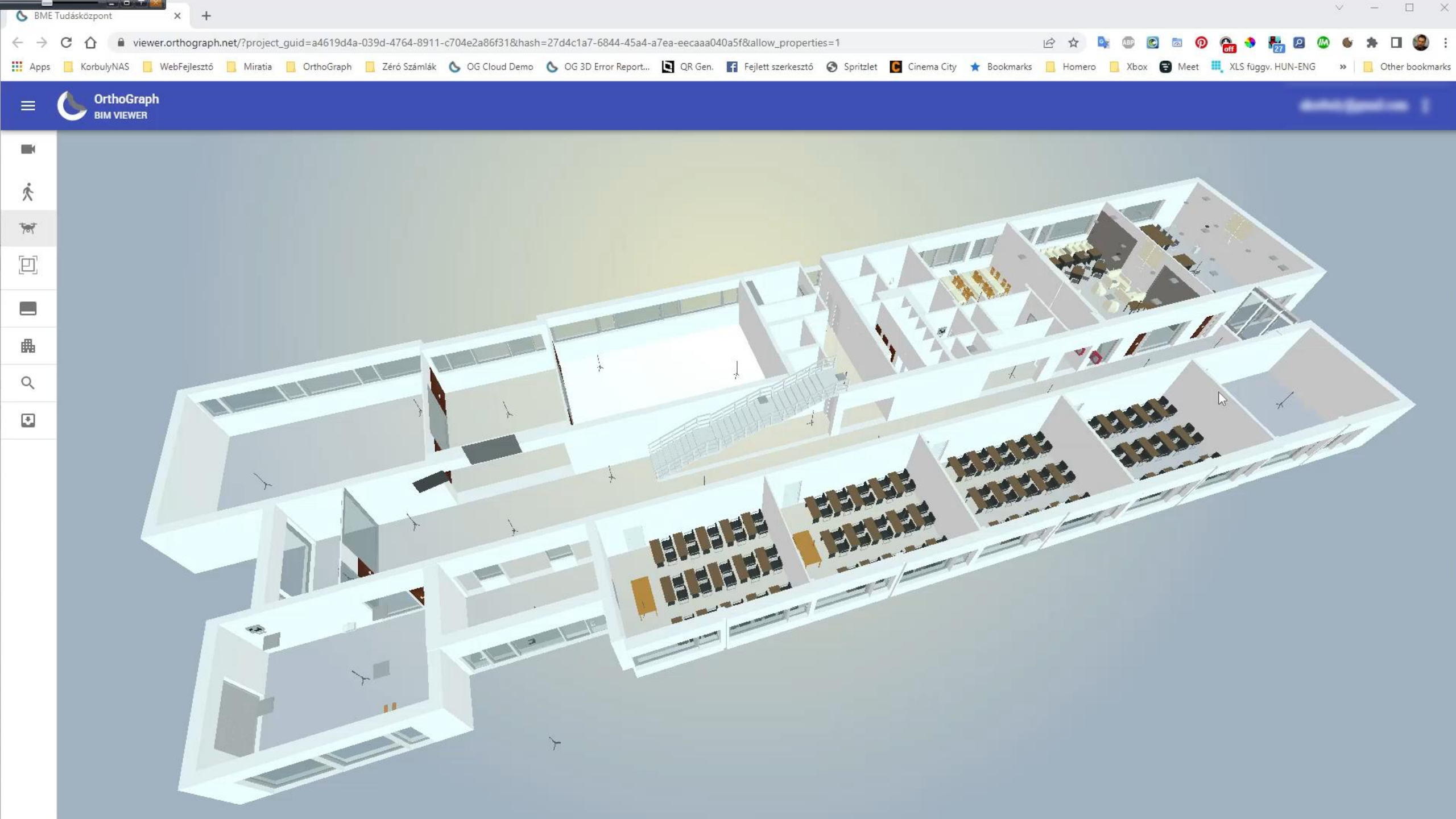
# The goal of Operational BIM

## Building and Industrial Operation

Bring the savings in the area where the big money goes.

**10-20%  
SAVING**







# From BIM to Proptech in Industry and Manufacturing example



## Information of your assets

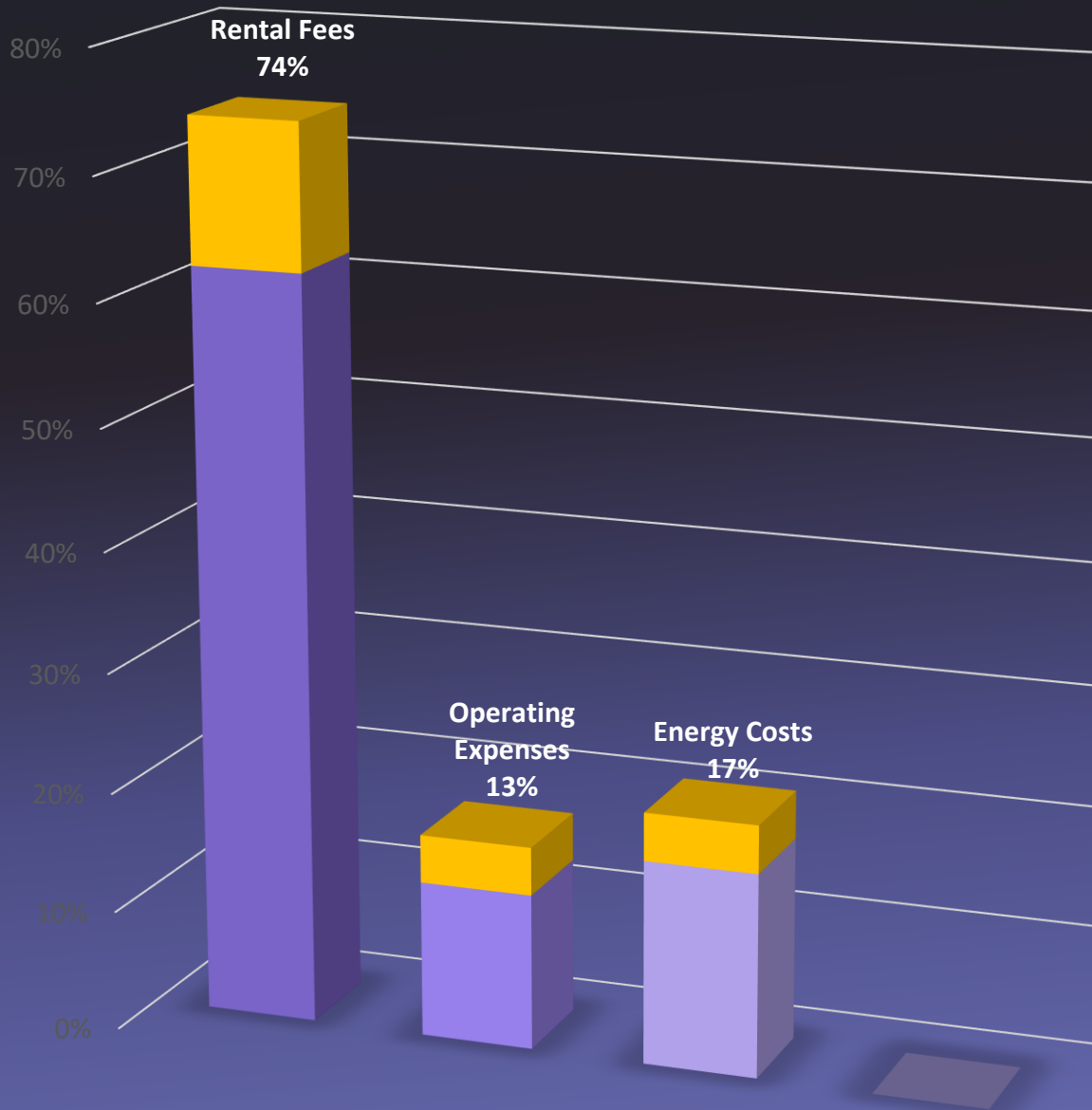


- ① How much is the usable area of your building?
- ② The condition and location of your assets, big energy consumers?
- ③ Where is your building information stored?
- ④ Are you aware of your cleaning, rental and painting area?

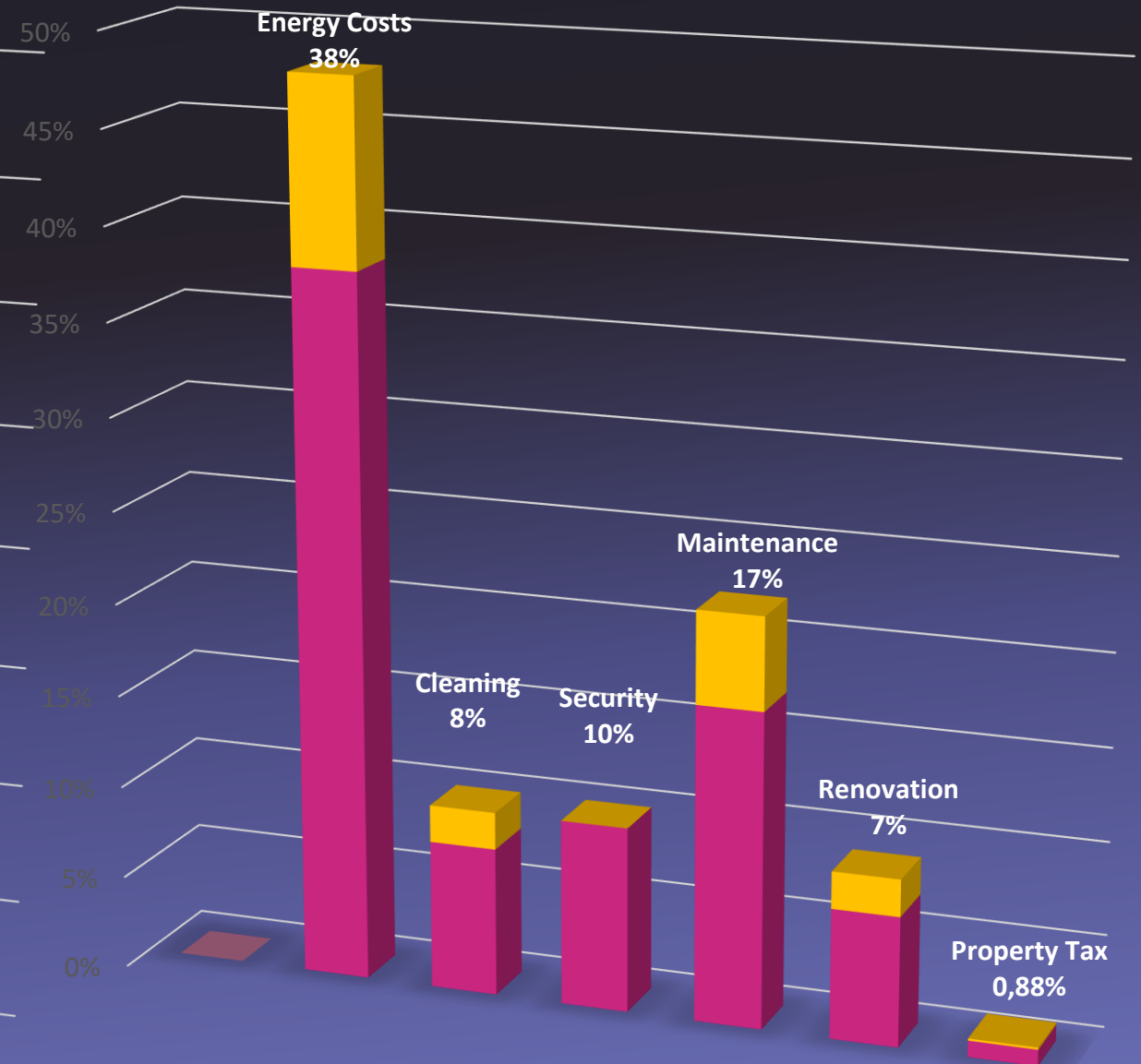
Do you make your decisions  
driven by real data?

- BIM - Collecting data:
  - Floor plans = possible efficiency improvement
  - Asset Inventory = large consumers, windows, doors, exterior insulation
  - Follow up changes, moves = stay in control
  - Smarten meters, sensors (e.g. occupancy, air quality, wear sensor)
- Proptech:
  - Analyze the data = plan optimized renovations, improvements
  - Workflow = process changes based on analyzed data
  - Control = stay in control and follow workflows short and longterm
  - Minimize downtimes, energy consumption the smart way (only when and where it's needed, accurate cost allocation etc.)

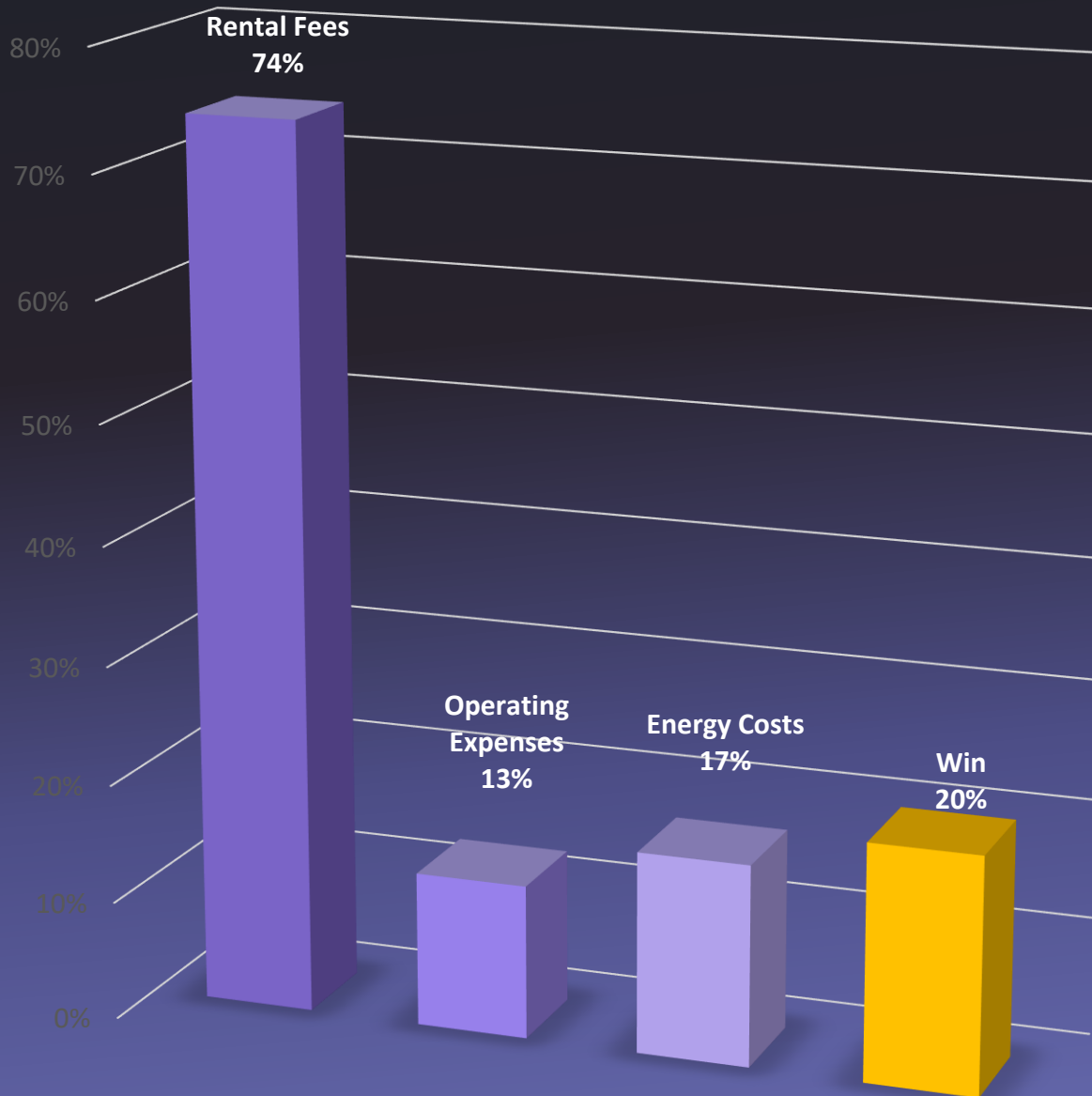
## Revenues



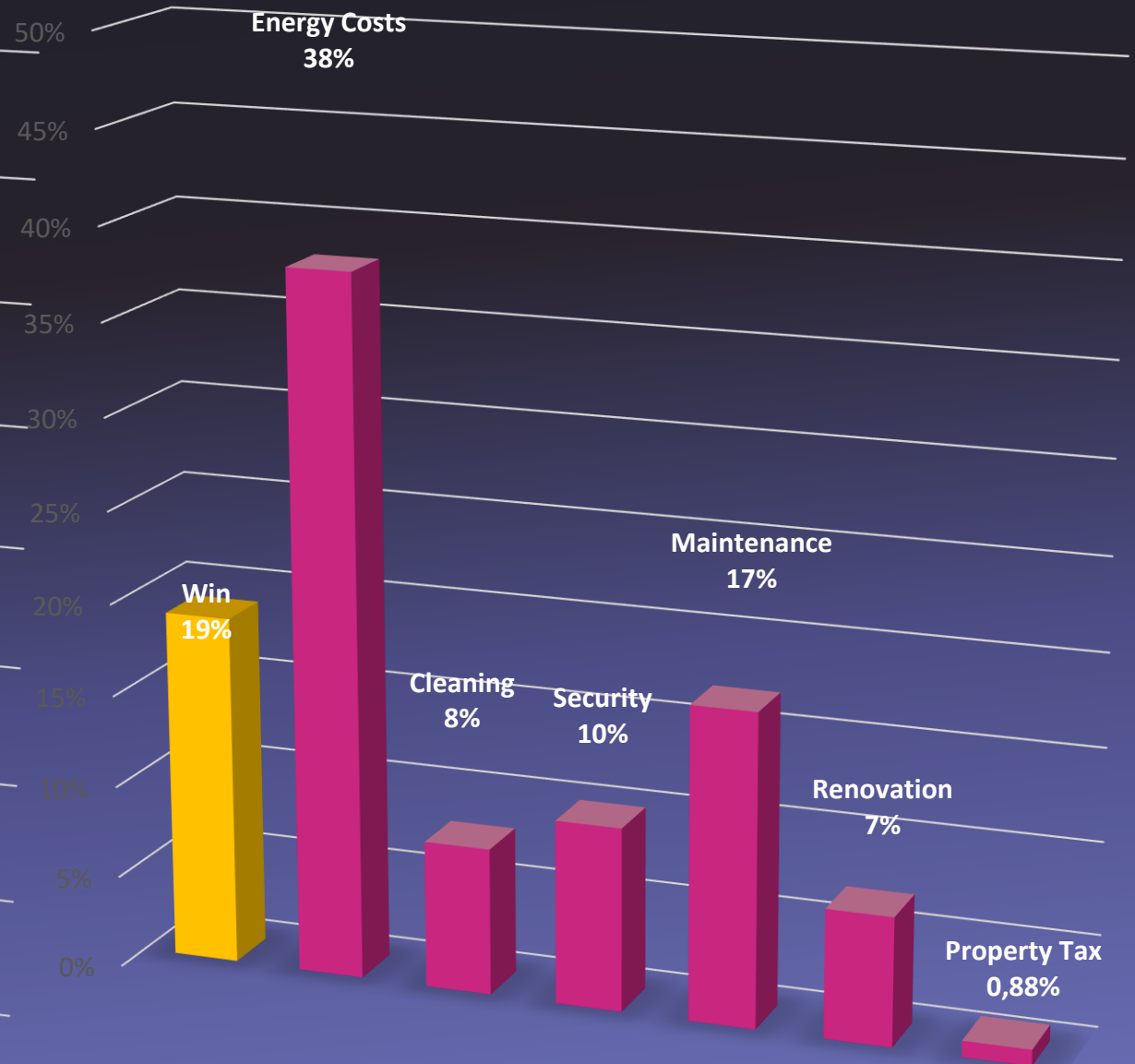
## Costs



## Revenues



## Costs



The highest value propositions are:



- ① More efficient property and industrial operation
- ① Independence from employees, subcontractors
- ① Minimizing downtimes, energy consumption
- ① Easily get in control and stay in control of all assets

Implementing BIM and Proptech in all industries highly improves profit = competitiveness on the largest cost after labor!

Adam Korbuly

+36 20 579 0119

akorbuly@orthograph.net



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