A Smarter Urban Future

IBI Group’s New Strategic Plan

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Those who lead and inhabit our cities are facing transformative technologies that will change the landscape of the built environment.
A WORLD OF CITIES
51% of the global population live in cities, with projections increasing to 75% by 2030. In 2015, 3 million people were moving to cities every week.

A GROWING PIPELINE OF DEMAND
Urbanization is driving an immense need for new urban infrastructure, and the world needs to invest an average of $3.3 trillion annually just to support it.

A STABLE ECONOMIC LANDSCAPE
Sustainable interest rate projections, robust financial markets and low unemployment provide for a positive outlook for growth.

A Firm Foundation for Growth
Outlook for IBI Group
Growth in IBI's core markets in urban residential, mobility, health, and education remain strong.

We will grow our core business, while leveraging data and intelligence to enable new revenue streams, higher margins and higher shareholder value.

A NEW WAY OF WORKING
Firms will work in cross-disciplinary teams, use agile, user-centred methodologies, and will adopt and adapt new technologies as part of their DNA.

A NEW KIND OF PARTNER
A fluid technology landscape demands new models of partnership to develop, deliver and manage efficient and responsive services directly for, and with, residents of our cities.

NEW TECHNOLOGIES, BEHAVIOURAL INSIGHTS
The built environment is becoming an interconnected technology platform that generates data. Connecting physical assets and acting on data-driven insights are the key to a resilient and prosperous urban future.

Future-proofing Our Business
Forward-looking firms must reconsider the value they provide to the marketplace and reinvent how they work, collaborate and create, while also sustaining their existing business.

IBI Group has recently reinvigorated our core business, centred around the urban environment, providing us with the platform for future growth and performance.

Technology is a unique part of IBI and has been a vital aspect of our business since we opened our doors in 1974. For this reason, we are ideally positioned to lead our sector through the vast change it is experiencing.

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In the dynamic space at the intersection of intelligence, buildings and infrastructure, IBI’s roadmap to the future will see a compelling transformation of the firm. Simultaneously, we will lock in growth in our core offering in health, mobility, education, and residential high-rise markets.

A NEW URBAN ECOSYSTEM
Technology is bringing together a new ecosystem of public and private sector organizations and technology-enabled residents who can design and build the city in an entirely new way.

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A Firm Foundation for Growth

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1. Catalyzing Core Growth

Our core business of professional consulting services remains strong with positive growth prospects.

IBI Group is committed to this foundation, and to our reputation for excellence, quality service, great design, and delivery. We are transforming our practices by adopting technology and improved processes to everything that IBI does. We will continue to demonstrate design excellence through tools such as Virtual Reality/Augmented Reality (VR/AR), visualization, and Building Information Modelling (BIM). We will form deeply collaborative teams to bring holistic solutions to our projects, and adapt, both, Artificial Intelligence (AI), and other productivity tools to make us more efficient and enhance the creative quality of our work.

2. Transforming Business Models

Technology affords IBI the opportunity to expand its participation in how buildings and infrastructure grow, adapt, connect, and operate.

We will continue to create value for stakeholders through planning, design, operations, and maintenance. We will enhance our current offering with new technology, services, and products, adding revenue streams throughout the lifecycle of the assets we design. We can leverage the power of data to build new business models such as Software as a Service (SaaS).

3. Prototyping the Future

Just as our industry is adapting to a world of connected buildings and infrastructure, another generation of transformative technologies are already with us today, such as blockchain, AI, VR/AR, 5G, and quantum computing.

IBI will establish “technology transformation zones” with assigned teams who will evaluate these emerging technologies, identify the key players, and gauge their impact on our clients, our services, and our cities.

4. Activating Urban Innovation

We are establishing a collaborative network of partners combining resources, talent, and community to cultivate the next generation of smart cities.

This network brings together professional domain knowledge, business acumen, and the latest in technology. We will connect start-ups, partners, investors, and the community together to incubate new ideas, and new businesses. IBI will contribute curated services, access to systems and data, and channels to market. The network will accelerate our own innovation efforts, while providing access to new resources and partners.
We are a globally integrated design and technology firm. We are defining the cities of tomorrow.