

## COMPANY

**MABEY BRIDGE, A DIVISION OF ACROW**

## LOCATION

**United Kingdom**

## SOFTWARE

**Autodesk® Inventor®**  
**Autodesk® Inventor iLogic®**  
**Autodesk® Configurator 360®**  
**Autodesk® 3ds Max®**  
**Autodesk® BIM 360®**

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**Chris Drew**

— Head of BIM and Digital Innovation  
 Mabey Bridge

# Autodesk supports Mabey Bridge on its digital engineering journey

Mabey Bridge adopts Inventor, iLogic and Configurator 360 to help drive innovation and underpin business growth



The company specialises in rapid-build, prefabricated modular steel bridging solutions for permanent, temporary and emergency use.

## Introducing Mabey Bridge

Mabey Bridge is a leading international provider of high-quality modular bridging solutions, based in Gloucestershire, United Kingdom. It supplies solutions to construction and infrastructure customers in over 150 countries worldwide, helping them to deliver projects to the highest quality, thanks to its proven design capabilities, manufacturing and engineering expertise and the use of innovative tools and technologies.

The company specialises in rapid-build, prefabricated modular steel bridging solutions for permanent, temporary and emergency use. Its customers span a range of sectors, including infrastructure, transport, construction, and extraction, and the company also provides solutions for specialist military applications, humanitarian emergencies and disaster relief.

To drive business growth and accelerate innovation within the company, as well as spearhead it in the industry, Mabey Bridge started investigating new Autodesk technologies in 2017.

## Taking on internal and external challenges

In order to achieve its goals, the company identified that it needed to first overcome two main challenges. Firstly, externally, the company wanted to improve the customer experience and the way customers were able to access information. It wanted to align itself to the growing expectation from customers for information to be more readily accessible online and improve engagement with them too. It also wanted to deliver quotes faster and speed-up customer response times.

Secondly, internally, Mabey Bridge wanted to enhance information sharing across the business to streamline internal ways of working and increase the efficiency and productivity of employees. The teams often found that they were struggling to manage the sheer number of requests from new and potential customers. Collating all the necessary information from the various parts of the business in order to generate a quote was proving challenging, resulting in delays in meeting tight customer timescales.

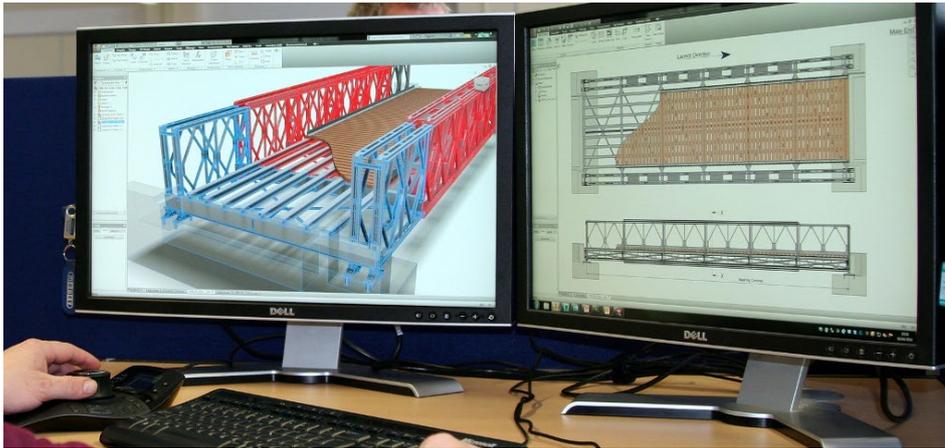
## Expanding the company's digital toolbox

While the company was already using many state-of-the-art technologies, such as virtual reality (VR) and augmented reality (AR), and was already 'BIM-Ready', it wanted to grow its suite of digital capabilities.

“We're really passionate about being at the forefront of digitalisation in our industry,” said Michael Treacy, CEO, Mabey Bridge. “Only through continued investment and focus on technology-enabled tools, will we be able to carve a path to become a leader in digital engineering, grow our business and deliver a more engaging experience to our customers.”

Mabey Bridge's long-standing relationship with Autodesk has seen the company already work with a number of Autodesk tools over the years including AutoCAD, Inventor and 3ds Max.

In order to further enhance the firm's digital toolbox and overcome the challenges it was facing, the company identified several other Autodesk solutions to adopt, including Configurator 360 and BIM 360, and was able to realise the full potential of iLogic (a toolset for Inventor). All of these could also be used easily alongside Inventor – which Mabey Bridge had already been using for several years – since the manufacturing software is interoperable with many AEC solutions including BIM tools.



Mabey Bridge engineers have been able to automate part of the design process thanks to Inventor's iLogic tool.

Chris Drew, Head of BIM and Digital Innovation, Mabey Bridge said, "We knew that technology was a key enabler for helping to speed-up our customer response time and deliver quotes faster. We engaged with Autodesk to find solutions that would easily fit into our existing workflows and help overcome the challenges we were facing, ultimately allowing us to accelerate innovation to become even more efficient and customer-focused."

### Improving design processes and customer-centricity

The built-in collaboration features within the Autodesk portfolio, such as shared view and data management, have boosted collaborative working across the business and helped Mabey Bridge's project teams work simultaneously, and therefore more effectively, on customer projects. They've also been able to automate part of the design process thanks to Inventor's iLogic tool and engineers can more easily create rules-driven, interactive 3D models from technical specifications, drawings and manufacturing information. With a better integration with BIM 360, teams can now generate more accurate and detailed 3D models, freeing up design time and resource. Added to that, they can also share design renders with their customers much more quickly.

To help improve the quoting process and be more responsive to customers, Mabey Bridge also integrated Configurator 360 into the business. The tool has helped reduce the time it takes the team to generate a quote from days to just minutes, with 50% of its budget quotes now generated in this way. Furthermore, one of the key features of Configurator 360 is the built-in online RFQ (Request for Quotation) feature, which now sits on Mabey Bridge's website.

This functionality now gives its customers the ability to produce both a quote and visual render of a bridge online. Not only does this enable them to customise their design and become part of the design process, but they can also share details with their own internal stakeholders more effectively too.

"To progress, we knew we had to be able to deliver accurate quotes much faster. This really was the catalyst for change. Now, our customers feel better connected to us and our services, and have more control and visibility over their own projects. Having seen the contribution that the introduction of Autodesk technologies has made to improving team collaboration and internal processes, we now have the confidence to continue powering ahead on our digital journey," said Drew.



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**Michael Treacy**  
— CEO  
Mabey Bridge

### A continued path of digital transformation

Mabey Bridge can now respond to customers five times faster than before and has been able to increase the volume of business enquiries generated by a third using the same resources. Thanks to the integration of the new Autodesk tools, the team can now re-focus their time on more complex project proposals, as well as looking at the next big product innovations and ways to enhance the customer experience further.

The company is already using AR and VR within its processes and has been wowing customers through bridge simulations using Autodesk's 3ds Max. Customers are able to view bridge models through headsets, rather than trying to visualise the structures through traditional 2D drawings of bridges, as they've done previously. Looking to the future, the firm has exciting plans to take this one step further by using these technologies in more sales conversations to drive engagement with prospective customers, which will no doubt lead to more exciting projects for the business.

Treacy concluded, "We wanted to go beyond just CAD and BIM and are now working towards a more overarching digital strategy to accelerate transformation thanks to Autodesk's support. This is absolutely essential for helping us put customers at the heart of everything we do, positioning Mabey Bridge as a digital leader in the industry."



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