



Start From Where You Are. Not Where You Think You Are.

Machiel Odendaal
Digital Reframe

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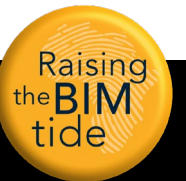


Transformation looks different for everyone.

Transformation isn't about the technology you implement.

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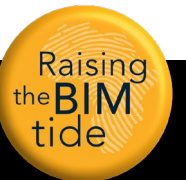


I'm Machiel Odendaal.

I run Digital Reframe. I help AEC firms see where their digital practice actually stands — before they spend on the next tool.

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BIM maturity isn't a ladder.

It's not how much BIM you can do. It's which parts fit the way you work, the people you serve, and what you build. That's an alignment question — and most firms can't honestly answer it.

Scan the code to begin.



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Can a new team member find last year's project documents without asking someone?

This isn't about having a server. It's about whether your information is findable by someone who wasn't there when it was made.

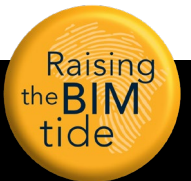


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Answer on your phone.

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When you finish a project, does anything you learned change how you do the next one?

Every project teaches something. The question is whether your firm captures it or whether it walks out the door with whoever learned it.

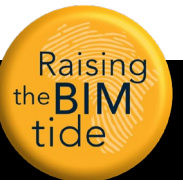
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Do you have a naming convention that your whole team actually follows?

Not one that's written in a document no one reads. One that's actually used. Consistently. By everyone.

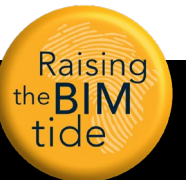
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If your most digitally capable person leaves tomorrow, does your capability leave with them?

This is the single-point-of-failure question. If the answer is yes, you don't have a digital capability — you have a digital individual.

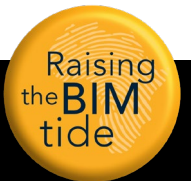


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Answer on your phone.

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Could you describe, in one sentence, what kind of clients you are trying to serve?

Not what software you use. Not what services you list. Who are they, what do they need from you, and does your digital setup actually serve that?

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Add up your five numbers.

- 5–7** Starting out
- 8–10** Pockets of progress
- 11–13** Structured but stretched
- 14–15** Ready to align



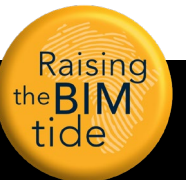
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Where you hesitated is where you need to start.

A starting point is the most valuable thing you can have in a room full of solutions.

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Come find us at the table.

We'll tell you what your answers mean.

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Take the diagnostic

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