OpenBridge Designer Sales Battlecard

Initiative/Campaign

- Accelerating Repair and Renewal of Bridges
- Accelerating Digital Project Delivery for Resilient Transportation

Top 3 Benefits/Reasons to Use Solution

- Integrated Modeling, Analysis, and Design:
  With OpenBridge's data-centric workflow, all project components—modeling, design, analysis, detailing, and documentation—are managed within one environment. This eliminates the need for multiple applications and constant data translations between platforms, ensuring accurate and consistent updates while saving time and reducing errors. Extending a project beyond bridge design? Our complimentary civil software ensures seamless compatibility with the same file formats and platform.

- Reduce Design Time by 20% with Bridge-Specific Software
  OpenBridge Designer's parametric modeling, designed for bridge components like decks, beams, and piers, allows efficient adjustments where changes automatically update the entire model for consistency. It also automates deliverables such as 2D plans, 3D data, reports, rebar detailing, and material takeoffs, streamlining the process and enhancing productivity while ensuring accuracy.

- Enhance Collaboration and Ensure Compliance
  OpenBridge Designer fosters real-time collaboration by allowing teams and stakeholders to work together on detailed 3D models. This collaborative approach improves decision-making, enhances design quality, and ensures compliance with industry standards ultimately strengthening bridge resiliency and extending its lifespan.

Bentley®

Business challenge/Obstacle	How Bentley can address & what is the impact on business
Fragmented workflows & inefficient data exchange	Eliminates inefficiencies by integrating all project components into a single platform. Interoperability through native connection with Bentley Open applications, ProStructures, OpenGround, and ProjectWise. Changes in roadway alignments automatically update bridge geometry, reducing rework, and improving accuracy.
Skilled labor shortage and increased project complexity	OpenBridge's automated & intuitive bridge specific design tools reduce the learning curve by offering built-in parametric bridge modeling with no need for programming or custom scripting. Existing staff can do more with less effort, reducing reliance of specialists.
Cost overruns & compliance risks	OpenBridge supports over 20 international design codes to ensure adherence. The automated clash detection & design optimization detects interferences early, reducing costly site revisions. Digital Twins & lifecycle management enables real-time simulation and analysis to prevent unexpected failures and improve tong-term asset performance.

Common objections	How to respond
We already use x, y, z competitor for bridge design, why switch?	Built specifically for bridges, not buildings, unlike Revit, OpenBridge is eliminating manual workarounds, data translations, and software limitations. Other competitors require separate physical and analytical models, OpenBridge integrates both.
We have fine-tuned our workflow to manage multiple applications.	Let me ask, in that fine-tuned workflow: how many export/import operations are involved? How many check and verification processes are included? Could it be adding a great risk of working with outdated information or even the wrong information? OpenBridge doesn't require data translations which improves productivity, accuracy, and overall quality.

Role	Title	Topics of interest
Decision Maker	VP/Director of Engineering, Bureau Chief, Principal	• Organizational budgets, efficiencies, schedules, and staffing/attrition • Reducing risk, project delivery timelines, cost overruns • Ensuring compliance with industry standards • Increasing competitive advantage
Influencer	Project Manager, CAD Manager, BIM Manager	• Project budgets, efficiencies, schedules, resourcing, and software interoperability • Improving collaboration across internal and external stakeholders and cross disciplines • Eliminating manual rework and automated workflows • Data management and governance
End User	Engineer (Civil, Structural, Bridge), Designer, Modeler, Drafter	• Software capabilities, efficiencies, bridge modeling, intelligent design • Improve accuracy, quality, and data integrity • Produce/automated contract deliverables

Unique Positioning

With OpenBridge, you don't need multiple disconnected tools. Everything you need to model, design, analyze, and deliver bridges faster and more accurately is in one powerful platform.

What is the go-to-market strategy

Focus on digital project delivery and how incorporating OpenBridge Designer supports connected workflows for road and rail projects. Our campaign themes are focused on *Accelerating Project Delivery for Resilient Infrastructure* and more specifically for bridge *Accelerating the Repair and Renewal of Bridges*. Content is applicable globally, focus is on winning Digital Delivery in NA DOTs.

Contacts

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Competitive Positioning			
Top Competitors	Competitor Weaknesses	Competitive Advantages	Key Differentiators
Autodesk, Tekla, ALLPLAN, CSI, MIDAS	Most competitors fail to deliver a comprehensive, purpose-built bridge solution. These tools lack full BIM integration and require workarounds for parametric modeling. Users must manually adjust alignments, export models between multiple applications, and rely on third-party solutions for essential workflows like geotechnical analysis and asset management.	OpenBridge eliminates these pain points by providing an all-in-one solution that integrates modeling, analysis, design, detailing, and documentation within a single, data-centric workflow.	• Eliminates manual data translations with full interoperability across civil and structural design tools. • Enables seamless parametric modeling with dynamic updates to roadway geometry, reducing redesign time by at least 20%. • Delivers true BIM and digital twin capabilities for improved design collaboration, constructability analysis, and lifecycle asset management.

Data │ Insight │ Question (DIQ)		
Data - *An external factor out of their control and a business strategy. (reference numbers & statistics)*	**Insight –** *A problem, opportunity, or risk they didn't know they had.*	**Question –** *A provocative question that leads to a solution*
Over 40% of bridges worldwide are structurally deficient of in poor condition. Governments are allocating billions in funding.	Bridge design firms must adapt to new industry regulations, digital project delivery mandates, and tighter compliance requirements to remain competitive. Manual workflows and outdated software increase project risk.	Is your firm ready to meet the growing demand for safer, smarter, and faster bridge design, or are you relying on outdated tools that slow you down?
Firms that implement BIM and digital twin technology see a 20%+ reduction in design errors and project costs. (McKinsey, 2023)	Without a fully integrated bridge design and analysis platform, firms struggle with inefficient workflows, slow project approvals, and compliance risks.	Why settle for outdated design methods when OpenBridge Designer can help you reduce errors, accelerate approvals, and meet compliance with digital twin capabilities?

JMT Untangles a Long-congested River Crossing with 3D Modeling and a Digital Twin

• JMT used Bentley applications to create a digital twin of the project, reaching the high level of detail required.

Qk4 Revolutionizes Bridge Survey Program, Saving Kentucky USD 300 Million

• By implementing Bentley applications, Qk4 reduced survey processing time by 50% and overall program costs by USD 380 million.

WSP Drives Victoria's Transformational and Sustainable Transport Initiatives with Parkdale Level Crossing Removal

• Working in a connected data environment saved approximately 300 resource hours, reduced modeling time by 60%, and reduced the carbon footprint by 30%.