

Moata Intelligent Content

Mott MacDonald's
industry leading digital
component library



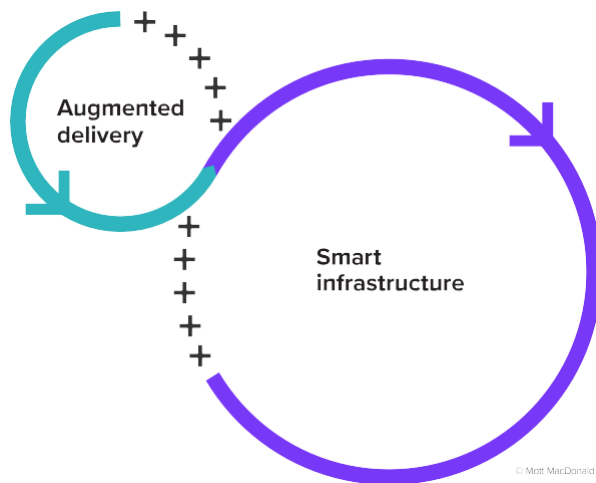
Information is changing the world

A digital world

Data and technology are transforming the way we create value – the way we conceive, deliver and utilise the assets around us. Information and collaboration in a geospatial context are crucial to delivering projects efficiently and maintaining assets effectively over their life.

Over 20% of our time is wasted looking for information, let alone making decisions based on the wrong information. We have the world's information at our fingertips yet often struggle to find what we need at work. The right use of technology can save millions – from making the right investments, through productive delivery to optimising operation. Our platform can unlock that potential.

Bringing the best of digital x domain



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The future is connected

Moata, our digital twin platform, hosts a range of solutions that use the power of data to solve today's most pressing problems around the globe. It is open, secure, scalable and adaptable, delivering predictive power in a geospatial context, through advanced analytics and machine learning.

**Moata enables you to see the unseen,
act with conviction and impact progress.**

Moata Intelligent Content

We provide technology-enabled solutions

Mott MacDonald has been at the forefront of the Building Information Modelling (BIM) revolution, taking a leading role in adoption from the very beginning in 2010. Since then, we have remained a **driving force** behind industry advances in BIM best practice with the sole purpose of driving value for our clients.

More recently, with the advent of Mott MacDonald Digital Ventures (MMDV), we have developed a striking reputation as an **industry leader in the digital technology space** due to our commitment to extracting value from digital in the here and now.

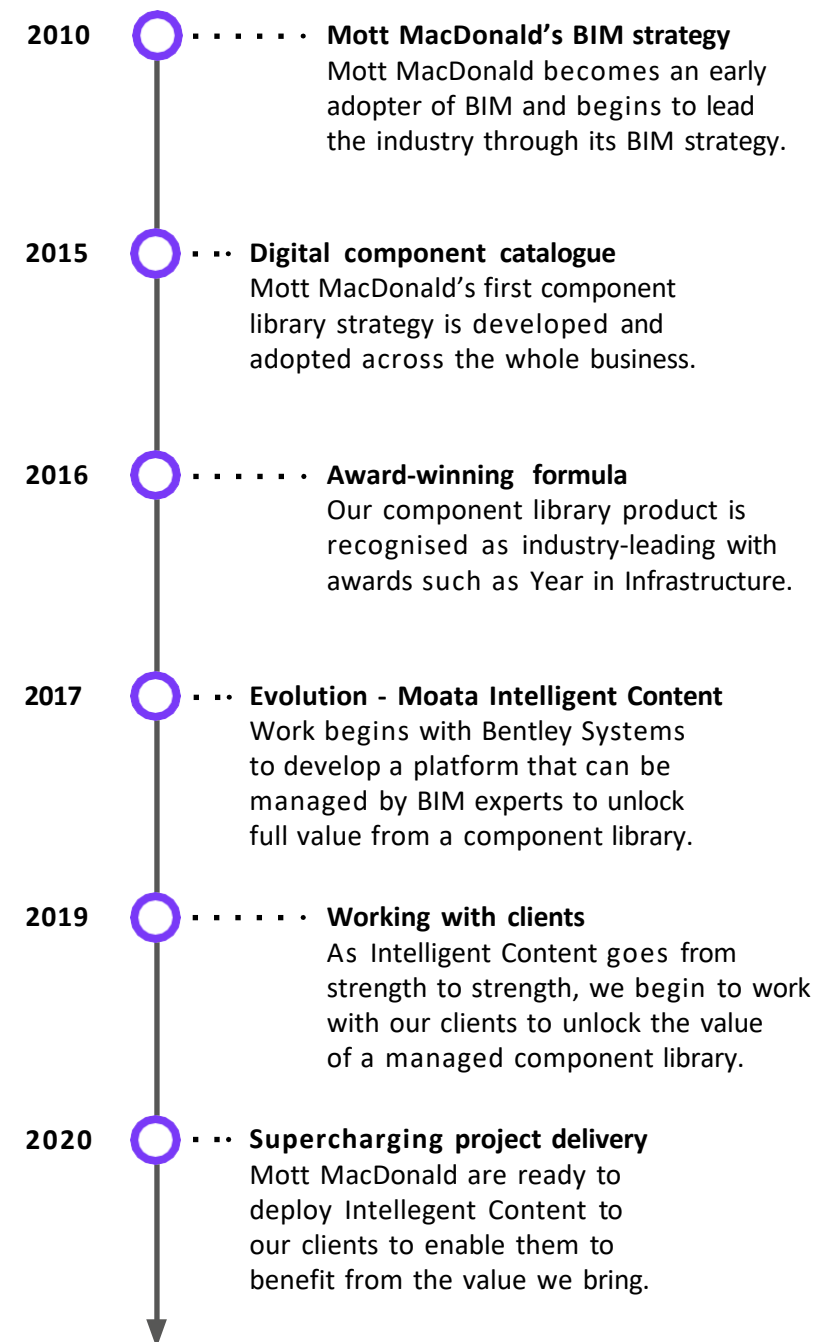
This combination of **domain x digital** capability positions Mott MacDonald as the partner of choice for infrastructure and construction clients who wish to supercharge their delivery.

Over the past 12 months there has been a rapid acceleration in the adoption of BIM component libraries, as a core part of the delivery architecture for leading capital delivery programmes in the UK. Mott MacDonald has worked with many of these organisations to develop their component library strategies and BIM systems architecture, drawing from our **experience in this space** dating back to 2015.

We understand that this is a space that our clients need to enter to enhance delivery efficiency across their organisation and supply chain, with a view to unlocking the commercial opportunity a well-managed component library presents.

Mott MacDonald have a **shared purpose** in the successful delivery of a component library for our clients. This common purpose ensures we will relentlessly pursue the right solutions for our clients. As such, we are delighted to offer our Intelligent Content solution, with a view to scaling across our client's supply chain as appropriate.

We are unique in our offering, intrinsically **understanding the challenge** at hand. Our Intelligent Content solution has been developed by – and for – BIM and engineering professionals; combining our domain knowledge from engineers in major project delivery with our digital expertise – software developers, data scientists and BIM specialists – and that of our development partner Bentley Systems. Intelligent Content has been developed over the course of the past five years, during which time it has evolved from a simple component repository to an **excellently managed digital solution** fit for the current industry trend in BIM component libraries.



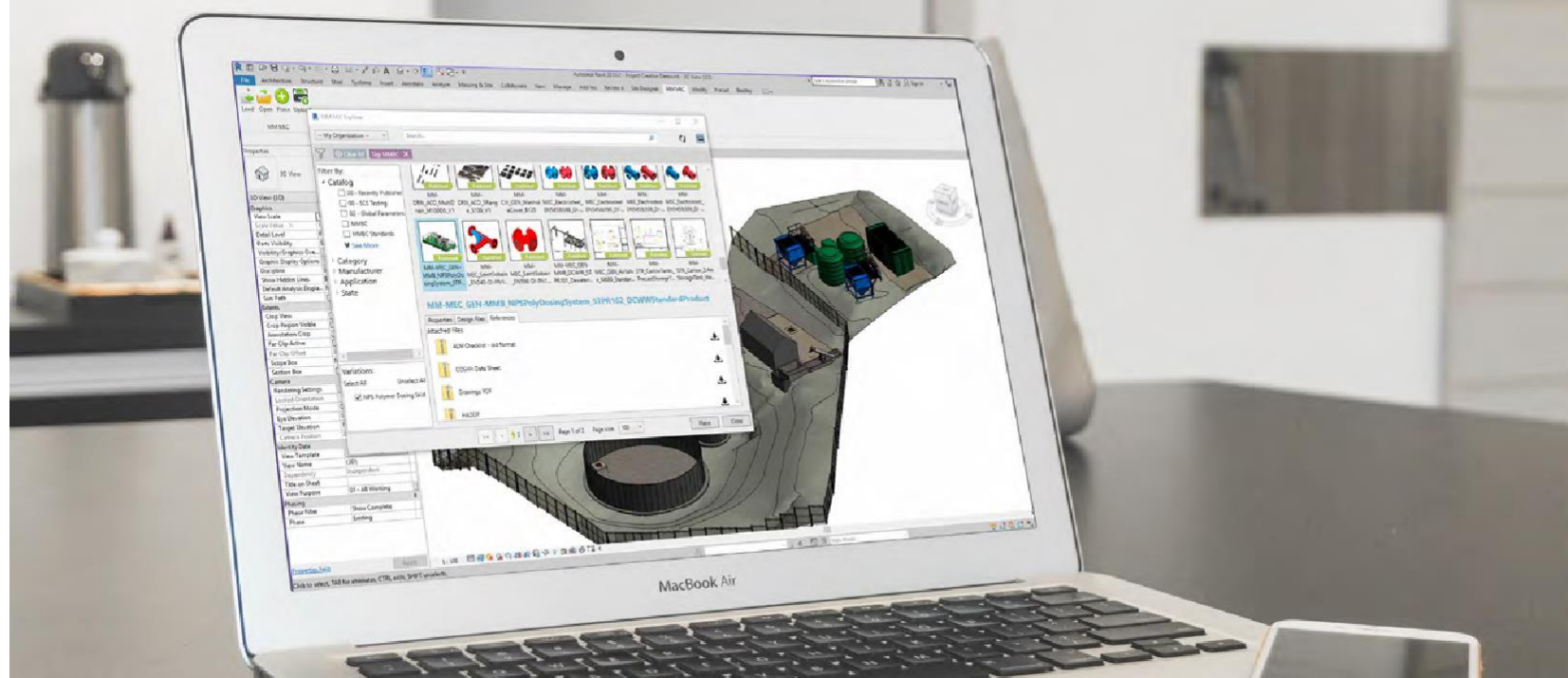
Moata Intelligent Content platform

Moata Intelligent Content is an **industry leading** BIM library solution that combines a component creation service with digital asset curation. Intelligent Content will supercharge project delivery through enhanced quality, consistency, functionality and reliability of 2D and 3D parametric digital content. Thus ensuring our clients a reduction in design time and cost.

Our **integrated** platform provides a conveyor that delivers its data ready components directly into our client's projects through the use of Intelligent Content application plugins. The platform also provides a search functionality that is **intuitive and efficient**, which **rapidly** surfaces the required components. This integrated platform helps to form a digital backbone that connects projects across our client's organisation returning **value through re-use** of the Intelligent Content components.

Having worked with Bentley Systems from the inception of Moata Intelligent Content, we have helped to develop a host platform that is **versatile and easy to access** from **anywhere** in the globe.

We believe that there is no-one better placed to deliver a component library than the Moata Intelligent Content team.



Features

- **Web-based management portal** – provides an agile cataloguing system that aids curation of multi-discipline components.
- **Authoring application plugins** – ensures direct, rapid access to our client's digital estate from within the model authoring applications. The plugins provide the same intuitive and efficient tag based search functionality as the management portal, ensuring a consistent experience for the project technician.
- **Catalogue sharing** – with the ability to share catalogues across disciplines, components can be made available to, and reused by, a wider group, thus further increasing the value gained from catalogue usage.
- **Library analytics** – working in the background, Intelligent Content's built in analytics track the usage of components consumed from the catalogues. This data can be liberated to provide our clients with an in-depth insight into project model production.



Benefits

- **Rapid access to catalogues** ensures project efficiencies are realised.
- A **managed library** and creation of bespoke components to enhance project delivery.
- **Cross discipline access** to catalogues increases component reuse, increasing efficiency and value gained.
- Our analytic solution can be utilised to put management teams in control enabling them to make **smart purchasing and logistics decisions**.

Moata Intelligent Content service

The Moata Intelligent Content solution is operated as a **managed service** to provide quality assurance and increase designers confidence and usage of components. The solution includes industry standard aligned workflows for creation and publishing of new components.

By providing a managed service we are able to ensure the standardisation and quality of the components we curate. Our **specialist content creators** enhance the components with interchangeable levels of detail, data ready parameters, and wrap-around metadata that helps to combine the best of information exchange across projects that utilise the service. Thus ensuring **maximum efficiency of our components**.

Our data ready intelligent components enable the project information need to be matched by the information supply. The **components act as parametric information containers**, liberating their data, creating space and time for people to bring insights, ideas, and innovations that will lead to better project outcomes.



Features

- Access to a dedicated component creation **Centre of Excellence** based in Bangalore.
- **UK based library management team** able to work with clients to ensure their libraries fully meet their requirements.
- **Quality assured** fully parametric components expertly curated on a rapid access catalogue platform.



Benefits

- **Unlocks significant resource savings**, freeing up teams to focus on other things
- **Drives a common way of working** through the provision of standardised component use.
- **Creates a library kit of parts** that support standardisation across multi-disciplinary teams.
- **Expert library management** and component creation service.

Track record

Return on investment

Massive savings

£1m

approximate savings over one year from component reuse*

Freed up resources

£21k

hours/annum saved through content reuse*

Value to projects

£60k

approximate monthly savings*

Return on Investment

12x

per annum*

*one client project usage analytics over 12 months.



The Level of Information Need is matched to the project lifecycle ensuring data-ready components are available as the project need develops – Right Content, Right Place, Right Time.

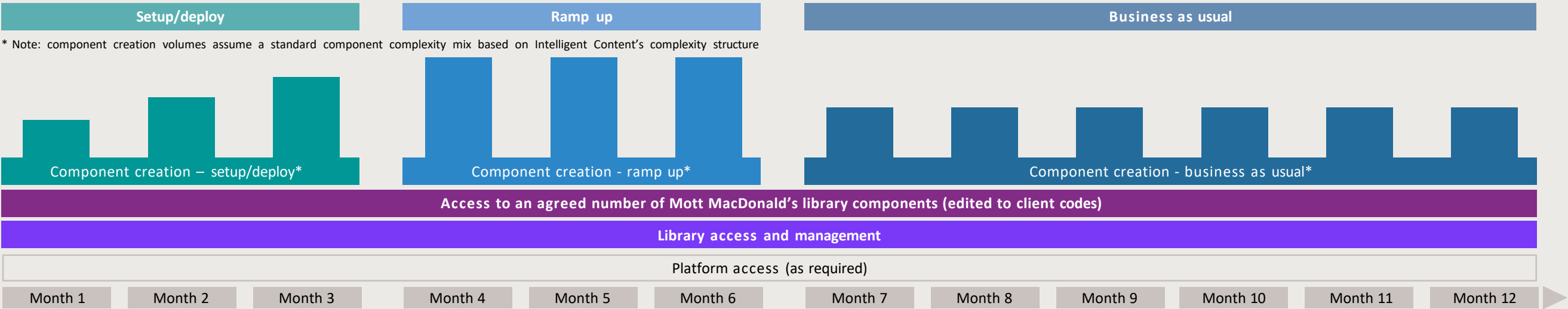
Moata Intelligent Content team member



Commercial offering - stages

Subject to contract

Intelligent Content is a holistic offering that provides our clients with everything required to leverage the power of an industry-leading approach to digital component management, all in one place. The solution is priced as a monthly subscription and our offer can be tailored to suit the client’s requirements.



Stage: Setup/deploy

As part of the on-boarding, the Intelligent Content team work with our client BIM leads to identify where the most value can be gained for the initial digital estate content. This content is then created and added to the client’s library. This means that project teams benefit from the library right from the start. The Intelligent Content team will also work with the client’s IT teams to assist in the deployment of the application plugins.

Stage: Ramp up

Following a successful setup and deployment, the Intelligent Content team will start to increase the library holding based on requests from the client’s BIM teams. From experience we know that there will be a front-loaded demand pattern of development requests. We generally propose an elevated three months of development aiming to develop an agreed number of components to kick start our clients library and support adoption by project teams.

Business as usual

At this point, the client’s library will now contain a sizeable holding of new digital components, all checked and approved to the client’s specific standards. The library will now begin to gain critical mass and adoption beyond individual projects will begin to occur. From experience, we can estimate that an ongoing component development volume of 20 components may be appropriate for our clients as the request volumes reach a steady state.

Why choose us?

The world's largest asset owners and contractors choose us because of our unmatched digital x domain offering.

Mott MacDonald provide Moata Intelligent Content to many of the largest asset owners and contractors in the world. They choose us because of our unmatched domain x digital offering. We've codified our engineering and management consultancy know-how within a professional software solution and we believe this unique approach is driving the widespread adoption of Moata Intelligent Content.



Get in touch to understand how Moata Intelligent Content can help your team supercharge delivery.

Our team look forward to working with you.



Anmol Khurana
Product Lead,
Moata Intelligent Content
anmol.khurana@mottmac.com



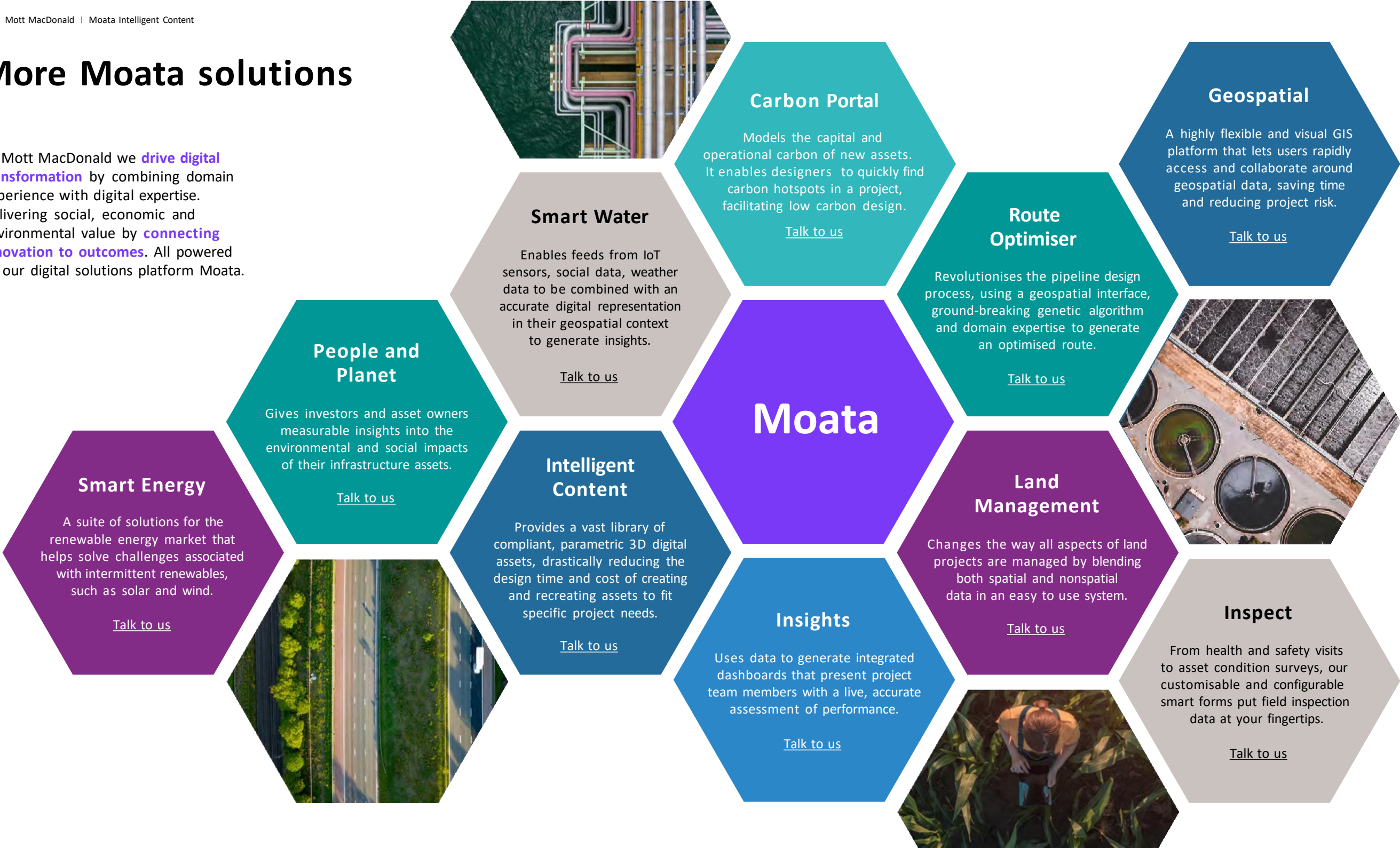
Neill Brauders
Head of Product
neill.brauders@mottmac.com



Phillip Bates
Principal Consultant
phillip.bates@mottmac.com

More Moata solutions

At Mott MacDonald we **drive digital transformation** by combining domain experience with digital expertise. Delivering social, economic and environmental value by **connecting innovation to outcomes**. All powered by our digital solutions platform Moata.



Moata.

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