OpenBridge Designer

Message Model

25Q1

Version	Date	Revised By	Changes
1	1/16/2025	Oana Crisan	Refine and edit positioning statements
2	3/17/2025	Amy Heffner	

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OPENBRIDGE DESIGNER | MESSAGE MODEL

TAGLINE

Built for Bridges, Beginning to End

SHORT POSITIONING STATEMENT (25 WORD SOLUTION/PRODUCT DESCRIPTION: WHAT IT IS, WHO IT'S FOR, WHY IT'S BETTER/DIFFERENT)

OpenBridge Designer is purpose-built software created for the modeling, analysis, design, detailing, and documentation of all types of steel and concrete bridges.

LONG POSITIONING STATEMENT (UP TO 100 WORD SOLUTION OR PRODUCT DESCRIPTION: WHAT IT IS, WHO IT'S FOR, WHY IT'S BETTER)

OpenBridge Designer is comprehensive software created for bridge modeling, analysis, design, detailing, and documentation in one application. It has automated and intuitive bridge-specific features so teams can do more with existing staff, no programming or customization needed. OpenBridge improves collaboration across project stakeholders leveraging open data to support large datasets required on multi-discipline projects. With one data-centric workflow and file format consistency you'll eliminate workarounds, increase accuracy, and automate the production of a variety of contract deliverables to accelerate overall project delivery.

TARGET AUDIENCE

Target Industries:
'X' ONLY THOSE THAT APPLY

Target Industries:
- ☒ AE Consultants
- ☐ Airports, Seaports
- ☐ Campuses, Facilities
- ☐ Energy Production
- ☒ Federal and Regional Government
- ☒ General and Heavy Civil Construction
- ☒ Local Government
- ☐ Manufacturing
- ☐ Mining
- ☒ Rail Networks
- ☒ Road Networks
- ☐ Telecommunications
- ☐ Utilities: Electric
- ☐ Utilities: Water and Wastewater

Target Sales Regions
- ☒ APAC
- ☒ EUROPE
- ☐ ME/AFRICA
- ☐ LATAM
- ☒ NA

Target Personas:
LIST PRIMARY TARGETS

Economic Buyer:
Secretary of Transportation, Infrastructure/Transportation, Minister, CIO, CTO, Director of Engineering/ Pre-construction/ Digital Delivery/ Operations/ Technology, VDC Director/ Information Technology (IT), Director of Operations, Principal Engineer

Influencer:
Project Engineer, District Engineer, Field Engineer, Chief Engineer, Principal Engineer, Project / BIM / Digital Delivery / Engineering / Information Manager, Planner / Scheduler, CAD Manager, Maintenance Manager, Operations Manager, Construction Manager / VDC Manager, Senior Civil Engineer, Senior Bridge Engineer, Senior Tunnel Engineer, Senior Structural Engineer, Asset Manager, Inspector, Geotechnical Engineer.

Users:
Project / Professional / Civil Engineer / Designer
Surveyor, CAD Draftsperson, Civil Designer, Transportation Engineer, Road Designer, Drainage Engineer, Municipal Engineer Public Works Designer, Sanitary Engineer

Target Organizations
- ☒ Engineering Firms
- ☒ Owner-Operators
- ☐ Other: (add information)

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CHASM POSITIONING

For	(target audience)	For designers, engineers, and related professionals who design, construct, and operate the world's infrastructure.	
Who need	(challenges or needs the product/solution can address)	Who need to design, document, and deliver bridge projects faster and more efficiently, within owner's requirements.	
Our product/solution	(how it addresses the need identified above)	OpenBridge Designer combines modeling, analysis, and design into one comprehensive bridge product.	
That provides	(breakthrough capability)	• Modeling, intelligent analysis, and design into one comprehensive product • A two-way interoperability between physical and analytical modeling • The ability to rapidly evaluate multiple bridge options, material types, and span arrangements, ultimately optimizing each bridge to its most economically safe alternative • Seamless collaboration and interoperability with other software by working with federated models from multiple disciplines to meet industry standards and ensure information mobility through the use of 3D model collaboration and iModels.	
Unlike	(reference competitors)	Revit, Allplan, MIDAS, LARSA, CSI Bridge, PG Super, Tekla Bridge Creator, PSLRFD & Papier	
Our solution / product	(key point of differentiation)	Decrease design time by at least 20%	Automate repetitive manual changes with parametric bridge modeling, no programming or customization needed and increase productivity with automated and intuitive bridge-specific software all existing staff can use.
		Collaborate in real-time	Real-time visibility provides more time to make better and more collaborative engineering decisions, as well as identify interdisciplinary clashes early in the design phase.
		Automate contract deliverables	Utilize the 3D model to generate a variety of deliverables including 2D plans to meet all stakeholder requirements. Deliver projects with the native integration of digital twins and digital delivery.

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DIFFERENTIATED VALUE PROPOSITIONS [THIS FORMS THE BASIS FOR THE VALUE PROP AND CTA FOR WEBSITE]

Capability **(Title and brief description)**	**Advantage** **(Title and brief description)**	**Outcome** **(Brief descriptive and/or quantitative bullets on time, costs, quality, and/or risk benefits)**
Automated and intuitive bridge-specific design tools Produce intelligent, parametric models that are rich in engineering content, maintaining relevant and up-to-date geometry within a single model, as well as performing clash detection with other structures to eliminate problems before they occur.	**Accelerate project delivery** Existing staff can all contribute, eliminating the need for specialists, heavy programming/customization, and multiple applications just to get the job done. The direct exchange of project information helps users improve decision-making for design and construction while connecting and enhancing workflow processes.	**Increased productivity and profitability** Eliminate bottlenecks, reduce tedious and error prone manual work, and prevent potential delays and data loss.
Multi-discipline collaboration Break down data silos and leverage large datasets without time-consuming translations during real-time collaboration. Integrate multi-discipline data project in a customizable environment supporting modeling, design and bridge analysis.	**Better interdisciplinary data integration** Integrate and exchange everyone's data within your own application. Real-time visibility provides more time to make better and more collaborative engineering decisions early in the design phase supporting project and organizational workflows.	**Increased collaboration for better and safer bridges** Solves interdisciplinary conflicts prior to construction enabled by a fast-performing software that improves collaboration. Reduces change orders and provides more time to improve design performance.
One data-centric workflow Innovative analysis, design, and load-rating functionality come together in one advanced environment. The direct exchange of project data helps users improve decision-making for design and construction while connecting and enhancing workflow processes. The resulting information provides a rich data asset for as-built documentation, maintenance, and operations.	**Automate contract deliverables** Simplify project delivery and consolidate your technology stack. OpenBridge alone can complete modeling, design, analysis, detailing, and generate a variety of deliverables. Utilize the 3D model to generate a variety of deliverables including 2D plans to meet all stakeholder requirements from one application.	**Meet contract requirements** Automate a comprehensive set of deliverables and continue to deliver 2D plans obtained from the 3D models, achieving greater productivity. Deliver plans, 3D design data, earthworks, reports, visualizations, BIM deliverables, and construction data to meet project requirements.

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POINT OF VIEW (POV)

INCREASED PRODUCTIVITY + INTEGRATED BRIDGE DESIGN SUPPORTS FASTER AND SAFER PROJECT DELIVERY

CONNECTION (BUILD RAPPORT AND CREDIBILITY BY DEMONSTRATING KEEN INSIGHT IN THEIR WORLD)

We work with many engineering organizations like yours that need to design and deliver bridge projects efficiently and collaboratively, but struggle with fragmented workflows and siloed data that slow productivity and increase project risks.

DISSATISFACTION (DEMONSTRATE HOW CURRENT STATE IS UNDESIRABLE, CHALLENGING AND DIFFICULT)

Many bridge design teams are still working with separate tools for modeling, analysis, and design, which creates inefficiencies and makes collaboration across disciplines challenging. Teams face time-consuming manual rework and difficulty ensuring consistency across design phases, leading to delays and cost overruns.

DESIRE (ASPIRE TO A BENCHMARK THAT COULD BE. WHAT'S THE DESIRED OUTCOME, THEIR NEW REALITY?)

They want an all-in-one solution that enables seamless collaboration and integration of bridge modeling, analysis, and design to deliver safer and more optimized bridges faster. Teams aim to eliminate repetitive tasks, reduce errors, and meet stringent industry and client requirements without needing additional tools or expertise.

DISSATISFACTION LAYERING (BY GOING BACK AND FORTH BETWEEN THE PAINFUL CURRENT STATE AND THE DESIRABLE NEW REALITY, YOU HELP THEM SEE AND FEEL THE GAP BETWEEN WHERE THEY ARE AND WHERE THEY COULD BE.)

In the current process, inconsistencies between physical and analytical models lead to rework and coordination challenges, slowing the project timeline. By contrast, an integrated approach simplifies workflows, reduces manual updates, and allows design intent to be preserved across the project lifecycle, saving time and resources.

BREAKTHROUGH (ESTABLISH NECESSITY OF CHANGE. DEPICT SOLUTIONS ACCURATELY, INCLUDING PITFALLS TO AVOID. INSPIRE WITH INSIGHT HOW NEW THINKING IS CHANGING THE GAME.)

Here's what they did. They adopted OpenBridge Designer, comprehensive software that integrates modeling, analysis, and design into a single application. Teams used OpenBridge Designer's automated parametric modeling capabilities to save time by reducing manual rework and leveraged its data-centric workflow to ensure seamless collaboration and adherence to engineering intent. With its ability to generate accurate deliverables directly from the model, they improved project delivery and compliance with industry standards.

RESULTS (TANGIBLE EXAMPLES OF HOW OTHER USERS WHO HAVE CHANGED THEIR THINKING AND ACTIONS HAVE BENEFITTED)

With OpenBridge Designer, they decreased design time by 20%, improved interdisciplinary collaboration, and reduced rework costs by 30%. Automated workflows and advanced visualization capabilities ensured fewer errors and omissions, leading to higher-quality bridges delivered on time and within budget.

CALL TO ACTION (INVITE COLLABORATION TO EXPLORE POSSIBILITIES FURTHER)

This example shows how OpenBridge Designer's integrated workflows and data-centric approach can transform your bridge design projects. Streamline your processes, deliver more accurate results, and improve overall project outcomes. Get started with OpenBridge Designer today to optimize your bridge design workflow, ensuring safer and better bridges every time**.**

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