

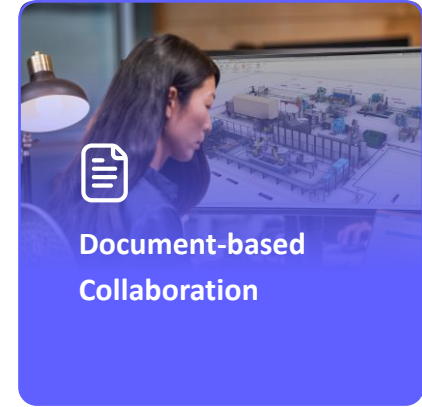
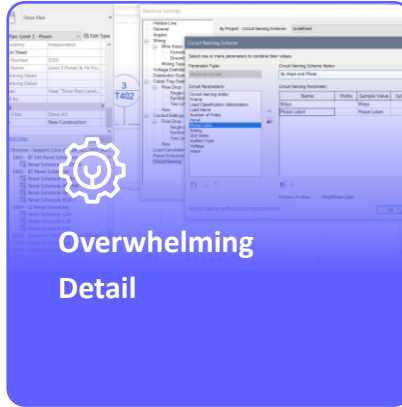
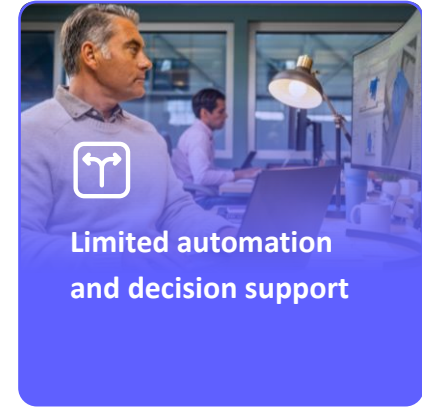


# Autodesk Forma

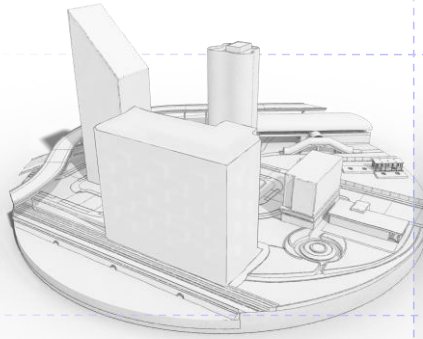
Early-Stage Design Analysis

Jonathan Reinhardt  
SENIOR CONSULTANT

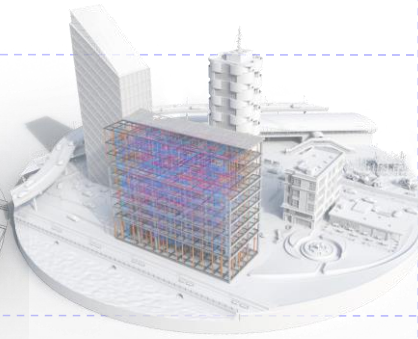
# Design workflows must evolve to meet YOUR industry needs



# Informed, data-driven Planning workflows can set the right path for the entire project lifecycle



PLANNING



DESIGN

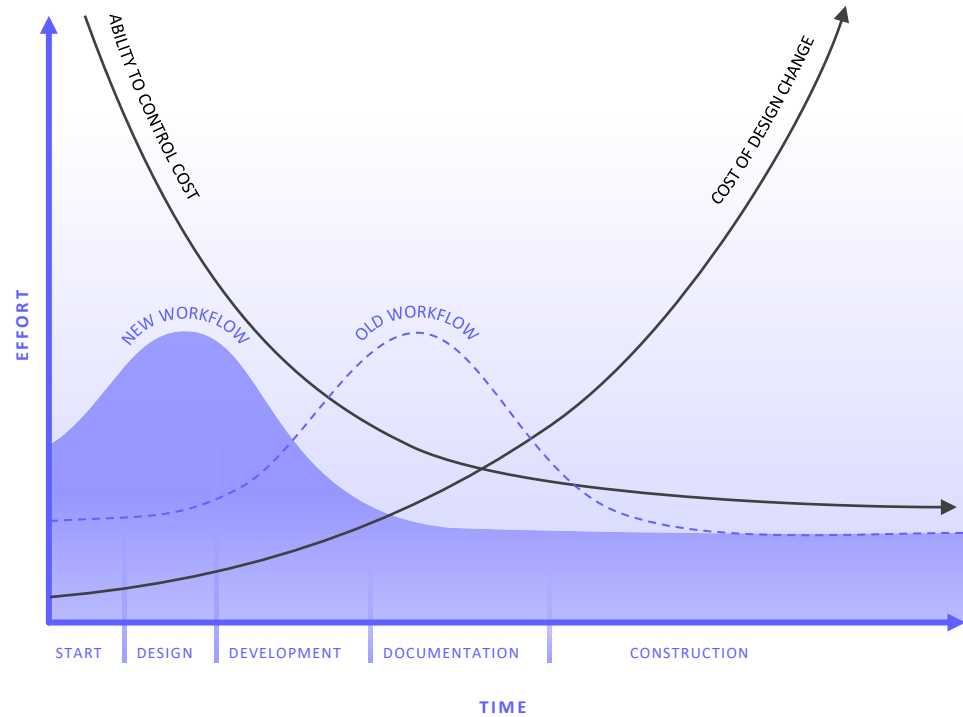


CONSTRUCTION



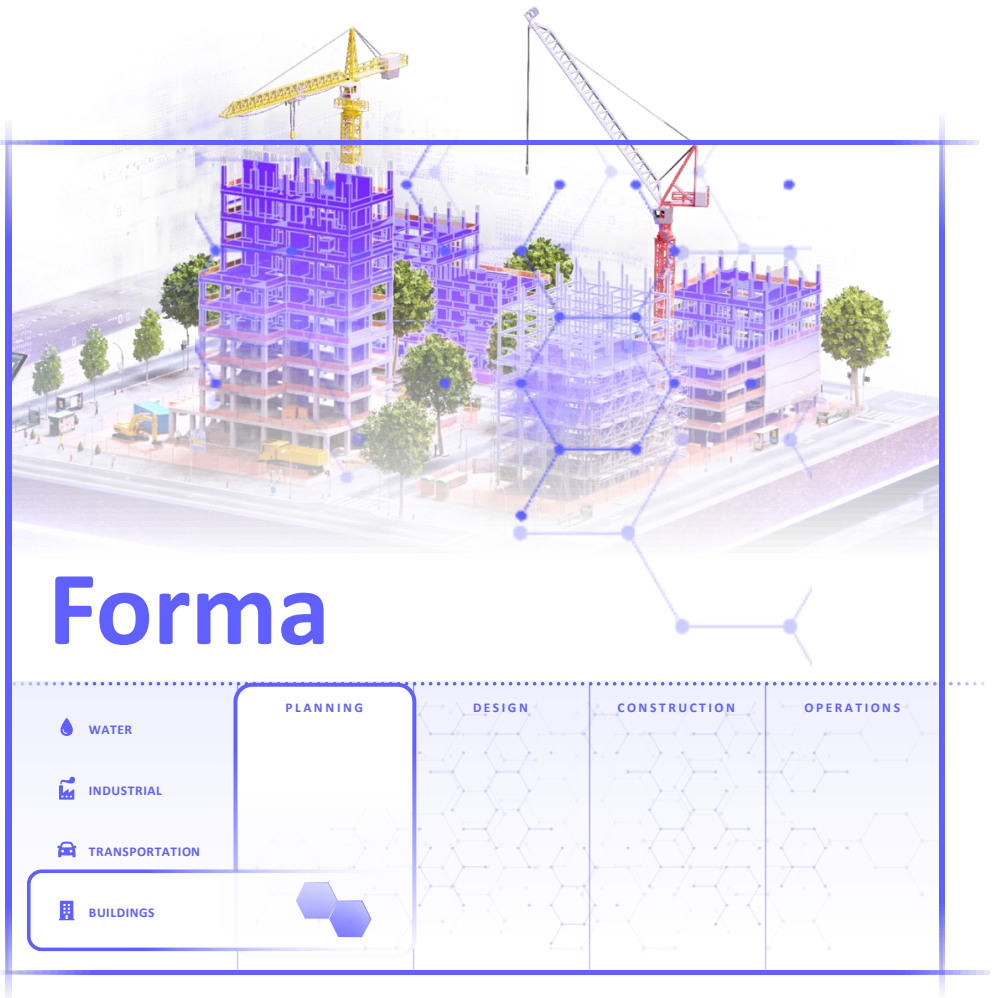
OPERATIONS

# Planning and Early design decisions have large impacts on project outcomes

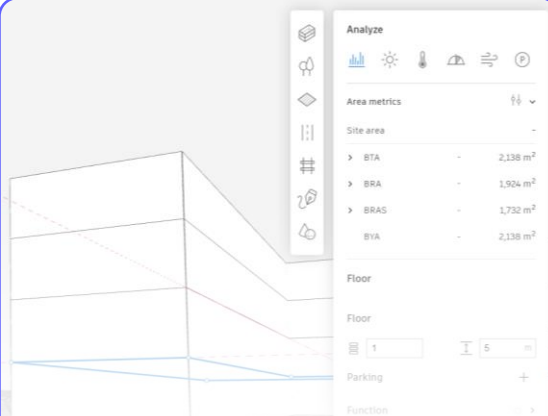


# Autodesk Forma is at the start of a multi-year journey

With the first Forma offering, targeting  
planning and early-stage building design

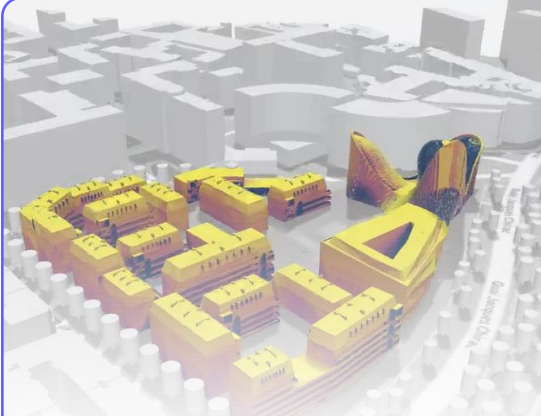


# The first Forma offering introduces the next generation design experience

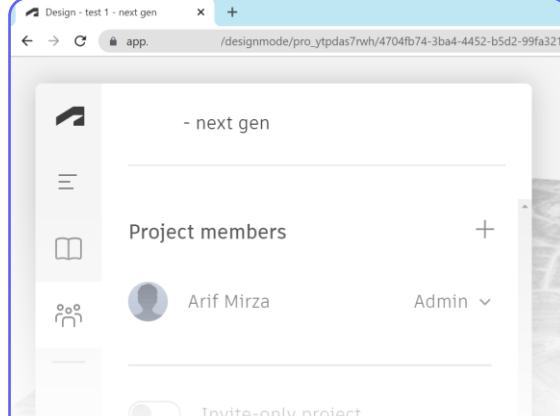


**Transformed user experience**  
unlocking advanced capabilities and insights to all users

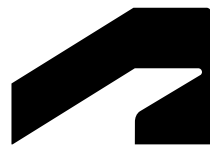
Area metrics	
Site area	
> BTA	- 2,138 m <sup>2</sup>
> BRA	- 1,924 m <sup>2</sup>
> BRAS	- 1,732 m <sup>2</sup>
BYA	- 2,138 m <sup>2</sup>



**Automations and analyses out of the box** to augment manual design experience and offload repetitive tasks



**Cloud native capabilities** with fileless storage, Revit sync, and browser-based access for easy collaboration



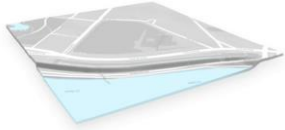
# Analyses







# Forma transforms planning & early-stage design



## CONTEXTUAL MODELLING & DATA

Rapid setup of BIM model with real world contextual data\*



## CONCEPTUAL DESIGN

Create complex designs in full 3D in minutes



## AUTOMATIONS

Design, explore and optimize solutions with unparalleled speed and ease of use



## ANALYSES

Perform real time analysis to evaluate and improve designs



## INTEROPERABILITY

Adopt hybrid workflows with Forma- Revit sync enabling fluid connectivity downstream

**THIRD-PARTY ECOSYSTEM**

Connect and extend Forma with third-party capabilities

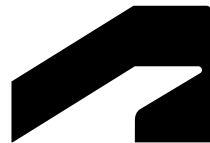






# Contextual Modelling and Data





# Conceptual Design

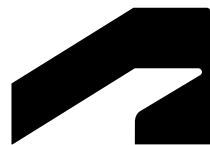




# Automations





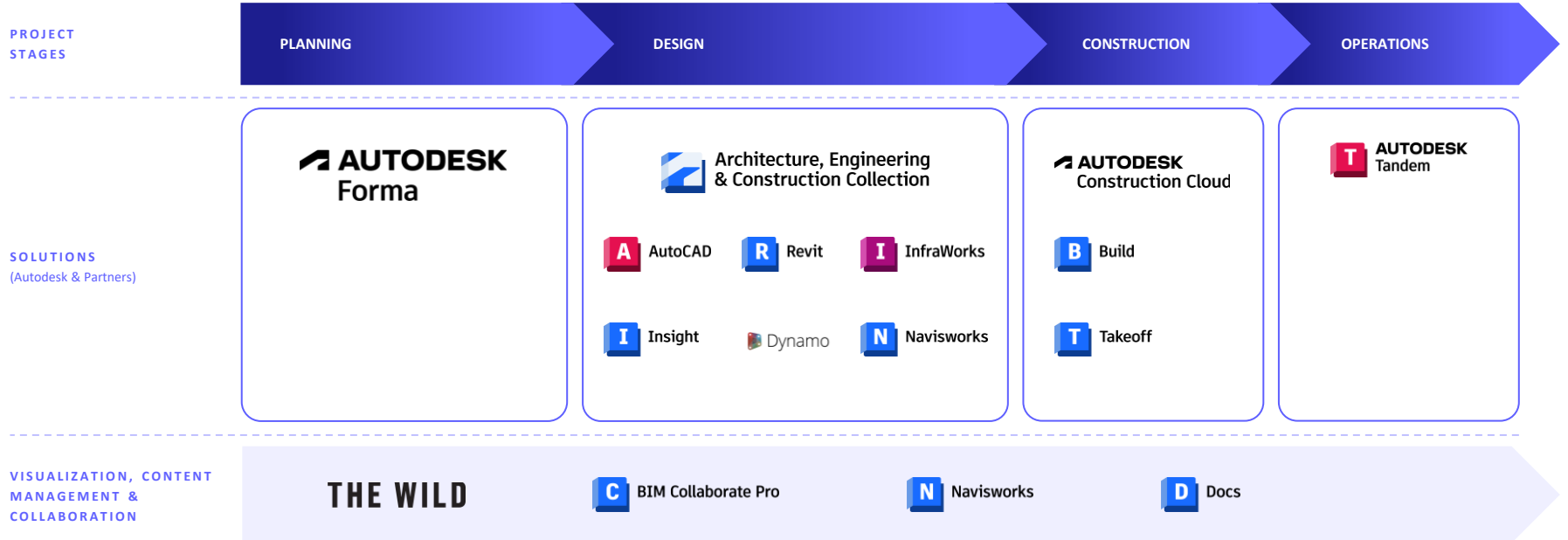


# Push into Revit



# Stages of design for buildings

Autodesk portfolio across lifecycle



# Customer Story / CUBE3

CUBE3 realizes 50-66% time savings in conceptual design with Forma

## Forma supports early-stage design and firm-wide digital transformation:

- Conceptual design time savings of **50-66%**
- Team communication, design quality, and client satisfaction improvements
- Central project launchpad for cloud-based digital work environment

“Many conversations can be arbitrary in early meetings, but with the visual representation from Forma that we’re able to show clients now, we can have more direct conversations about the best possible solutions...you can easily go to any client, open your browser, log into your Autodesk account, and show them the project in Forma, reviewing all the studies you’ve created.”

-Brian Cussen

Architect & Associate, CUBE3 Architects



# Customer Story / SWECO

Sweco structures data-driven workflows and new business models around Forma

## Forma efficiently shares data across stakeholders, processes, and platforms:

- Central tool for massing as part of a connected workflow including ArcGIS and BIM 360
- Enabled new fixed-price business model for early-stage feasibility analysis
- Structured workflow with flexibility to expand analysis, including in-house sustainability tools



“  
*Having access to the right data in the early stage can save our projects from problems later. The biggest value of having data is that we get better projects. There's less guesswork involved, and it gives us more confidence in our concepts, resulting in a project that is adapted to the environment and the actual challenges of the site.*

-Adam Sjödin  
Architect, Urban Planner, Digital Strategist, Sweco Architects

”

# Customer Story / Nordic

Nordic Office of Architecture uses Forma to radically improve design processes



## Forma enables informed, collaborative designs and reduces re-work:

- Central tool for massing as part of a connected workflow including ArcGIS and BIM 360
- Enabled new fixed-price business model for early-stage feasibility analysis
- Structured workflow with flexibility to expand analysis, including in-house sustainability tools

“*The increasing complexity of projects affects the way we work, and the way we need to understand more about our projects earlier on – not only that, but we need to provide the data to other parties at all different times of the projects, and receive data that affects the decisions*”

-Bridget White

Architect and Digital Technology Lead Nordic Office of Architecture

