

# Our *Value Optioneering*<sup>®</sup> Service

Proactive solutions for a predictable future.

## Overview

Traditional preconstruction methods often react to design challenges as they appear in the later stages of design, often leading to project delays and budget overruns. Using our *Value Optioneering*<sup>®</sup> service, Batson-Cook Construction proactively identifies and solves potential design challenges earlier in the process, allowing our customers to avoid expensive redesigns and deliver a project that stays on budget.

## CASE STUDY: Healthcare Project

Instead of reacting to challenges as they surface on the job site, we use our extensive experience and advanced capabilities to provide solutions before they ever occur. As an example of our *Value Optioneering*<sup>®</sup> service, our preconstruction and VDC departments extensively analyzed a potential healthcare project's exterior glazing. We created renderings that showed what it could look like when replacing the spandrel glass with stucco, a change that would save significant dollars and still preserve the daylighting and views in both the patient rooms and waiting areas..

Our renderings providing peace of mind to the client, their patients, and medical professionals.



*The rendering above shows how a potential reduction in glazing would not affect the patient experience in addition to cost savings.*

*The photo to the top right illustrates is the original design for a potential hospitality project. The rendering to the bottom right show's the result after our *Value Optioneering*<sup>®</sup> service with a 40 percent reduction in glazing.*

## CASE STUDY: Hospitality Project

While we are not designers, we do have the ability to show owners the effect some decisions can have on the project. For example, a client was looking to reduce the budget of a hospitality project. Through our *Value Optioneering*<sup>®</sup> service, the Batson-Cook team completed a project analysis that showed the effect of a 40 percent reduction of exterior glass using renderings to help the owner visualize how the reduction affected the design.

Through collaboration by our Preconstruction and our Virtual Design and Construction (VDC) teams, we are able to make in-house renderings without involving a third party. We prefer to take an approach to allow the owner and design team to evaluate the suitability of the options for the project.



## Key Benefits of our *Value Optioneering*<sup>®</sup> Service

**Proactive Problem Solving:** Identify potential challenges early in the conceptual design process, before a final budget or design has been agreed upon, allows for adjustments and preventing costly delays before shovel hits the ground.

**Accelerated Project Timelines:** By solving problems in the preconstruction phase, we eliminate delays and schedule disruptions that commonly arise later on the project.

**Informed Decision Making:** In addition to budget sheets, we provide clear, visual evidence of design alternatives (like our renderings) so our clients can confidently evaluate the impact of their choices on the project's budget, aesthetics, and functionality.

**Uncompromised Design Integrity:** Our solutions focused approach of maintaining the architectural vision and functional purpose of the project, ensures that cost-saving measures do not take away from the final outcome.

**Stakeholder Peace of Mind:** We provide certainty and confidence to all project stakeholders, from clients and their customers to the design teams, to prove that our recommendations will not negatively impact the project's quality or vision.