



**EXECUTIVE PROGRAM**

# **DIGITAL TRANSFORMATION STRATEGIST**

**Agents for  
Digital Transformation**

**ONLINE  
150 HOURS . 8 MONTHS  
ENGLISH PROGRAM**

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**CERTIFIED BY**



**DIRECTED BY**



# WHO ARE WE ?

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## BIMCrew

BIMCrew is a team of passionate industry and academic experts who focus towards Digital Transformation of AECO-Architecture, Engineering, Construction, and Operation sector organizations with respect to BIM-Building Information Modeling and Digitalization.

BIMCrew provides over several engagements and trainings connected to the fascinating world of latest Project Management skills. BIMCrew majorly focuses to provide services in four verticals: (1) BIM Skill Development; (2) Establishing BIM Strategies at organization and project levels; (3) BIM Auditing and certifications; (4) Organizing BIM Summits, events and conferences.

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## India BIM Association



IBIMA-India Building Information Modeling Association is the leading professional national society for Building Information Modeling and Digitalization in Indian AECO-Architecture, Engineering, Construction and Operation sector. India Building Information Modeling Association is registered as a national level not-for-profit society. We are glad to inform you that India BIM Association is firmly moving ahead in spreading BIM awareness to the Indian AECO industry and academia with IBIMA reaching to roughly forty thousand professionals as per 1st April 2020.

India BIM Association majorly focus on: (1) BIM education and training; (2) Organizing BIM summits & events; (3) BIM policy development; (4) BIM maturity assessments and certifications.

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# CERTIFICATION

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## Certified by :

Digital Transformation Strategist Executive Programme will be certified by IBIMA- India BIM Association after candidates successfully complete 150 CPD points.



IBIMA will organize a certification examination for the executives who successfully complete 150 CPD points in this strategy programme. The candidates of executive program have to go through the online examination once the course is successfully completed.

Certificates will be issued by IBIMA after successfully completing the certification exam. Candidates are proposed to join professional Membership of India BIM Association to serve as Strategic and auditing consultants to IBIMA clients. Contact [info@ibima.co.in](mailto:info@ibima.co.in) for enrollment information.

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## Continuing Professional Development Program Points : 150

Continuing Professional Development (CPD) is the learning activities, professionals engage in to develop and enhance their abilities. It enables learning to become conscious and proactive, rather than passive and reactive.



CPD

Continuing Professional  
Development

There is an increasing expectation for professionals to undertake Continuing Professional Development regardless of industry sector, career level, job role and responsibilities. The CPD Certification Service helps organizations formalize knowledge into a structured and recognized approach to meet those expectations. This means that your formally certified CPD materials are more likely to become accepted and welcomed by your audiences.

Engaging in Continuing Professional Development ensures that both academic and practical qualifications do not become out-dated or obsolete; allowing individuals to continually 'up skill' or 're-skill' themselves, regardless of occupation, age or educational level.

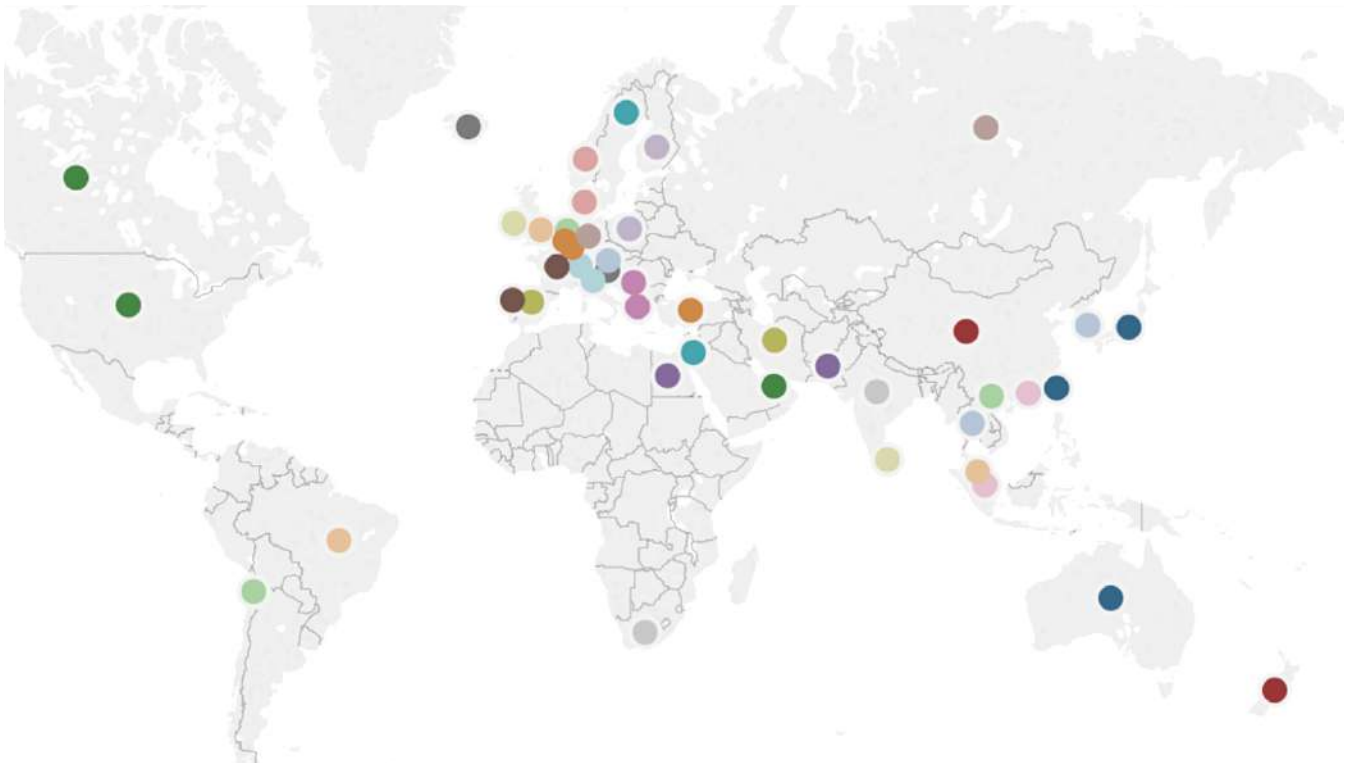
# OVERVIEW

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## Digital Transformation Strategist Executive Programme

**Duration : 150 hrs**

BIM is utilized by numerous professionals in the AECO-Architecture, Engineering, Construction and Operation sector: CAD users, designers, engineers, architects, developers, managers and senior executives, among many others. BIM usage is highest in small companies worldwide (26%), with 18% in medium- sized companies and 19% in large companies. By region, BIM usage is highest in North America with 24%, followed by EMEA (21%) and Asia-Pacific (13%).



Countries like the United States, the United Kingdom, the Netherlands, Singapore, South Korea, Japan, Hong Kong, Australia, and few other countries have mandated the use of BIM in public sector. Several countries in the regions of America, Europe, Asia, and Oceania have a high percentage of BIM users for their AECO projects. Globally, BIM awareness is spreading in a great way for the benefits it is bringing to the AECO industry. BIM has been researched in more than 65 countries. **Global trends in BIM research** article provides us with an overview of BIM research. BIM has been adopted in the tertiary education system in more than 25 countries. BIM adoption efforts from the public sector are happening in more than 30 countries. And, several national level organizations support BIM adoption and implementation in more than 31 countries.

In India, AECO industry is the second largest industry after agriculture industry. Indian AECO industry employs more than 35 million people, has the second highest inflow of foreign direct investment after the services sector, and contributes to about 11.1% of India's GDP. Recent initiatives set by the Indian government, such as Make in India, is serving to grow the AECO industry. There are many mega projects undertaken recently, e.g. high-end roadways or expressways, metro train projects, and proposed bullet train project between two cities of India, i.e. Mumbai and Ahmedabad. The initiation of these projects necessitates focussing on various technical and non-technical aspects along with technologies, especially the infrastructure for these initiatives. Regarding technologies and project delivery process within the AECO industry, BIM is one of the most notable ones, with its ability to reduce project time delays, cost overruns and litigations.

Indian AECO industry is inclined towards employing graduates with exposure to BIM tools, techniques and processes. In line with today's AECO industry necessities, universities are running a wide range of BIM courses, for exposing AECO students to this new paradigm shift. However, today's academic BIM education is not completely integrated with other AECO programs in Tertiary Education System.

# BIM SKILLS & COMPETENCIES

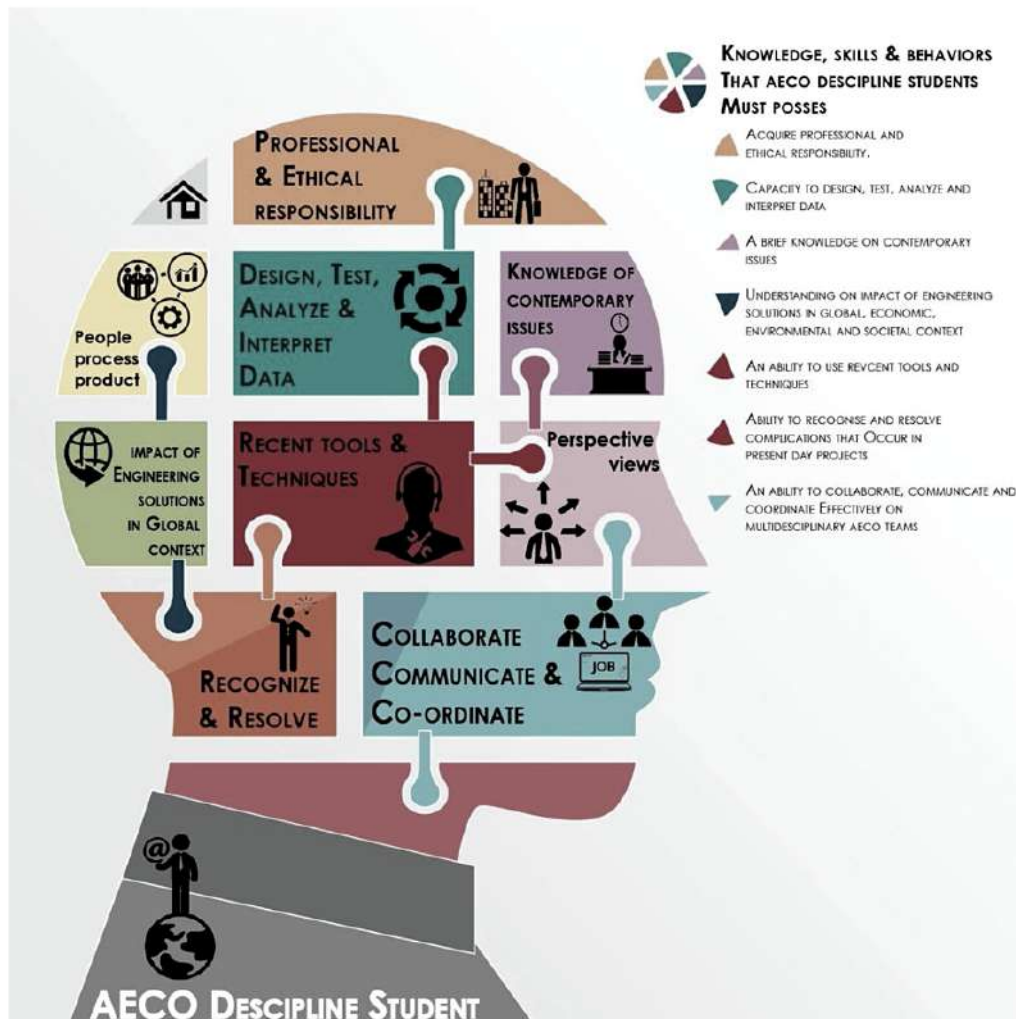
## Digital Transformation Strategist Executive Programme

**Duration : 150 hrs**

This Executive program will guide you on how to establish organization and project BIM strategies as a whole. Immersive training on BIM implementation strategy through-out Project cycle right from survey to handover. Know how BIM technology, process and policies together work for successful delivery of AECO projects. Clear understanding on Employer information requirement, High strategy Plan, BIM execution plan development. Detailed discussion on seventy BIM Uses in the project life cycle and its related technologies, process maps, deliverables, stakeholders, LOD etc.

In terms of BIM for project management: Impact of BIM on Design (Scope, Collaboration management), Information (Data management, Stakeholder management, Interoperability management), Construction (Site management, Procurement, Asset & Facility management) & Performance management (Risk management, Quality & Safety management, Time & Cost management).

The list of Knowledge, skills and competencies that AECO discipline professionals must possess are pictorially represented here.





# KEY POINTS

Digital Transformation Strategist Certification program is a mix of the key factors needed to succeed as a BIM Strategist, which no other program can offer. Participation in this program will become the next step in your career bringing you to the heights of Establishing Organization and Project BIM Strategies. This way you will be learning to serve as Agent for Digital Transformation of AECO Organization. The job roles you will fit in vary based on your experience and some of them are Digital Director, Head BIM Strategy, BIM Strategy Manager, BIM Strategy co-ordinator, BIM Strategy consultant to drive AECO organization towards digital transformation.

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## TEAMWORK

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Simulated team work in establishing Organization and project BIM Strategies on how to work on establishing BIM Strategies from anywhere, giving them experience in a collaborative environment. This is an In-house team Building programme. We are building the troop of Agents for Digital Transformation who can serve as Strategic BIM Consultants in the AECO Organizations. Participants are able to see a list of all of the other participants in the program and their specialties, fostering an environment for global networking.

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## ONLINE FLEXIBILITY

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Our participants are professionals with 5-25 years experience working in the Global AECO Sector. Candidates in previous editions are from India, UK, Italy, Dubai, Oman, Qatar, Abu Dhabi, Morocco, Taiwan, Korea and Yemen. This program is developed taking working professionals into consideration. This gives our participants to learn and get the certification along with their work. Our professors (Industry Professionals) are always ready to entertain the queries related to the program and solving your doubts in the best way possible.

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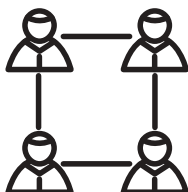


## FACULTY BOARD

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All the mentors are AECO Industry Professionals working in the real world projects and been very successful doing that. We know how and exactly the how the Digital Transformation happens in AECO Organizations. This gives them the unique perspective to know what is needed for participants to successfully enter AECO market as Digital Transformation Agents/Leaders.

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## GLOBAL EXECUTIVES NETWORK

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This executive BIM Strategy program encourages and fosters interaction between strategic leaders from various backgrounds and disciplines. Collaborative way provide the platform for executives to network and deliver Integrated BIM projects successfully. After completing this strategy program, participants will be comfortable supporting AECO organizations in Digital Transformation process.

# METHO- DOLOGY

Digital Transformation Strategist Executive Program is curated to guide leaders of AECO Organizations in Digital Transformation Process. Program is designed With Key focus on how to establish Organization and Project BIM Strategies. Program is planed with Live-Online-Weekend sessions by Global BIM Experts keeping into consideration the Trans-disciplinary, Inter-level multinational collaboration with BIM Industry, Academia, Research and Policy makers.

## LEARNING METHODOLOGY

BIMCrew employ online platform for your learning and sharing the best study material for your Executive Program. This gives you an opportunity to easily connect & interact with other participants and tutors. Our tutors are responsible for helping you every time anyway possible. In addition to this, sessions will be held online through Zoom platform.



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## WHO IS THE CERTIFICATION PROGRAM ?

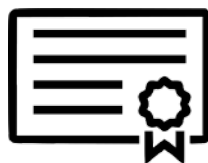


This program is aimed at all AECO sector professionals – who want to specialize or expand their BIM Skills and Competencies to drive digital transformation in AECO Organizations. Executives who complete the Strategy program will be able to set Organizational and Project BIM Strategies. At the same time, the participant will obtain broader understanding towards implementation and management of BIM in Small, Mid and Large scale Design, Construction, Facilities management, Project Management Consulting and owner organizations.

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## DIGITAL LEARNING ADVANTAGES

- Learning is Executives-centered
- Personalized learning
- Expanded networking opportunities
- Abundance of information
- Learning happens on Digital Transformation topics
- Collaborative learning with Global Professionals
- Effective forms of professional development.



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## WHY TO JOIN DIGITAL TRANSFORMATION STRATEGY CERTIFICATION ?

BIMCrew helps participants develop a variety of skills through the Digital Transformation Strategist Executive program:

- **Strong foundations in BIM** with respect to BIM technology, process and policies
- **Advanced knowledge on appropriate BIM Uses** in the Project life cycle
- **BIM Skillsets relevant to BIM Strategist** for setting organization BIM strategy, align organizational team, performance monitoring and hand-holding and design BIM roadmaps.
- Better understanding on the **Global Trends in BIM Education**
- **Training for better collaboration** on Integrated BIM Projects
- Better understanding on **Global BIM Adoption**



# EXECUTIVE PROGRAM CONTENTS



# BIM FOUNDATION



**Duration: 27.0 hrs | CPD: 27.0 points**

BIM Foundation will give foundational knowledge by first exploring the principles of BIM and the role it plays in modern architectural, engineering, and construction (AEC) projects. It will cover the important concepts like Integrated Project Delivery(IPD), Common Data Environment(CDE), Level of Details, COBie, BIM Maturity, ISO 19650 Part-1, 2, 3 & 5, Soft landings and more that plays a key role in delivering BIM projects

Module 1	Table of Contents	Duration
<b>M 1.1</b>	<b>Global trends in BIM education, mandates and implementations</b> An awareness on global trends with respect to BIM mandates, BIM skill development programs, BIM Implementation and BIM R&D in 70+ countries.	<b>1.0</b>
<b>M 1.2</b>	<b>BIM Uses</b> Includes detailed discussions on 74 BIM Uses, BIM tools & equipments related to each BIM Use, Responsible stakeholders for each BIM Use, BIM Use Process map, BIM Use deliverables.	<b>8.0</b>
<b>M 1.3</b>	<b>RIBA Plan of Work 2020 - Project Life cycle</b> The RIBA Plan of Work organises the process of briefing, designing, constructing and operating building projects into eight stages and explains the stage outcomes, core tasks and information exchanges required at each stage.	<b>1.0</b>
<b>M 1.4</b>	<b>EIR-Employers Information Requirement</b> A document/s clarifying the employer's requirements during services' procurement. Employer's Information Requirements (EIR)s may include levels of modelling detail, training/competence requirements, ordinance systems, exchange formats or other employer-mandated processes, standards or protocols	<b>1.0</b>
<b>M 1.5</b>	<b>High Strategy Plan and BIM Execution Plan</b> The BIM Execution Plan (BEP) is developed by suppliers - typically pre-contract to address the Employer's Information Requirements (EIR) - and defines how the information modelling aspects of a project will be carried out. A BEP clarifies roles and their responsibilities, standards to be applied and procedures to be followed. A BEP collates/references a number of other documents including the Master Information Delivery Plan (MIDP) and the Project Implementation Plan (PIP). The BEP may be updated after the contract has been awarded	<b>2.0</b>
<b>M 1.6</b>	<b>IPD-Integrated Project Delivery</b> Integrated Project Delivery (IPD) is a contractual relationship with a 'more equitable' approach to distributing risks and benefits amongst main Project Participants. IPD is based on several key principles including: shared risk/reward, early involvement of key participants, and open communications. IPD encourages the use of 'appropriate technology' but does not necessarily require the use of BIModels. Please note that the term IPD has changed in meaning over time and some Noteworthy BIM Publications still refer to the old definition	<b>2.0</b>
<b>M 1.7</b>	<b>Benefits of BIM for AECO project stakeholders</b> It is very much essential to make the project stakeholders realize the benefits of diffusing BIM in their workflows across the project life cycle and understand the return on investments.	<b>1.0</b>

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Module 1	Table of Contents	Duration
<b>M 1.8</b>	<b>LOIN - Level of Information Need</b> A BIM metric to identify what information to include in a model during the design and construction process (also refer to Model Progression Specifications). BS EN 17412-1:2020 part 1 focusing concepts and principles will be also discussed.	<b>1.0</b>
<b>M 1.9</b>	<b>CDE-Common Data Environment</b> A single source of information which collects, manages and disseminates relevant, approved project documents for multi-disciplinary teams in a managed process. A Common Data Environment (CDE) is served by a Model Server and/or a Document Management System that facilitates the sharing of data/information among Project Participants. Information within a CDE need to carry one of four labels (or reside within one of four areas): Work In Progress Area, Shared Area, Published Area, and Archive Area	<b>1.0</b>
<b>M 1.10</b>	<b>COBie-Construction Building Information Exchange</b> COBie (Construction Operations Building Information Exchange) is a specification for the capture and delivery of design/construction information to facility managers. COBie specifications can be viewed as a simple spreadsheet or embedded into design, construction, and operation BIModels. Please note that COBie may have different uses in US, UK and other countries	<b>1.0</b>
<b>M 1.11</b>	<b>Softlandings of BIM projects</b> The term soft landings refers to a strategy designed to make an easy transition from the construction to occupation phases of a project with the overriding aim of realising optimal operational performance. It's all about narrowing the performance gap between design intent and operational outcomes that can emerge at any stage in a construction project.	<b>1.0</b>
<b>M 1.12</b>	<b>ROI-Return on Investment analysis tool discussion</b> The Return on Investment (ROI) BIM tool estimates the benefits and the level of return that the adoption of BIM Level 2 will bring to a project. The tool supports the procurer/client assess the benefits of adopting BIM Level 2 against a predefined list of benefits. The tool provides both a quantitative and qualitative assessment and this is reported within an easy to understand dashboard.	<b>1.0</b>
<b>M 1.13</b>	<b>BIM Standards overview</b> BIM Standards provides details of the standards and processes that should be adopted to enable consistent, structured, efficient and accurate information exchange.	<b>1.0</b>
<b>M 1.14</b>	<b>ISO19650 Part 1, 2, 3 &amp; 5</b> Part 1 focus on concepts and principles. Part 2 focus on Delivery phase of assets. Part 3 focus on operational phase of assets. Part 5 focus on Security-minded approach to information management.	<b>4.0</b>
<b>M 1.15</b>	<b>Claims, Disputes and litigations in BIM Projects</b> This is to realize the possible claims, disputes and litigations that may occur when BIM is implemented in AECO Projects	<b>1.0</b>

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# BIM STRATEGY



**Duration: 23.0 hrs | CPD: 23.0 points**

Organizational BIM Strategy module covers topics that are relevant to support Digital Transformation of AECO organizations. Establish organization / Project BIM Strategy, Performance monitoring, organization/project staffing, design BIM Skill development programs, Maturity assessments and certifications, Networking techniques, A-Z BIM Service planning, setting up Center of Excellence, etc.

Module 2	Table of Contents	Duration
<b>M 2.1</b>	<b>Establishing Organizational BIM Strategy</b> Realizing the process of defining Organizational BIM Strategies which involves defining BIM Vision, Mission, Goals, Objectives, Sub-objectives, Expected outcomes, Identifying critical success factors, defining performance measures, developing performance measurement dashboards, design BIM road-maps, progress monitoring, aligning team towards organization Vision & Mission, up-skilling the organizational team, hand-holding the team as and when needed.	<b>12.0</b>
<b>M 2.2</b>	<b>Establishing Project BIM Strategy</b> Realizing the process of defining Project BIM Strategies which involves understanding the client requirements, formulating EIR-Employers Information Requirement (OIR+PIR+AIR), Developing HSP-High Strategy Plan and BEP-BIM Execution Plan (pre and post contract) from contractor side, aligning AECO organizations participating in delivering BIM project, performing quality audits and hand-holding project teams as and when needed to successfully delivery BIM project as planned.	<b>2.0</b>
<b>M 2.3</b>	<b>Assessing the Maturity of BIM Adoption</b> Assessing the maturity of BIM adoption on a project or within your organization can provide insight to ways to improve processes and better take advantage of the benefits of BIM. The BIM Maturity Measurement tool is an Excel-based tool designed to help measure your understanding of BIM and help guide you towards BIM Level 2. It is a discipline-agnostic tool that seeks to measure just how much a project has used BIM and how successful this has been. It will also provide highlights on areas for improvement.	<b>2.0</b>
<b>M 2.4</b>	<b>ISO BIM Certification for AECO Organization</b> Basic understanding on how to serve as BIM auditor for guiding AECO Organizations to achieve ISO BIM Certification. Deeper understanding on different phases of auditing, understanding factors in ISO 19650 assessment matrix, documentation involved for getting an organization ISO BIM Certified.	<b>2.0</b>
<b>M 2.5</b>	<b>Delivering projects at UK Level 2 BIM maturity</b> One of the UK BIM Levels. Level 2 BIM refers to collaborative work practices where parties generate their own 3D models and share information through the Common Data Environment using common file formats. Project data is typically managed using enterprise resource planning software, and integrated by proprietary interfaces or bespoke middleware. In general, the progression from lower to higher levels of BIM Maturity indicates (i) better control through minimizing variations between targets and actual results, (ii) better predictability and forecasting by lowering variability in competency, performance and costs and (iii) greater effectiveness in reaching defined goals and setting new more ambitious ones.	<b>3.0</b>
<b>M 2.6</b>	<b>Activating BIM Services at your organization</b> Basic understanding on twelve BIM research directions, identifying the research direction that is of your interest. Support in developing the BIM business to plan a start-up or support your organization in activating new BIM services.	<b>2.0</b>

# IFC-OPEN BIM TOOLS



**Duration: 100.0 hrs | CPD: 100.0 points**

You will receive an access free educational licenses, self-paced learning material and few live sessions on Open-BIM softwares focusing on BIM Management - Architecture – Structural Design - Construction Cost Estimating – Health & Safety - Energy Performance – MEP Systems. We identify the right solution for advanced BIM collaboration tools, full data availability and security for this program.

Module 3	Table of Contents	Duration
<b>M 3.1</b>	<b>Solution for architectural, landscape &amp; MEP modeling</b> EDIFICIUS BIM MODELING SOFTWARE: The Architectural design software to develop your projects together with extraordinary archviz presentations, control project construction scheduling aspects and costs, collaborate in the BIM process in total security.  EDIFICIUS LAND: The Professional software for gardens, green areas and landscaping design. Import the 3D terrain model directly from Google MapsTM and design with easy-to-use modelling tools.  EDIFICIUS MEP: The software for modeling installation systems, mechanical, electrical and plumbing, in a fully compliant BIM workflow. The 3D guide for detailed modeling, perfectly integrated with the architecture and structure of the building.	<b>15.0</b>
<b>M 3.2</b>	<b>BIM for Structural Design</b> Edilus Concrete: The software for the analysis and structural design of new and existing reinforced concrete buildings according to Eurocodes (EC). BIM modeling, automatic reinforcement design and scheduling, accurate working drawings.  Edilus STEEL: Steel structures analysis and design software according to Eurocodes (EC). 3D BIM modeling with "Magnetic Grid" technology, 3D design and verification of member connections.  Edilus MASONRY: The software for verifying load-bearing masonry structures, either ordinary or reinforced, for new and existing buildings according to Eurocodes regulations (EC). BIM modeling, static and dynamic analysis with HP-BEAM and HP-SHELL elements.	<b>15.0</b>
<b>M 3.3</b>	<b>Scaffolding Design and Safety</b> CerTus SCAFFOLDING - Scaffolding Design and Safety: CerTus SCAFFOLDING is the BIM authoring software for scaffolding design and drafting of the of the scaffolding assembly, use and dismantling plan.	<b>05.0</b>
<b>M 3.4</b>	<b>Project presentation technologies</b> AlrBIM - Artificial Intelligence rendering: Artificial Intelligence (AI) rendering environment that allows you to produce professional high quality architectural renderings from your BIM projects in zero time and without having to be an expert.  RTBIM - Real-Time Rendering integrated with BIM: Real-Time (RT) Rendering environment integrated with BIM to have full control over what you are designing in real time.  VRiBIM - Immersive Virtual Reality (VR) integrated with BIM: Immersive Virtual Reality (VR) environment integrated with BIM to experience projects in a virtual tour and even modify it in real time.	<b>15.0</b>

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Module 3	Table of Contents	Duration
<b>M 3.5</b>	<b>BIM for Construction Estimating</b> PriMus Construction Cost Estimates BoQs, Rate Analysis and Price Lists: The ideal software for designers and companies who want to optimize their construction cost management activities.  PriMus Online Bills of Quantities/Project Cost Estimates & Price Lists: The web-based software for on-line and collaborative project cost estimating and pricing. usBIM integrated system Free application  PriMus IFC - Quantity Take-off from IFC: The software that allows you to extract accurate metric data directly from the project's BIM model.  PriMus KRONO - Planning the Timing and Sequence of Project Activities: The Construction scheduling software that helps you improve project efficiency and optimize work execution costs.  PriMus TAKEOFF - Quantity Take-Off from CAD drawings or Raster images: The software that allows you to obtain fast and accurate cost estimates by extracting the measurement data from your project files.	<b>20.0</b>
<b>M 3.6</b>	<b>BIM for Construction Management</b> usBIM - BIM Management System: The integrated system of applications and functions to manage the digitization of buildings and infrastructures in an easy, secure, shared and collaborative way.  usBIM.platform - BIM Collaboration Platform: The BIM collaborative platform to manage information and procedures in a single data sharing environment (CDE). Navigable BIM model (freeMDD), control of each step gate.  usBIM.viewer+ - BIM viewer and more: The free IFC file viewer with which you open, edit, convert and export in the IFC format also AutoCAD® 3D model files (.dwg), SketchUp® (.skp) and also write IFC parameters.  usBIM.clash - BIM clash detection: The BIM Clash Detection software for checking BIM element interferences and conflicts management between different IFC-Open BIM models, such as the architectural, structural or MEP system.	<b>20.0</b>
<b>M 3.7</b>	<b>Renewable Energy   Energy Performance</b> SolariusPV - solar PV system design: The BIM software for photovoltaic systems design already used for thousands of different types of installations all over the world.  TerMus BRIDGE - Numerical calculations of thermal bridges and mould growth risk assessment: The Thermal Bridge software that uses finite element analysis, fully compliant with the EN ISO 10211:2008, EN ISO 14683:2008 and EN ISO 13788:2013 technical standards.	<b>10.0</b>





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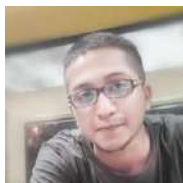
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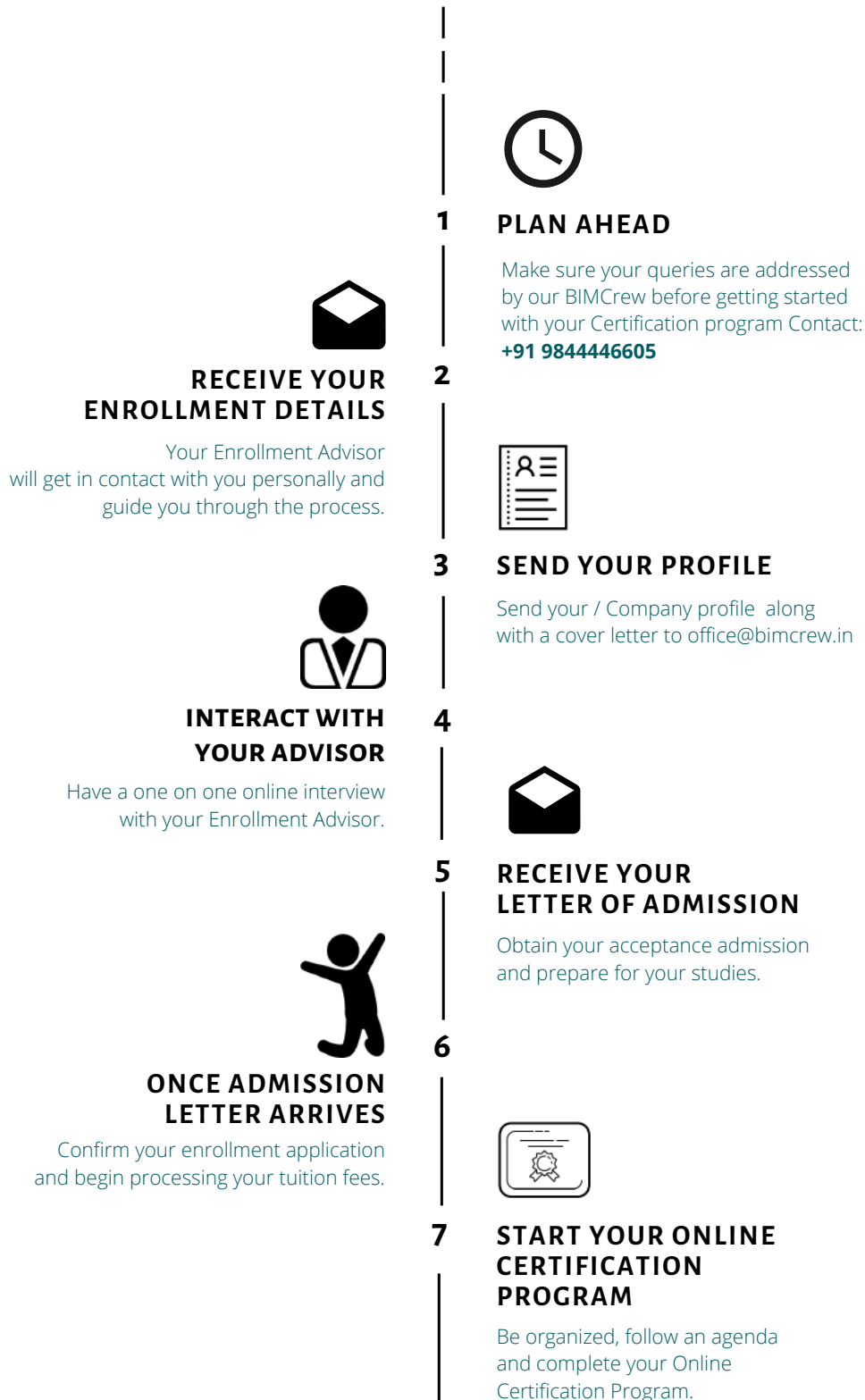
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