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J. C. Alberts
President
CASCO

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Norm Birtley
Manager of Information Systems
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Retail success starts with Autodesk solutions.

CASCO brings major national and international retail projects to life with Autodesk® Revit® Building software and the Autodesk® Buzzsaw® online project collaboration service.

The Firm

CASCO, an architectural and engineering firm based in St. Louis, Missouri, serves major national and international retail, hospitality, and restaurant clients. Ranked ninth in the Engineering News-Record Top Retail Design Firm list, CASCO specializes in developing and adapting prototype facility designs for some of the largest national and international retail chains. In working with clients who generate hundreds of design files a year, CASCO has found that Autodesk Revit Building software and the Autodesk Buzzsaw online project collaboration service help streamline the design and management process.

Visualize Success

CASCO uses Autodesk Revit Building visualization capabilities to get fast approval and move the design process forward. One client, who had leased a multilevel subterranean space in Manhattan, wanted only a lobby on the first floor, with retail space on three lower levels. A well-designed lobby that would entice customers down into the retail space was crucial. Communicating that design effectively required a 3D view.

lobby. CASCO designers used the model to quickly show their client how elevators, escalators, and other elements of the lobby design fit together to create a compelling space. "Revit Building gave us the ability to produce those visualizations very rapidly and accurately, which we would not have been able to do nearly as rapidly with any other tool," says Norm Birtley, manager of information systems.

As the project progressed, effort put into design visualization was not lost. The information to create the 3D view was also used for design and documentation later in the project, saving time and ensuring that design intent was reflected throughout the project lifecycle.

The Autodesk Revit Building visualization capabilities made it easy to design and model the



Enhance Productivity, Reduce Costs

Generating a huge number of design files every year, CASCO's retail clients need an efficient way to manage volume and reduce overnight shipping costs. By providing a central online location for file management and transfer, Autodesk Buzzsaw does just that. "When there's a large quantity of files, Buzzsaw is absolutely the way to go because of the ease with which you can move those files around," says Birtley. "No other service has the ability to move large quantities of files with the ease of Buzzsaw." What's more, "If you know how to use Windows, you know how to use Buzzsaw," says Birtley.

More Time for Design

"With Autodesk Revit Building, CASCO designers spend less time on tedious CAD chores and more time on design," says J. C. Alberts, president of CASCO. "In one account, we've seen productivity gains and have reallocated those man-hours into a more productive design effort." In terms of ease of use and learnability, CASCO designers have ramped up on Autodesk Revit Building quickly. For an exterior perspective study of a grocery store, CASCO used "a person who had never touched Revit Building before, and in a week we had a three-dimensional model created, and in two weeks, we had a fully rendered presentation," says Birtley. CASCO was able to use all this information for design and documentation, in lieu of starting from scratch in the next phase of the project.

A Virtual Model for Mock-Ups

To get the feel of a retail space before committing to complex and expensive projects, retailers often build mock-up stores, complete with lighting, signage, and merchandise. Using Autodesk Revit Building software to model and visualize a project instead can save clients millions. "We had a client that spent \$10 million to build a building to put their mock-up store in. ... It's an unnecessary

investment any more. ... Many of the decisions that have been made in the past based on full-scale models or test stores can now be made using these visualization techniques," says Alberts.

Reduce Coordination Headaches

Autodesk Revit Building can help save time and money by eliminating ambiguities and coordination problems in documents. Because Revit Building automates coordination, documents are clearer and more consistent. "The real benefits of the Revit Building technology are that we're getting a more coordinated and integrated set of documents as a byproduct of the model," says Birtley. All the information CASCO develops for visualization and presentation is captured in the building information model for the construction documents. Nothing is lost.

High Volume, High Quality

High-volume projects. Hundreds of files. Multiple reviewers. Autodesk Revit Building and Autodesk Buzzsaw are helping CASCO meet these demands. "Working with retail clients and the enormous number of projects that they do every year, we're looking to Buzzsaw and Revit Building to reduce errors and make that process much easier," says Birtley.

To learn more about Autodesk Revit Building, visit www.autodesk.com/revitbuilding. For more information about Autodesk Buzzsaw, see www.autodesk.com/buzzsaw.