

ASI helps Louisville architects get projects completed up to 75% faster

To keep up with the fast pace of its busy practice, Studio Kremer Architects, an energetic six member firm based in Louisville, Kentucky, is standardizing on the Autodesk Revit Building Information Modeler (BIM).

Studio Kremer designs a wide range of projects, including single-family residences, condominiums and apartments, schools and churches, and commercial buildings of all types. The best known, and most productive multi-family residential designer in its market, Studio Kremer Architects chose Autodesk Revit because it helps the firm exceed clients' expectations and keep them coming back for more.

The building information model ensures that no information is lost. "With Autodesk Revit, we're looking at a potential 50 to 75 percent time savings as projects move forward," says Scott Kremer, President.

Old AutoCAD Couldn't Keep Up

With an average of 75 to 80 projects a year, Studio Kremer found that its DOS-based AutoCAD® Release 12 system just couldn't keep up. In addition, virtually all of their consultants worked on more advanced software, which was incompatible with Kremer's outdated systems.

So when the Studio Kremer team saw a demonstration of Autodesk Revit presented by reseller Advanced Solutions, they were more than ready to make the leap.

"We were awed by Autodesk Revit," says Kremer. "We loved the fact that as you designed the foundations and floor plans, the elevations and wall sections were being developed at the same time. Here was a piece of software that was doing that for us automatically." After seeing that demo, their decision to standardize on Revit was easy.

A Dozen Projects In The Pipeline

Studio Kremer wasted no time in putting Autodesk Revit to work and currently has about a dozen Revit projects in the pipeline. Among them is a bank redesign. Short-listed for the project, the firm was asked to put together a proposal for an addition that would double the square footage of the bank's headquarters building. Facing stiff competition from architects with 30 years' experience in bank design, they had their work cut out for them.

Initial plans called for an addition compatible with the original 1830s residence that housed the bank's headquarters. Studio Kremer took the existing drawings as well as a group of ideas gathered during a conversation with the bank president, and in just four days produced a dozen rendered views of the building from all angles.

Scott Kremer used a laptop and a projector to present the results to the bank's president and board of directors. "They were amazed that we went to the effort and could show them 3D in a rendered perspective what their building could look like," he says. "I think it went a long way in helping us secure that contract."

The effort put into that initial visualization will not be lost in successive phases of the project. All information used for visualization will also be used in design and construction documents, saving the firm time and money while reducing errors.

Up And Running In One Week

Many firms are wary of using new software on their important projects. But with basic training on Autodesk Revit from Advanced Solutions, Studio Kremer's investment paid off right away.

Says Kremer: "I would say that a DOS user, who is not familiar with Windows, can be up and running in Revit in one week, and could really learn Windows and master the software in a few months." Kremer estimates that his company is already experiencing a significant productivity gain of up to 20 percent.

The Power Of Parametrics

Much of Studio Kremer's retail and residential work involves developing and adapting prototype facility designs. With prototypes for apartment and condominium projects developed in Autodesk Revit, Studio Kremer can count on the software to keep the entire design current.

For example, in Revit, typical apartment units can be parametrically defined. If the client wants a bigger bathroom, the change is made once – and all units are automatically updated, eliminating tedious manual coordination.

“That is one of the most incredible things about parametric software,” says Kremer. “It’s not just one change vertically, but one change a multitude of times. Fantastic.”

See It In 3D

With Autodesk Revit, says Kremer, “clients see a three-dimensional picture, and they completely understand the look and shape of their new building. With this technology, I think there will be fewer misunderstandings, and we’ll have much happier clients.”

Herb Shulhafer, director of business development at Studio Kremer, adds, “Being able to show clients the three dimensional aspect at a very early stage will become a basic architectural service.”

Clients First

“Our product is service,” says Shulhafer. “Clients want us to be right. They want us to meet their timetable, which is short. And they don’t want problems in the field. We see Autodesk Revit helping us in all of these aspects.”

Kremer says that the BIM decreases the risk of errors in the field and “lessens our liability because we are going to have more accurate drawings that are all linked together.”

Studio Kremer is creating most new work in the Autodesk Revit program and converting older projects as needed. “Revit is eventually going to be our only software product,” says Kremer.

According to Kremer, Revit gives his firm a competitive advantage and keeps clients coming back to Studio Kremer for more projects. “They see that we’re moving forward, advancing our abilities to serve them.”

Architects Make Smooth Transition from 2D to 3D AutoCAD

Architects know they need to master the new 3D AutoCAD tools for building information modeling. Now, through a special offer from Advanced Solutions, you can upgrade to 3D while keeping your 2D systems running as you learn.

Through our new “Rev It Up for Architecture” Program, Advanced Solutions customers can upgrade from Autodesk® Architectural Desktop 2005, 2006, or 2007 to a new seat of Revit® Architecture 2008 software and AutoCAD Architecture 2008.

Customers with AutoCAD Architecture 2008 can get a new seat of Revit Architecture 2008, yet retain their current AutoCAD Architecture 2008 license.

“When you upgrade to a seat on a new system, you keep your license on your current system at a small additional cost,” explains Chris Lavenson, Advanced Solutions Vice President of Marketing.

“This way, you have access to the Autodesk software you’re familiar with, so there’s no loss of productivity while you master the features of your new system.”

In addition, hanging on to the Autodesk 2D license ensures that the architect’s investment in 2D CAD files does not become obsolete.

Revit Architecture 2008 is especially well suited to integrating building information modeling (BIM) into your designs.

With BIM, a change made in one component of a building – for instance, moving a window – is reflected throughout the entire building while maintaining structural integrity.

Benefits of BIM include improved productivity, increased profitability, and the ability to rapidly compare multiple design approaches for better decision making.

Advanced Solutions on the move ... to bigger and better headquarters

On May 25, Advanced Solutions moved its headquarters in Louisville to Eastpoint Business Center.

At 10,000 square feet, the new location, which also headquarters Advanced Solutions' sister company, IDS Engineering, is more than triple the size of the old headquarters.

"From 2006 to 2007, the number of employees working for Advanced Solutions doubled," notes CEO Michael Golway. "We needed more space to accommodate this growth."

The new offices, conveniently located just off the Gene Snyder Freeway, include two new training labs and a customer consultation area.

"The expanded facilities mark a milestone into the next generation of premiere service and support for our customers," says Golway.

Advanced Solutions new headquarters is located at: 1901 Eastpoint Parkway, Suite 301, Louisville, KY 40223.

Motor City welcomes new auto design resource: Advanced Solutions Detroit ATC and PSP

Despite the increased global competition in automobile manufacturing, Detroit – home to GM, Ford, and Chrysler – is still seen by many as a world-class center of design for the U.S. auto industry, which manufacturers more than 15 million cars a year.

Now, engineers working in Detroit have a new local resource to help them use Autodesk CAD solutions more efficiently: Advanced Solutions' new Detroit Authorized Training Center.

"Working with a reseller like Advanced Solutions makes it less expensive for customers to secure the products they need," says Thomas Wikol, Autodesk Territory Manager. "Our network of over a thousand resellers nationwide reduces our overhead, so we can keep our prices affordable."

Wikol says he works closely with Advanced Solutions and seven other Autodesk resellers in his region, which covers Michigan, Ohio, Indiana, and Kentucky.

New "Gold" program assures quick help for Autodesk users who need instant tech support

When your design project is on a tight deadline, the last thing you want are computer problems ... but they often happen when you can least afford to lose access to your CAD files.

The solution? Autodesk's Gold Support Program – or "GSP" – now available from Advanced Solutions. When you're a member of our Gold Support Program, you can be on the phone with an Advanced Solutions Tech Support Specialist within 3 minutes of placing your call.

"We can often resolve the problem – in minutes – right over the phone," says Norbert A. Howell, Chief Technology Officer.

If not, a next-step response takes place in 2 hours or less. Depending on the problem, this can range from a request for additional information, to connecting the user directly with a qualified specialist from Autodesk who can diagnose, and fix, the problem.

The whole idea of Gold Support: do whatever it takes to get the customer's system up and running, as quickly as possible.

Through the Gold Support Program, Advanced Solutions can quickly connect its customers with the right Autodesk expert – a high-level support technician the customer could not easily reach on his own.

Only five resellers – Advanced Solutions among them – have been authorized to provide Autodesk Gold Support, which includes:

- Unlimited toll-free telephone support Monday through Friday during normal business hours.
- Online tracking and management of support cases.
- Local language support.
- Access to Web-based self-service support and tools.

“GSP, a premium support service, is for end users whose technical support calls are mission critical and cannot afford to wait for several hours, or days, for an answer,” says Howell. “With Gold Support, we can help ensure your business does not miss a beat.”

With GSP, Advanced Solutions customers can get back up and running quickly – often in a few hours, or even minutes, after their system starts to malfunction.

By comparison, CNN found that 50% of PC users who sent tech support e-mails said replies took longer than 2 days, didn't help, or were not answered.

According to research from Pepperdine University, the cost to U.S. business of lost productivity from PC downtime is \$18.2 billion a year.

Advanced Solutions Wins 2007 Autodesk “Partner of the Year” Award

On March 5, 2007, Advanced Solutions won Autodesk's 2007 Partner of the Year award, beating out 1,768 other channel partners worldwide for the most prestigious award given by Autodesk.

“Advanced Solutions is a valued partner,” said Autodesk VP Steve Blum. “We appreciate the performance and commitment the company has made to build a best-in-class business.”

Just 2 ½ years ago, Advanced Solutions was ranked 18th overall among Autodesk resellers. Over the last 2 years, Advanced Solutions has doubled the size of its business through a combination of investment, business planning, and effective use of Autodesk resources.

“To be ranked as the top Autodesk reseller on the planet is a wonderful compliment to the hard work, focus, and passion our team has strived to deliver,” says Advanced Solutions CEO Michael Golway. “I'm delighted to see our team receive this level of recognition from Autodesk, a company we admire and a relationship we value.”

Adds Chris Lavenson, Advanced Solutions Vice President of Marketing, “With over 10,000 customers, Advanced Solutions has developed a rich understanding and capability on how to deliver Autodesk solutions that help customers create, manage, and share their data and digital assets more effectively.

“As a result, customers turn ideas into competitive advantage by becoming more productive, streamlining project efficiency, and maximizing profits.”

Upgrade your Autodesk CAD software to 3D and get \$200 worth of training free

For a limited time only, Advanced Solutions is giving customers who upgrade to one of the new Autodesk 2D or 3D software packages free training valued at \$200 in their new product.

Autodesk software packages qualifying for the free training offer include:

- Revit® Structure 2008
- AutoCAD® Revit Structure Suite 2008
- AutoCAD® MEP 2008
- AutoCAD® Revit® MEP Suite 2008

“Buying a new seat of these new Autodesk products can dramatically increase a design engineer's productivity,” says Advanced Solutions CEO Michael Golway. “The objective of our free training giveaway is to get users up and running as quickly as possible.”

Help wanted: Advanced Solutions to hire 30+ new employees in 2007

To staff up for rapid business growth, Advanced Solutions plans to hire 30 new employees in 2007. Our current job openings include:

- **Account Manager** – salesperson to generate new business by developing leads and expanding existing accounts.
- **Inside Sales Representative** – plan and conduct telesales activities to generate leads for the outside sales team; answer inbound calls from prospects; positions available in Louisville.
- **Application Engineer, Civil** – civil engineer to support, train, and provide consultative service to clients; proficiency in AutoCAD required; positions available in Columbus and Indianapolis.
- **Application Engineer, Architecture** – consult with our architectural clients to solve their CAD problems; experience in architecture and knowledge of AutoCAD required; positions available in Columbus and Detroit.
- **Application Engineer, Mechanical** – consult with our manufacturing clients to solve their CAD problems; experience in mechanical or electrical engineering and knowledge of AutoCAD required; positions available in Detroit and Louisville.

Upgrade your Autodesk software by July 16 and save up to 20%

Autodesk recently announced that the company is “retiring” 2005 and earlier releases of its software products.

After March 14, 2008, Autodesk will no longer offer upgrades to – or technical support for – 2005 and earlier product releases. “Like many other software development companies, Autodesk supports products two releases back from the current shipping release of that product,” explains Virginia Jones, Advanced Solutions Marketing Administrator.

The good news is that this enables Autodesk to control the costs of maintaining older versions of its software, which in turn allows them to keep pricing on new Autodesk software low. If you’re using any of the Autodesk 2005 products listed below, you can save up to 20% when you upgrade by July 16, 2007:

Old version:

AutoCAD® 2005
AutoCAD LT® 2005
Autodesk® Architectural Desktop 2005
Autodesk® Land Desktop 2005
Autodesk Map 3D® 2005
Autodesk® Raster Design 2005
AutoCAD® Mechanical 2005
AutoCAD® Electrical 2005
Autodesk Inventor® Series 9
Autodesk® VIZ 2005
Autodesk® 3ds Max® 7

Upgrade to:

AutoCAD® 2008
AutoCAD LT® 2008
AutoCAD® Architecture 2008
AutoCAD® Land Desktop 2008
AutoCAD® Map 3D 2008
AutoCAD® Raster Design 2008
AutoCAD® Mechanical 2008
AutoCAD® Electrical 2008
Autodesk® Inventor Suite 2008
Autodesk® VIZ 2008
Autodesk® 3ds Max® 9