

Good Fulton & Farrell

Keeping projects on track and on budget using Adobe® solutions for streamlined design and collaboration

Bringing new efficiencies to design and construction

With construction costs on the rise, architecture, engineering, and construction (AEC) firms are searching for ways to improve everyday business processes and increase productivity. “Costs for design and construction are growing at about 10% annually,” says John Moebes, associate principal at Good Fulton & Farrell Architecture (GFF). “For AEC firms, it is essential to find technologies that act as ‘force multipliers’, enabling one person to do a job that might previously require two or three people.”

The award-winning, Dallas, Texas-based firm has firsthand experience with the advantages that good technology choices can have on the company, construction partners, and clients. Working with leading corporate and real estate clients such as Crate & Barrel and The Container Store, Good Fulton & Farrell has streamlined creating, reviewing, and managing thousands of construction documents for projects by using Adobe Acrobat® Professional and Adobe Photoshop® CS2 software.

Reinventing collaboration

For more than 80 GFF architects, interior designers, and support staff, the combination of Adobe Acrobat Professional and e-mail has reinvented how project teams exchange and collaborate on documents. “Platform- and application-independent Adobe Portable Document Format (PDF) files overcome the problem of sharing native CAD drawings and other project information with people who might not have the software to open files,” says Moebes. “Adobe PDF is excellent for sharing designs, spreadsheets, site plans, and other materials because staff and outside partners can reliably open and view materials using free Adobe Reader® software.”

Team members also have the flexibility to comment on and mark up project information using redlining tools in Acrobat Professional software or using Adobe Reader software, when commenting features are enabled when a document is converted to Adobe PDF. “We use Acrobat commenting tools extensively, and we’re training consulting engineers and clients to use them too,” says Moebes. “With Acrobat and Adobe PDF, we can collect input from reviewers in hours, not days.” The firm also saves additional administrative time because digital comments from reviewers are stored on the PDF designs that are archived. Previously, support staff had to transcribe redlines from paper copies to master drawings.

85% cost reduction

By managing and distributing documents in Adobe PDF, GFF and its construction partners have found that the quality and timeliness of input has improved, with reviewers’ returning more detailed, easier-to-read comments faster. At the same time, streamlined management and exchange of design materials can reduce document management costs by more than 85% on a project.

GFF’s work with a large corporate client highlights the benefits of using Acrobat and Adobe PDF. As the lead architecture firm for a U.S.-based retailer, GFF helps design and manage construction projects for new stores nationwide—an effort that can involve collaboration between more than 50 managers at GFF, the client site, government permit agencies, and construction firms.

GOOD FULTON & FARRELL

www.gff.com

INDUSTRY

Architecture, Engineering & Construction

CHALLENGES

- Reduce project costs by streamlining collaboration on design documents
- Better communicate design intent
- Reliably archive project documents

SOLUTION

- Document collaboration
Good Fulton & Farrell is using Adobe Acrobat Professional and Adobe Photoshop CS2 to improve the creation, review, approval, and management of design and construction documents.

RESULTS

- 85% reduction in costs to produce and deliver project information
- Accelerated review cycles from days to hours
- Improved quality and timeliness of input from review teams
- Established reliable, accessible archive of project documents

“By moving from paper-based document review to delivering materials in Adobe PDF, we can reduce printing and handling costs for a project from \$45,000 to \$5,000.”

John Moebes,
Associate principal,
Good Fulton & Farrell

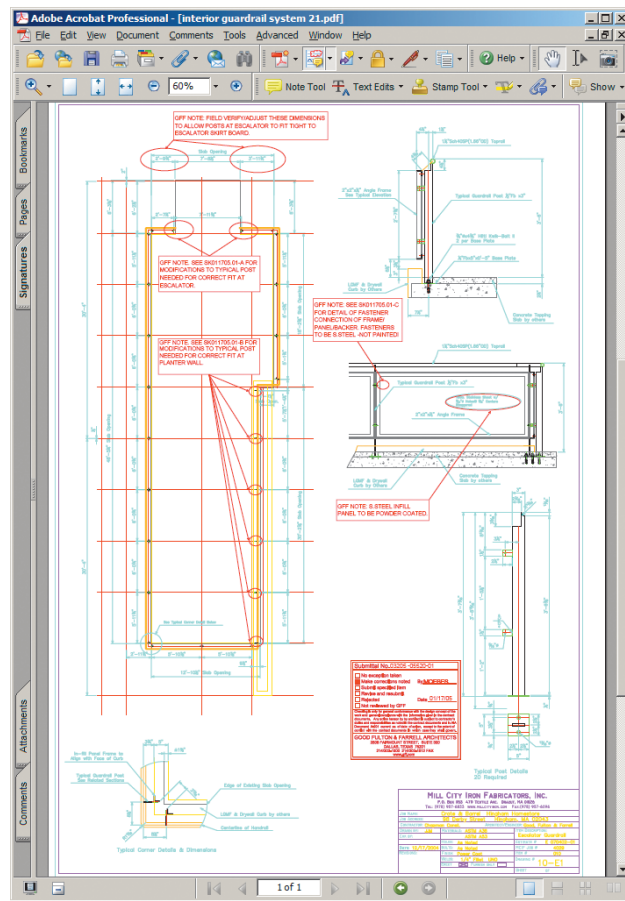
Traditionally, thousands of pages of blueprints, environmental studies, building schedules, and other documents were plotted or printed numerous times for delivery to project participants. “By moving from paper-based document review to delivering materials in Adobe PDF, we can reduce printing and handling costs for a project from \$45,000 to \$5,000,” says Moebes. “Equally important is that staff in our office or out in the field can now access project information instantly, instead of waiting for materials to be printed and delivered.”

Gaining control over processes

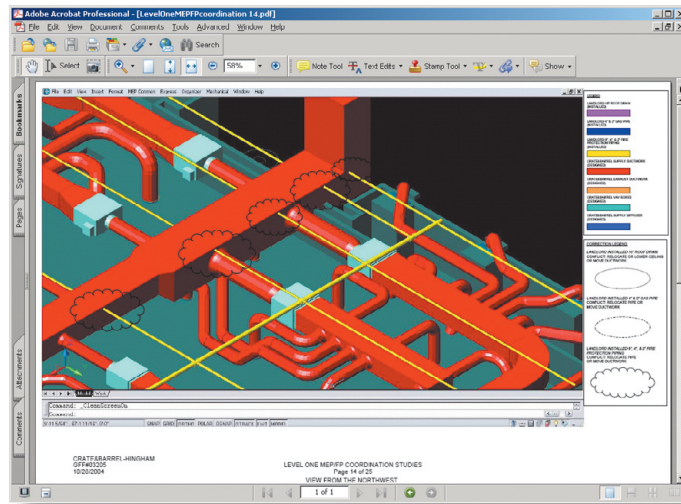
Exchanging design and construction documents in Adobe PDF provides GFF and its building partners with much needed peace of mind. In addition to enabling recipients to view materials exactly as intended, security in password-protected Adobe PDF files helps ensure that only intended reviewers can open materials. GFF staff can also lock content in Adobe PDF documents to keep project team members from changing designs.

“With so many people involved in construction projects, the more control we have over materials the better,” says Moebes. “Delivering documents in Adobe PDF brings important control to our processes.” For instance, recipients can add electronic stamps and digital comments to Adobe PDF files, without altering underlying design content.

Good Fulton & Farrell team members use redlining tools in Adobe Acrobat Professional software to comment on and mark up project information. With a workflow based on Acrobat and Adobe PDF, input on a project can be collected from all reviewers in a matter of hours versus days.



Adobe PDF files have helped GFF overcome the problem of sharing native files of architectural drawings and other project information. Using Adobe Reader, staff and outside partners can open and view designs, spreadsheets, site plans, and other materials in Adobe PDF.



Reliable, accessible project archives

The enhanced document control and security in Adobe PDF files makes it easier for GFF to meet industry requirements for archiving project documents for ten years or longer. Previously, GFF plotted or printed documents to file in storage rooms. Not only was this approach expensive, but it also made it challenging to retrieve materials.

“Acrobat revolutionized how we archive project documents,” says Moebes. “We previously had to manage thousands of pages of materials on paper. If we tried to archive materials in native applications, we didn’t know if we could open them in a year, let alone in ten years. With Acrobat, we can save project documents as searchable Adobe PDF files for quick reference.”

GFF has project files that were converted to Adobe PDF in 1998 which are as accessible and accurate today as they were then. The growing adoption of PDF/E, an ISO standard candidate developed by a working group led by AIIM, is further improving the display, exchange, printing, and archiving of large-format documents that include layers and 3D content.

Outstanding presentation with Adobe Photoshop CS2

The seamless integration of Acrobat and Adobe PDF with other Adobe tools such as Adobe Photoshop CS2 further improves design processes for GFF. The firm’s staff relies on Photoshop CS2 daily to create deliverables for government regulators and clients, including full-color site plans, enhanced 3-D views of models built in AutoCAD®, and retouched photos showing how proposed buildings relate to existing structures.

For instance, GFF designers can add color and graphics—clouds, people, plants, animals, and other images—to site models to create more realistic presentations. The site plans and images can be converted in one step from Adobe Photoshop CS2 to Adobe PDF to share electronically or to incorporate into slide presentations. “With Adobe Photoshop CS2, we can clearly communicate every element of design to any audience,” says Moebes. “It’s essential for architects and designers today.”

Tools of the trade

Faced with increased competition and rising construction costs, GFF is continuing to explore new ways to leverage Adobe solutions. “For us, creating innovative designs is only part of the challenge,” says Moebes. “We also have to successfully communicate and manage our ideas across large project teams, making Acrobat Professional and Photoshop CS2 integral to our work.”

SYSTEMS AT A GLANCE

- The Adobe Creative Suite 2. Components used include:
 - Adobe Acrobat 7.0 Professional
 - Adobe Photoshop CS2
 - Adobe Illustrator® CS2
 - Adobe InDesign® CS2
- Platform: PCs based on Intel® Pentium® processors running Microsoft® Windows® XP Professional

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