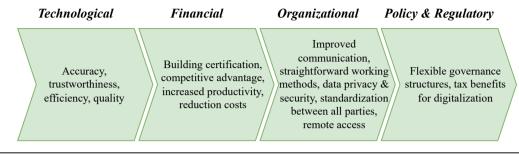
## **Drivers**



## Socio-technical transition to a single data market in the AECO Industry

Barriers					
Technological	Financial	Organizational	Policy & Regulatory	Cultural & Psychological	Infrastructure
Hard to keep up with constant updates, model transfer issues, lack of performance new technologies, interoperability issues	High costs software, high switching costs, lack of budget for training	Lack of equipment, insufficient knowledge & skills, lack of collaboration, poor leadership	Lack of legislative support (IPR, subsidies, liability), lack of international standards & mandates	Intimidation by technology, fear of work changes, lack of trust in technology	Day-to-day focus limits exploration new methods, heterogeneous client side (poor demand), product that raises barriers for process innovation