

# BSD Case Study

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*James Goodman, Architecture is located in San Juan Capistrano, California. The Firm was founded in 1989 to offer highly personalized professional services for clients with special and unique requirements.*

Project types include custom residences, residential and commercial renovations, golf, recreational, and hospitality facilities. They offer forensic and litigation support services, as well as work for industrial and commercial projects.

They work primarily in California, but also have completed a number of projects in Texas, as well as overseas. They approach each project as a new and unique design problem and look for practical, but distinctive solutions to each one. They strive to offer the most complete and comprehensive service possible, where all aspects and criteria of a project are considered equally.

While they consider design to be of utmost importance, they also realize that the best design concept can only be realized with a complete and thoroughly coordinated set of construction documents. Their philosophy is to find the best solution to their client's project needs and to communicate those solutions effectively and clearly.

## **The need**

The staff at James Goodman, Architecture believes in utilizing the latest in computer technology and software to provide their clients with the information needed for any project.

Since 1989 they have been using three dimensional computer modeling and imaging as an integral part of their design process. Their specification writing was outsourced to a consultant.



The information provided by the consultant was then entered into a word processing program. By the mid-90s James Goodman, Architecture decided they needed to move their specification writing process up to the same level of proficiency as their drawings. They decided to take a look at SpecLink.

### **The solution**

They made the switch in 1996. When asked what helped them make that decision, James Goodman, AIA, principal with the firm says, “SpecLink gave us better control over the final outcome. By bringing our specification writing in house, we were able to establish better coordination of the specification content with the drawings. This helped us ensure that everything had been included.”

The enhanced synchronization SpecLink brought to these two parts of their process has reduced their specification writing time by close to 70%. Goodman also likes the way SpecLink formats the finished product. “It <SpecLink> takes care of the formatting, referencing, etc. allowing us to focus on the content,” he comments. “We no longer need to go through a ‘type-it-up’ phase. The content is formatted as decisions are made.

### **The outcome**

James Goodman, Architecture is approaching their 10-year anniversary as a SpecLink user. Since they began using it, they have created an office master that they utilize for various project types. They also use the model projects as reference guides.

Goodman mentioned another thing that drew them to SpecLink, “The expert content. We like the fact that so much information is included in the database and it is updated on a regular basis. This helps to make every project we do with SpecLink out best project!”



Find out more about how your company can benefit from SpecLink by calling the number below, or by visiting [www.bsdspeclink.com](http://www.bsdspeclink.com)

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