

Why Data Is Today's Bottleneck

The construction and design industry is undergoing a profound transformation. Digitalisation, sustainability and rising economic demands are converging at the same time, changing the way buildings are planned, assessed and delivered. BIM has become established in many projects – at least as a method and as a model. However, the actual value generated from the resulting data often falls short of expectations.

Plenty of data, little direction

In practice, project teams face a paradoxical situation: more data is being generated than ever before, yet it remains difficult to use this data purposefully for decision-making. Information is scattered, incomplete, inconsistent, or not linked together. The BIM model exists – but is rarely understood as a central, continuous information base.

Decided too early, assessed too late

Particularly in early project phases, where key decisions are made, a robust data foundation is often lacking. Decisions on materials, construction methods or concepts are made without the ability to transparently assess their impact on cost, sustainability or later compliance requirements. These aspects are only considered systematically in later phases – often with severely limited room for manoeuvre.

Sustainability comes too late

This problem is especially evident in the context of sustainability. Life cycle assessments (LCAs) and CO₂ evaluations are frequently treated as a downstream compliance task. They produce results and evidence, but have only limited influence on the actual design process. Yet it is precisely in the early phases that the greatest potential lies for reducing emissions and making economically sound decisions.

BIM needs information management

The bottleneck is rarely a lack of will to build more sustainably. Far more often, what's missing is a structured, reliable information base that is available early. The data exists – but it isn't managed in a way that allows it to serve as a basis for decision-making. This is precisely where an expanded understanding of BIM comes in: not merely as a modelling exercise, but as BIM information management.

