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ideas* is an engineering services firm who take a whole business approach. We apply our technical and business expertise to develop innovative processes, manufacturing and technology solutions.

Our team of engineers, project managers and business consultants provide the expertise and resources to help your management team grow your business.

We believe our key value is realised when we are engaged to help your business identify potential areas for improvement or in developing solutions and project plans to these identified opportunities.

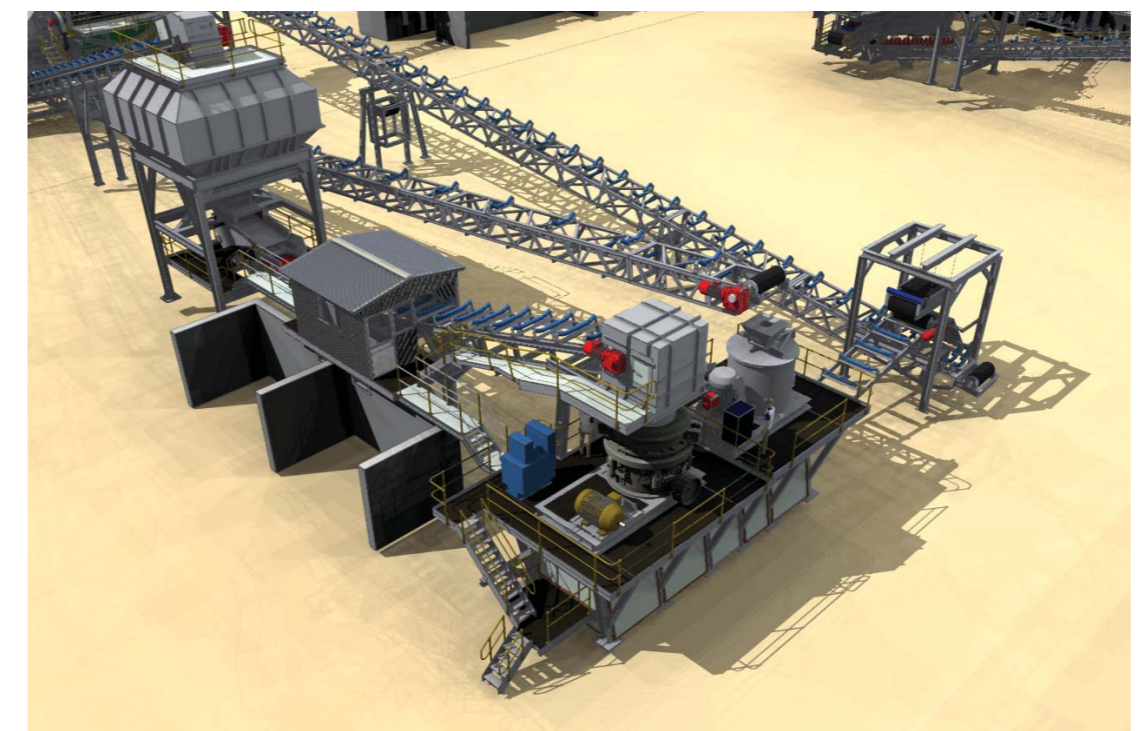
However we also have the resources to carry your project through to implementation through our core business competencies including Opportunity identification (future search), Project feasibility, Project management, Engineering design (mechanical, structural and electrical), Process modelling and Detail design.

smarter building programs laverton concrete recycling plant

ideas* were engaged by the Alex Fraser Group to provide the detail design and engineering of their new multi-million dollar state of the art recycling facility in Laverton, VIC.

RMIT University recently completed a Life Cycle Analysis comparison of Alex Fraser's crushed concrete aggregate with traditionally quarried stone aggregate. The findings show Alex Fraser's recycled concrete materials have a carbon impact 65% less than equivalent freshly mined quarry materials.

The design of this project required a high degree of collaboration between AFG, ideas* and many contractors to ensure that the best possible outcome was achieved.



Before moving to the design of this project ideas* realised it needed a platform that allowed it to seamlessly integrate all its design aspects that leveraged its investment and commitment to AutoCAD®.

By expanding on its AutoCAD skills, ideas* would reduce the cost of changeover and reduce disruption to its production schedules while it adopted the Digital Prototyping design strategy. As the foundation for Digital Prototyping, Autodesk Inventor provided ideas* with a comprehensive software platform for 3D mechanical design, simulation, tooling creation and design communication, enabling ideas* to work flexibly and collaboratively with its subcontractors and suppliers at all stages of the design to construction process.

Michael Percy said, "Due to the diverse nature of the work done by ideas*, flexibility was a key consideration when choosing a new solution." ideas* had been using Autodesk Inventor for 3 years and achieved great benefits by upgrading to Autodesk Inventor 2009 for the Laverton project.

The unique, collaborative approach taken towards the Laverton project, which was the size of four football fields and cost \$20 million, enabled it to be fast-tracked and installed after the first conceptual design ideas were formulated.

ideas*' 3D digital prototyping design process and close working relationship with AFG enabled design issues to be resolved quickly and effectively and design improvements to be made deep into the design process.

This resulted in a greatly improved system with less costly rework and modifications made during installation and commissioning.

Since implementing Autodesk Digital Prototyping solution, ideas* has experienced the following benefits:

- no duplication between the conceptual design, engineering design and detail design stages
- a minimum 20 per cent increase in productivity among designers and engineers
- improvements in quality
- stronger visualisation
- ability to complete projects much faster as a result of greater collaboration with our clients.

