



DESIGN QUALITY INDICATOR



**SPECIAL DQI TRAINING SESSION TO BE HELD AT REALCOMM  
MONDAY, JUNE 22ND FROM 1-6PM  
COST: \$750  
(DISCOUNTS AVAILABLE FOR INDIVIDUALS AND SMALL FIRMS)**

**DQI Offers Design Quality Assessment Tool Training For Building Technology Experts, Architects,  
Property Managers And All Built Environment Influencers**

The DQI (Design Quality Indicator) is a software tool that provides a tangible, quantitative evaluation of a proposed or existing building's design. When used by owners, facilities managers, architects, building operators, procurement teams and others who shape the built environment, the DQI is a powerful tool that creates an unbiased "report card" for a new or existing building. Using written or web-based questionnaires, the DQI implements a 360-degree review process that converts numerous individual and subjective responses into an objective and measurable review of the building's design. By incorporating the perspectives of a wide variety of project stakeholders from engineers to operators to end-users, the DQI enables users to deliver high-quality environments that meet and exceed the needs and desires of the developer, the occupants, and the surrounding community. DQI has been applied in all property sectors, from hospitals to office buildings, community centers to college dorms and private residences.

Training in the use of the DQI begins with a simple, one-day course, after which participants use a "key" to access the software, for use in their own facilitation of the DQI process. DQI USA offers group training sessions in this exciting new design assessment tool on a regular basis. For more information on upcoming DQI training sessions, please visit <http://dqionline.com/training-certification.php>.

**ALL DQI TRAINING ATTENDEES WILL RECEIVE:**  
**FREE ACCESS TO VIP RECEPTION MONDAY EVENING**  
**DISCOUNT ON REALCOMM REGISTRATION**  
**EDUCATION ON HOW TO USE DQI TO APPLY FOR ADDITIONAL LEED CREDITS**

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DQI – METRICS TO MANAGE DESIGN QUALITY  
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## DQI USA, LLC

### Company Overview - Realcomm Chicago 2009



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#### Introduction

DQI USA is a software and consulting company dedicated to establishing the DQI (Design Quality Indicator) as the building industry's first statistically validated assessment tool to objectively measure design quality. The company has an exclusive license to commercialize and distribute the DQI in North America.

#### Market Opportunity

The DQI solves the problem "How well does the design of a building or renovation satisfy the needs of key stakeholders and end-users?" Today both public and private sector are tasked with the mandate of proving they are delivering buildings not only on time, and on budget, but of "high quality" as well. The DQI fulfills this mandate requirement by providing the metrics to measure and manage the design quality of a building or renovation. It is based upon five years of study in the UK and has already been applied to over 1,000 projects by more than 12,000 respondents. With a universe of millions of public and private sector buildings the tool can be applied, the market is substantial and the need is explicit.

The company's first large-scale client, New York City's Department of Design and Construction (DDC), adopted the DQI as a required step in the DDC's design process. The DQI was first administered to over 300 respondents on \$320 million worth of DDC's public building projects.

Since the launch of the tool in the US, the company has trained over 60 professionals in the use of the DQI in New York City, Chicago and Los Angeles. Approximately 50% of the company's efforts are focused in the public sector targeting federal, state and local government agencies. In the private sector, the company is currently active in four verticals: healthcare, hospitality, commercial real estate investment, and construction management. Current clients include OWP/P Architects, Gettys Group, WATG, Walsh Construction and Bovis Lend Lease.

#### Solution

The DQI provides critical metrics to manage design quality and predict success prior to constructing and delivering the finished project, thereby mitigating unnecessary costs and delays. The DQI's unique ability to identify design flaws early in the process leads to the production of high performing, fit-for-purpose buildings and spaces.

In less than 20 minutes, hundreds of data points are available revealing raw responses to over 100 factors influencing building design and performance. Moreover, a needs assessment can be performed on an existing building, and renovation capital appropriately targeted towards fixing the deficiencies revealed by the DQI.

The DQI is delivered via trained third party professionals as a web-based software solution created to help the procurement team (client/owner, architect/designer and developer/contractor) develop the best possible design for a building or renovation. Through the administration of a brief questionnaire to selected stakeholders, and via proprietary algorithms built into the DQI database, individual subjective perceptions are immediately translated into objective measurable results. The quantification of these "design intangibles" is a unique feature to the DQI. The DQI's proprietary framework focuses the procurement team on the needs of the end-users, involves all the stakeholders, and helps develop a fundamentally better and more sustainable building.

## **Management Team**

Marc A. Sallette (marc@dqionline.com) is the founder of the company and has over 12 years of experience in engineering, architecture, real estate valuation, finance and private equity. He has worked for two of Sam Zell's real estate companies, as well as Hyatt Hotels Corporation, Cushman & Wakefield and Morgan Stanley Properties. He holds a BS and ME in Civil Engineering from Cornell University, a certificate of completion from Harvard's Graduate School of Design, and an International MBA from the University of Chicago. Mr. Sallette is leading business development and strategy efforts for the company.

Goran Lukic (goran@dqionline.com) is the co-founder of the company and has over 12 years of experience in various corporate consulting and training capacities. He has consulted to such firms as Abbott Laboratories, Careerbuilder and Occidental Petroleum. He holds a BS cum laude in Education from University of Illinois at Champaign-Urbana and an International MBA from the University of Chicago. He is the first licensed DQI Facilitator in the US, and is responsible for all on-site training and consulting aspects of the business.

## **About DQI USA**

DQI USA, LLC is a socially responsible business dedicated to improving the quality and productivity of our built environment through the DQI. The company was founded with a vision that better designed buildings are fundamentally more valuable and a better use of resources. History shows that poor design results in high costs and low value for money. By capitalizing on the economic, social and environmental benefits of improved building design, the case can be made to unlock potential value, increase economic activity and enhance productivity. In short, investing in high quality buildings can improve the welfare of business and society.

## **Contact Information**

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# INTRODUCING THE DQI

## Product Overview

### Realcomm Chicago 2009

#### What is it?

The DQI (Design Quality Indicator) is a pioneering assessment tool that provides critical metrics to manage and measure design quality and predict success prior to constructing and delivering the finished product. The DQI's unique ability to gather feedback from diverse stakeholder groups and identify design flaws leads to the production of high performing, fit-for-purpose buildings and spaces. The DQI is being introduced to strategic users in the US, building upon its success in the UK where it was originally developed and already has been applied to over 1,000 projects by more than 12,000 respondents.


#### How does it work?

Through the administration of a brief questionnaire (online, or paper based), the tool converts individual subjective perceptions into objective measurable results. The quantification and feedback of these "design intangibles" is a unique feature to the DQI. Vitruvius, who lived in the first century B.C., is famous for asserting in his book *De architectura* that a structure must exhibit the three qualities of *firmitas*, *utilitas*, *venustas* — that is, it must be strong or durable, useful, and beautiful. DQI is a "Vitruvian" assessment, measuring design in the broadest sense, focusing on everything from a building's Functionality, to its Build Quality, to the Impact the building has on its occupants and its surroundings.

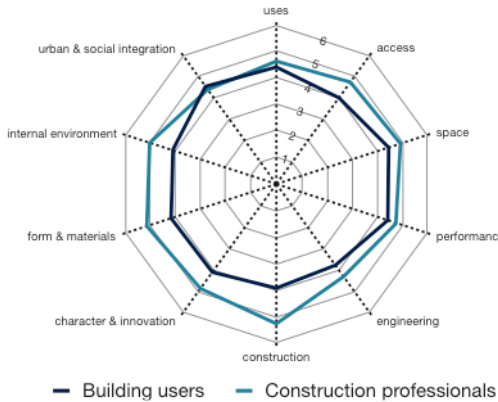
The DQI is meant to be used as a diagnostic tool at all stages of design and build. During program management, the DQI's proprietary questionnaire captures the needs and wants of all project stakeholders. We call it the "herding the cats" stage! As the design progresses, the DQI's visual output clearly reveals design flaws in a standardized, objective format for all parties to review. Just like viewing an x-ray at the doctor's office, a design can thus be predicted to be a success or failure before money is spent to finish the design and begin construction. Moreover, an existing building can be tested "as-is" and renovation dollars appropriately targeted towards fixing design flaws highlighted by the DQI.

#### Benefits

The DQI is therefore both a predictive feedback tool – i.e. a design success "insurance policy" – as well as a building "performance enhancer". The overall result is an improved product delivered at lower cost and in less time. More importantly, the client and designer can learn from the process because the DQI allows the design team to measure how the improvements are made.



Interior of Science, Industry & Business branch of NY Public Library



— Building users — Construction professionals

**Example**  
**"As-is" Assessment**

The DQI's spider chart (left) shows the design deficiencies in this branch of the NY Public Library (far left) located at Madison Avenue and West 34<sup>th</sup> Street. The difference in perception can also be seen between two respondent groups – the building users and construction professionals.