

Fira

BUILDING A SMARTER SOCIETY

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FINNISH MENTALITY

- [Part 1](#)
- [Part 2](#)



WHAT IS OUR VISION?

Fira 2009 - 2016

Domestic service and
construction company

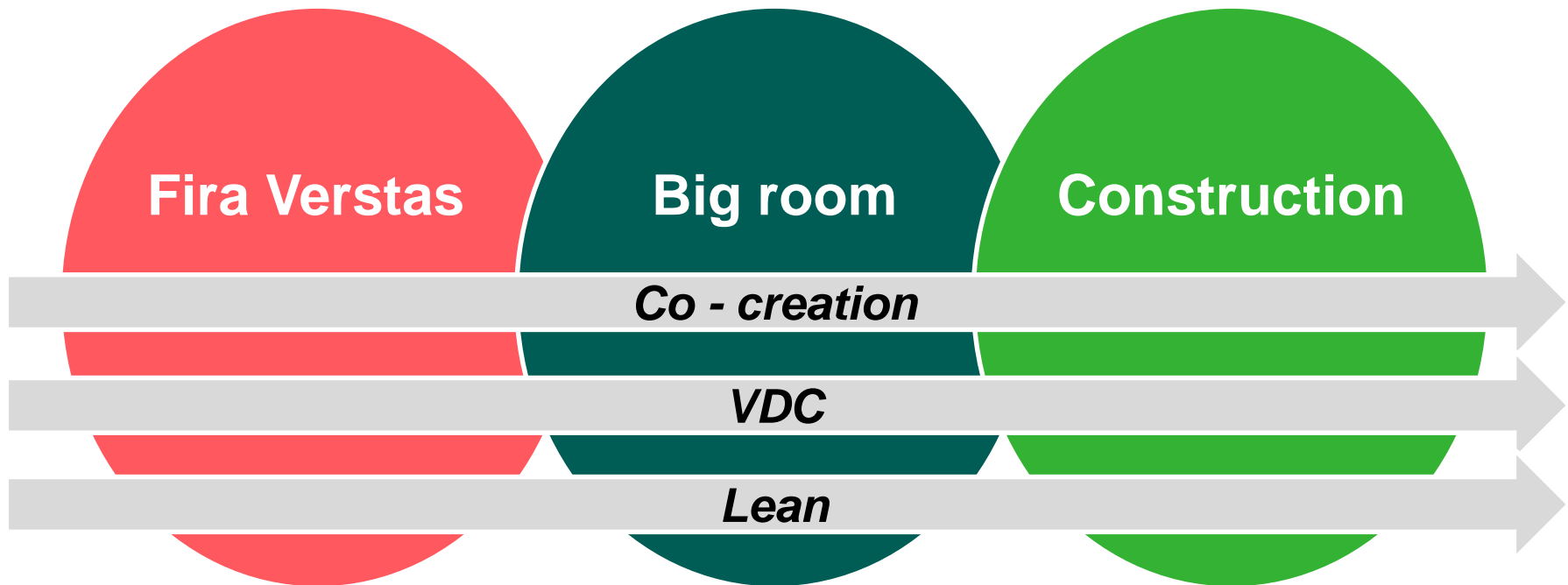


FIRA 2022:

European service and construction
company, value of 1000 MEUR



What have we done differently? Shifting towards service business!



The business model has had a significant impact on our hit rate and is continuously creating increased customer traction

Total Hit Rate:

43,8%

33,8% increase from previous 10%

Hit Rate:

80%

in BIM-based projects

Increasing competitiveness:

10-30%

in single projects

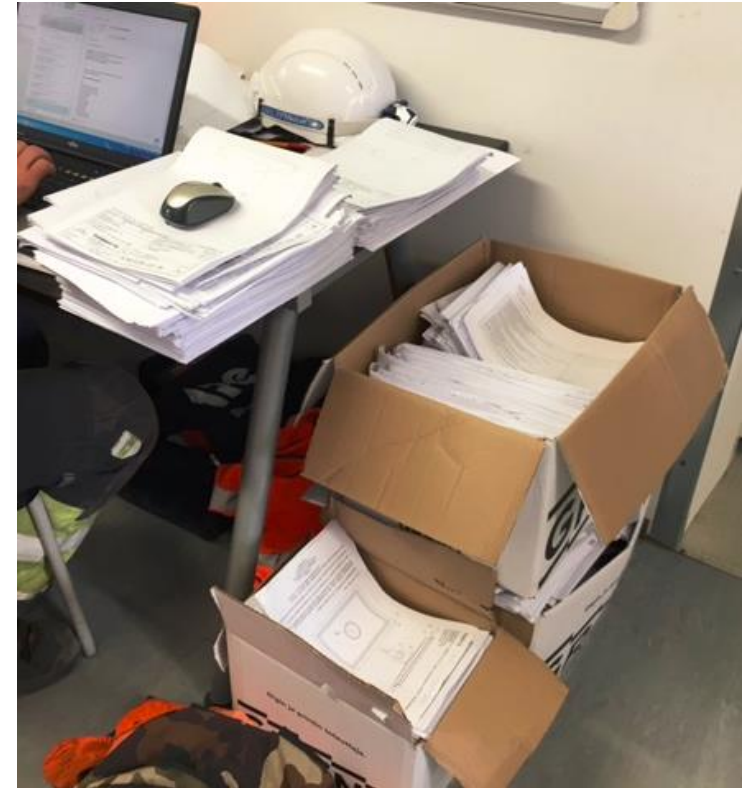
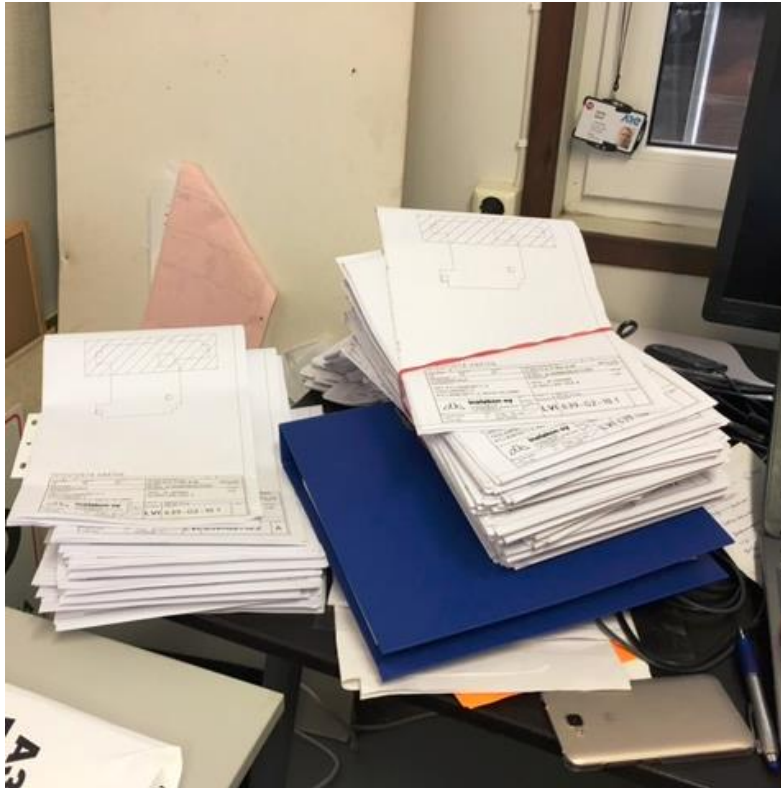
Recently :

>90%

Hit rate when selling BIM-based competitiveness development



Our brains are still working in paper mood although it is outdated



We cannot continue like this

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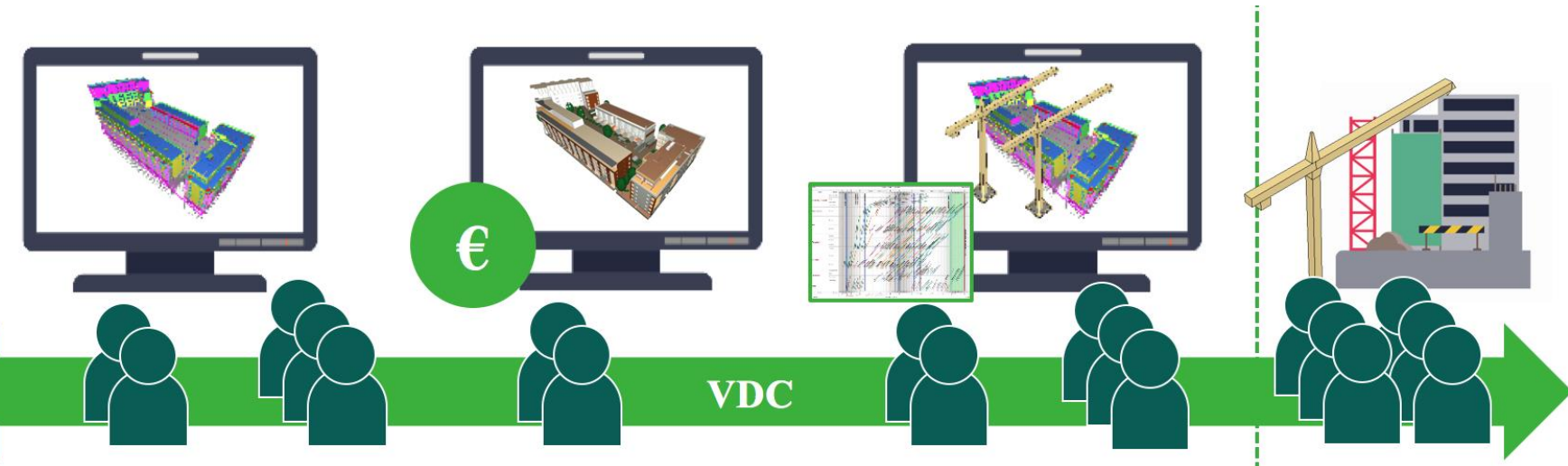
The Change Towards Virtual Design and Construction (VDC) and BIM is inevitable

VDC cannot be glued on top of current best practices.

Would Airbnb work if they would use the business logics of traditional hotel chain?

Virtual Design, Planning and Virtual Construction

Construction as planned



Aurinkokivi Community Centre

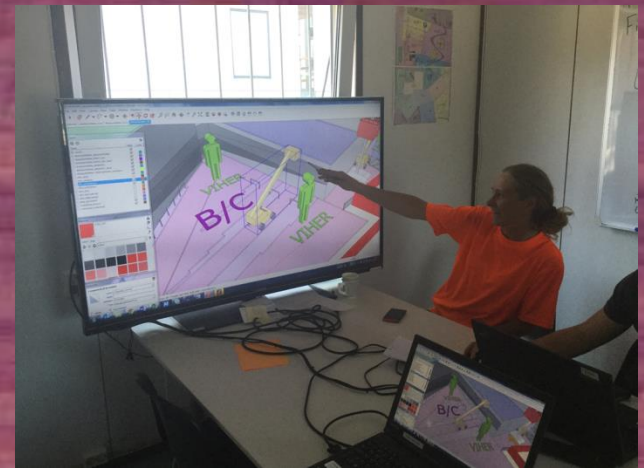
Every project is a step forward in the path of DIGITALISATION



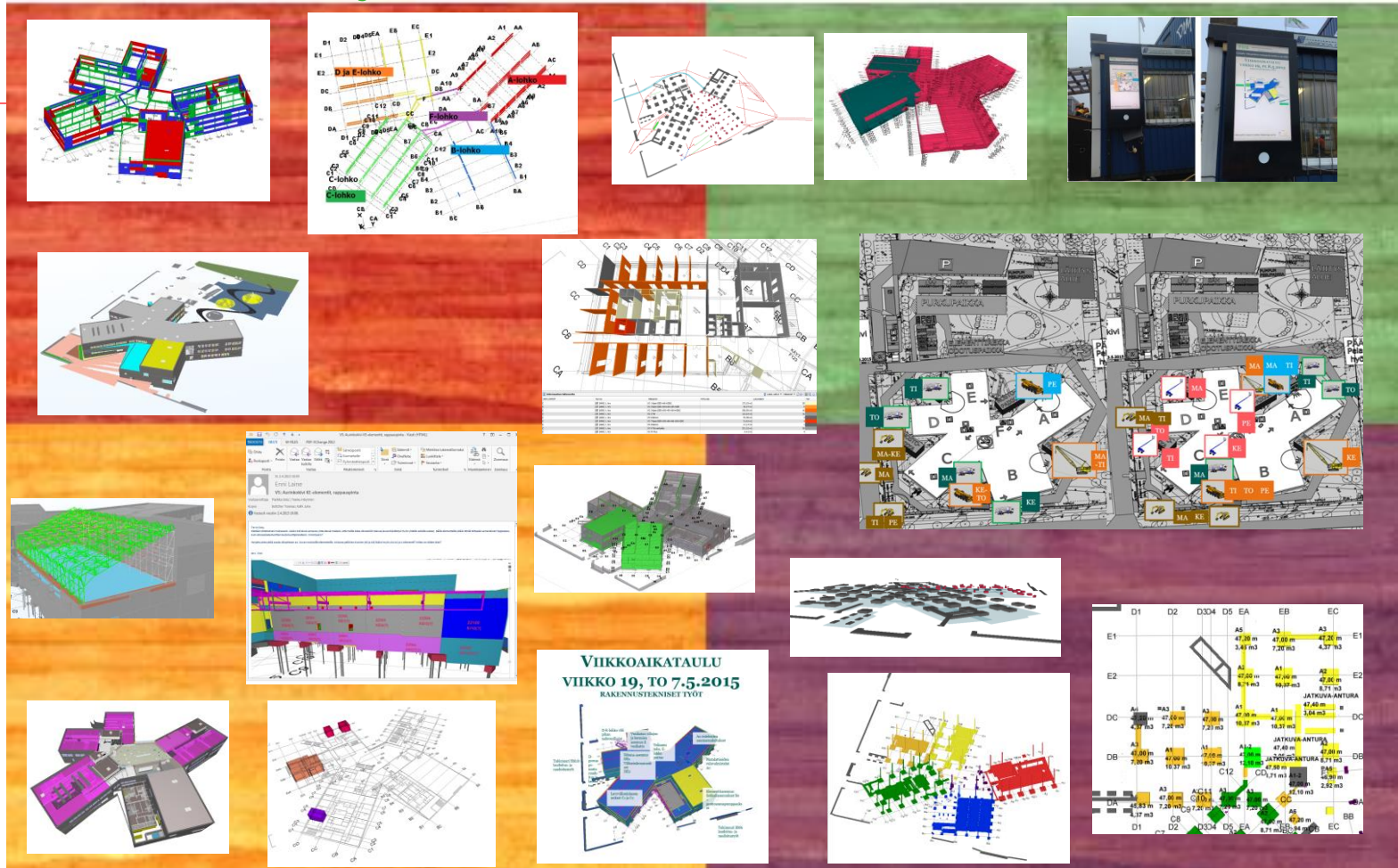
Some key indicators:

- 250 different companies
- 1300 people
- 133 000 hours

Aurinkokivi Community Centre



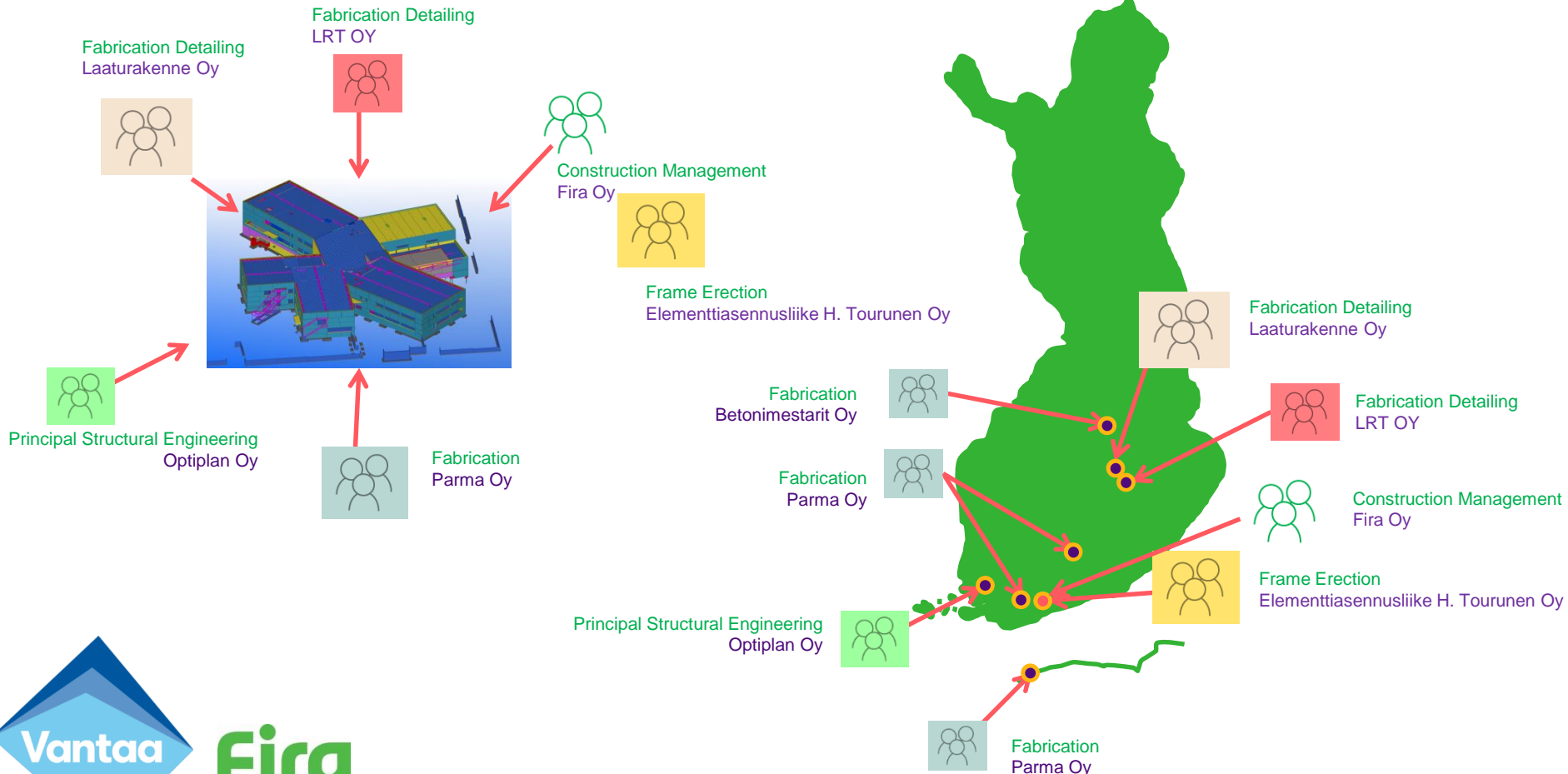
Aurinkokivi School Project



Precast concrete BIM based collaborative design, fabrication and construction

All working in the same BIM model

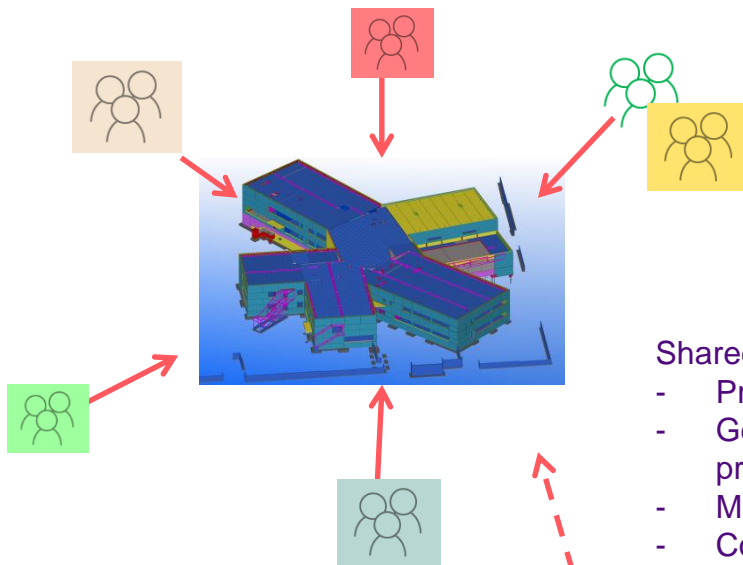
Geographical locations



Precast concrete BIM based collaborative design, fabrication and construction

All working in the same BIM model

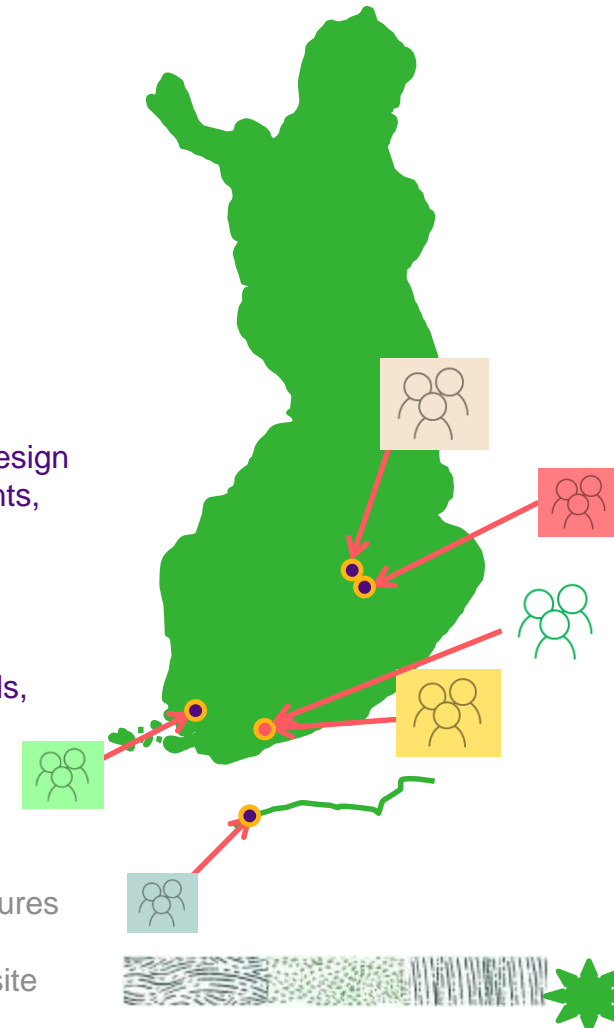
Geographical locations



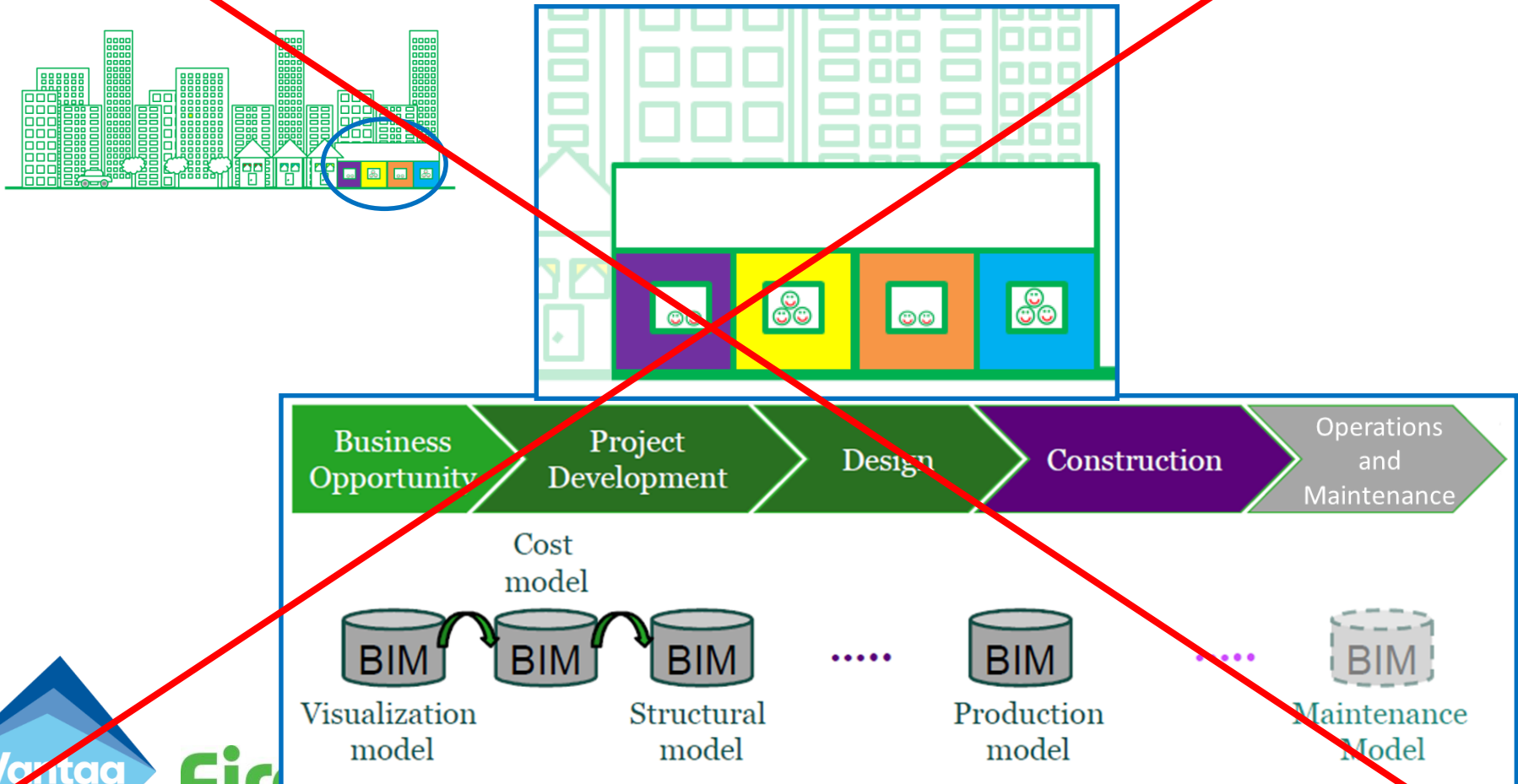
Shared in one model:

- Principal Structural Engineering Design
- Geometry and division into elements, principal connection details
- MEP opening reservations
- Construction sequence(-> design sequence + production sequence)
- Precast concrete connection details, fittings and reinforcement
- Actual design schedule
- Actual production schedule

- Additionally secondary steel structures and precast stair elements where combined to integrated model on site



"WE BUILD BUILDINGS"



“WE BUILD BETTER SOCIETY”



Thanks!

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Questions?

Comments?