

# Big Service for Small Design and Engineering Firms



## Bentley Systems Introduces Virtuosity and the Virtuoso Subscription

In July 2020, Bentley Systems Inc. announced the launch of Virtuosity, a Bentley Company, to sell Bentley's world-class design solutions, but with a different sales model and delivery of licensing, training and support. While Bentley Systems focuses on enterprise organizations and their software and service needs, Virtuosity focuses on small and mid-size firms that don't need enterprise-wide contracts, but do require the same software via a practitioner subscription.

"Small design and engineering firms are a lot like large firms, because they're both doing the same kind of highly skilled work on a variety of infrastructure projects for public and private clients with similar demands and needs," says Allan Murphy, CEO of Virtuosity and vice president

at Bentley Systems. "However, when it comes to the use of design software, it's a different animal and requires more flexible purchasing and licensing options."

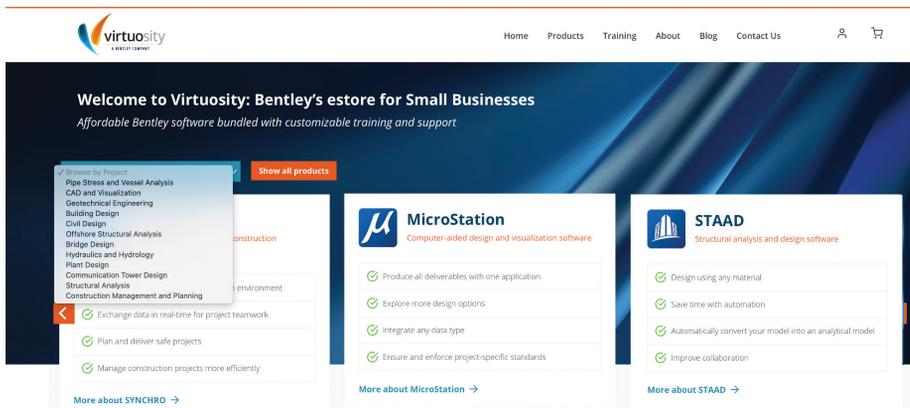
### Company Size Is a Factor in Software Purchasing

Small firms are resource-strapped and are not always able to dedicate headcount to specialized roles such as training and support, change management, and new technology adoption. Often the owner wears the multiple hats of new business development, designer or engineer, and team leader.

"That's why it was so critical that customizable training and mentoring services were included in the new subscription model," says Murphy. "The new offering allows busi-

nesses to quickly get up and running on revenue-generating projects by limiting training downtime." The ability to customize training based on workers' unique skills and technical gaps means design and engineering teams are not hemmed in by a one-size-fits-all training curriculum.

Teams can choose from a variety of topics, including design, analysis and modeling techniques as well as get



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Welcome to Virtuosity: Bentley's estore for Small Businesses  
Affordable Bentley software bundled with customizable training and support

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- Pipe Stress and Vessel Analysis
- CAD and Visualization
- Geotechnical Engineering
- Building Design
- Civil Design
- Offshore Structural Analysis
- Bridge Design
- Hydraulics and Hydrology
- Plant Design
- Communication Tower Design
- Structural Analysis
- Construction Management and Planning

Exchange data in real-time for project teamwork

Plan and deliver safe projects

Manage construction projects more efficiently

More about SYNCHRO →

**MicroStation**  
Computer-aided design and visualization software

- Produce all deliverables with one application
- Explore more design options
- Integrate any data type
- Ensure and enforce project-specific standards

More about MicroStation →

**STAAD**  
Structural analysis and design software

- Design using any material
- Save time with automation
- Automatically convert your model into an analytical model
- Improve collaboration

More about STAAD →

mentoring for simulation strategies or help brainstorming new ideas to improve their workflows. The service offerings are not limited to software training. Owners also benefit from Bentley experts who understand their business challenges and can advise on business and project strategies.

Every software purchase comes with **keys**, or “credits,” that can be redeemed for training and consulting services. Additional keys can be purchased “ala carte” to augment staff training or project consultations throughout the term of the subscription.

## Customer Feedback on the Value of the Virtuoso Subscription

Vahid Walker, a chartered mechanical and marine engineer in Newcastle upon Tyne, England, is the founder and technical director of a small, highly specialized marine engineering firm, Walker Subsea Engineering. Mr. Walker is a good example of a small-business owner who perceived a need for a better solution when it came to acquiring design software.

“I took on a project involving the recovery of a 300-ton monopile (marine foundation) in 45-meter water, to be loaded onto a ship for transport,” he explains. “For this one part of this one project—analyzing the suitability of

the ship, structurally, for a 300-ton

load—I needed a finite-element analysis and design option ... but everything I looked at was too expensive for a limited use.”

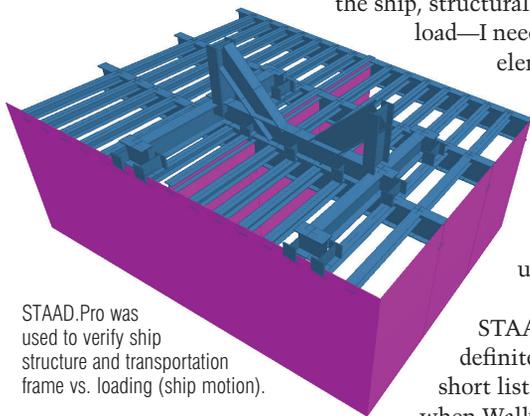
Bentley’s STAAD.Pro, was definitely on Walker’s short list. Fortunately, when Walker was doing research, he learned about

Virtuosity’s practitioner license, which “makes it reasonable to purchase the exact design tool I needed.”

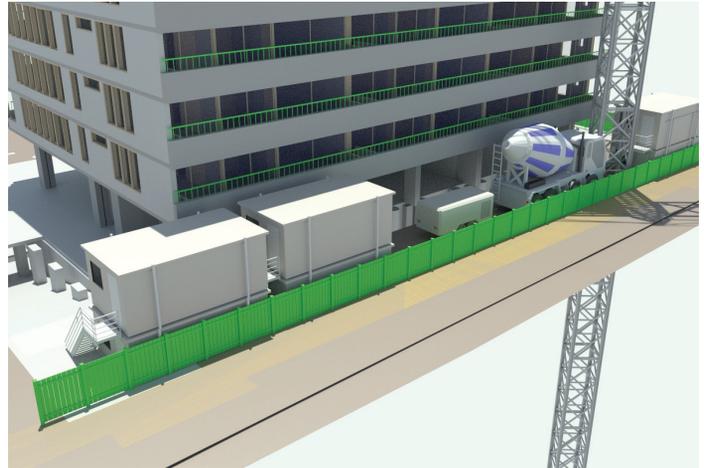
The new practitioner or “named” license is a 12-month term that offers small firms a way to scale up when they win new business with lower upfront costs and without a long-term commitment.

Pedro Barahona launched his 4D consultancy company, in Chile, in the middle of a pandemic and a global crisis. His company was born from the need of construction companies to adopt digital tools for their business processes.

“Virtuosity has been a valuable partner since the beginning,” he says. “We work together, hand in hand, looking for ways to support customers during the implementation and adoption of services using SYNCHRO 4D. In addition to the technical support and training I receive from



STAAD.Pro was used to verify ship structure and transportation frame vs. loading (ship motion).



An apartment building construction project in Santiago de Chile using SYNCHRO 4D.

Virtuosity, they are also very responsive to any concerns I have. Our company goal is to be a leader in the digital transformation of the construction industry, in Chile, by leveraging SYNCHRO 4D as the primary tool for our clients. There is no doubt that this is the beginning of a long journey with Virtuosity.”

## Best-in-Class Solutions, Sold Differently

Virtuosity sells the full range of Bentley’s design and engineering software and cloud services such as MicroStation, OpenRoads, OpenBuildings, OpenFlows, AutoPIPE, ContextCapture, LEGION, PLAXIS, STAAD and iTwin Design Review, among others.

They’ve also newly launched three exclusive WorkSuite packages specifically built for small and medium businesses to jumpstart projects: Site Development WorkSuite, Utilities WorkSuite and Reality Modeling WorkSuite. These packages combine the tools that EC contractors need for project-specific work such as land and site design or utilities design for water distribution, and sanitary and sewer systems.

Every software purchase comes exclusively as a Virtuoso Subscription and is only available on Virtuosity.com.

Abby Crockett, the owner of Ascend Consulting & Engineering, PLCC, attests to the value of the new offering. “Virtuosity’s practitioner license offered my small engineering firm a simple, cost-effective solution to utilize the latest structural analysis software. As added bonuses, there are expert services available to keep me informed about new technologies as well as online training opportunities.”

Bentley has identified a big need in the industry, and Virtuosity is Bentley’s response. As Murphy says, “we think it’s revolutionary.”



Virtuosity.com