

Scaling Design Technology Through Accessible Automation

Customer Challenge

Bergman Walls & Associates (BWA), a longtime architecture firm based in Las Vegas, has played a key role in shaping the city's built environment. Known for their work in hospitality, entertainment, and commercial development, BWA delivers complex projects that demand coordination, consistency, and high-quality documentation.

Revit serves as their primary design software, but like many firms, BWA faced internal barriers when it came to implementing custom tools. They had no established script library, no automation in place, and no system for distributing Revit tools to the broader team. Creating solutions was seen as a specialized task reserved for developers, and any gains in efficiency were typically limited to isolated individuals.

BWA needed a way to make automation approachable and shareable across teams without increasing complexity or requiring a full development background.

Project Goals

The firm set out to introduce automation that would be sustainable, visible, and easy to maintain.

Their priorities were:

- 1 Reduce the overhead of creating tools by supporting code generation through guided AI
- 2 Make internal resources and workflows accessible to all staff through the Revit interface
- 3 Enable firm-wide deployment of tools and documentation with minimal technical friction

They wanted a platform that could support both technical and non-technical users, allowing their BIM Manager to lead tool development while bringing others into the fold.

Using Maestro we have been able to easily create custom tools that have transformed many internal workflows, boosting effectiveness and efficiency for all project deliverables and we were able to do all of that without an in-depth knowledge or a background in programming. In addition to simplifying custom tool creation, Maestro has made it possible to globally deploy the custom tools to project teams in a matter of minutes.



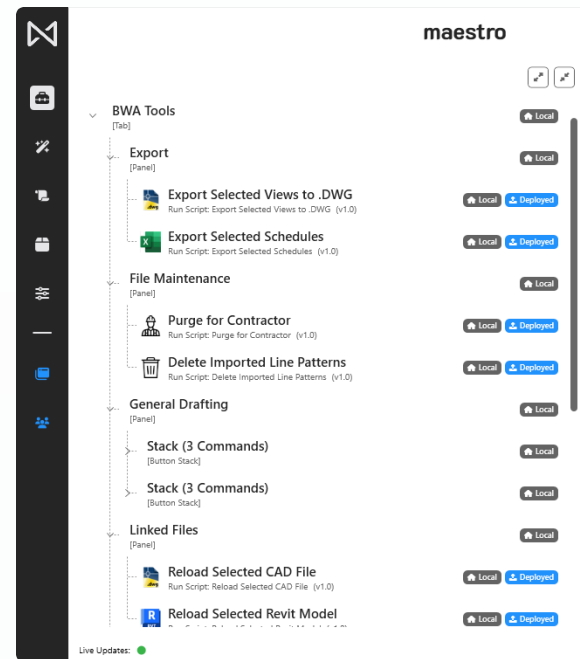
ARCHITECTURE + INTERIORS

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BIM Manager

Solution

Maestro provided BWA with the ability to create, manage, and deploy custom tools directly within Revit. Rather than requiring deep programming knowledge, Maestro allowed their BIM Manager to describe a problem, generate a starting point with AI, and fine-tune the code as needed.

- 1 AI-assisted tool creation**
Using Maestro's script editor, the team was able to generate Revit-compatible Python scripts based on natural language input. While the AI handled much of the boilerplate and logic, users still reviewed and refined the code to meet project-specific needs. This approach lowered the barrier to automation while encouraging technical understanding.
- 2 Ribbon customization with built-in documentation**
With Maestro's Ribbon Manager, BWA built a custom Revit ribbon that linked directly to internal standards, reference files, and project-specific tools. This gave designers immediate access to the resources they needed, without breaking their workflow.
- 3 Instant deployment to the entire team**
Maestro's deployment tools allowed BWA to push updates across the firm with a single action. Once a tool was finalized, it was made available to everyone through their custom ribbon, ensuring consistency and reducing dependency on individual workarounds.



developed
30+
custom tools &
shortcuts

from days to minutes
95%
reduction in tool
deployment

contributing to a
10X
increase in new tools

Outcome

Since adopting Maestro, BWA has developed a repeatable process for identifying and solving internal challenges through automation. Their BIM Manager can now move from idea to usable tool in a matter of hours. Once approved, those tools are immediately accessible to every designer in the office, saving the IT department countless hours by eliminating the need to develop and implement a deployment workflow.

Problems that were once considered routine or unavoidable are now seen as candidates for scripting and automation. With Maestro's support, BWA is not only improving daily workflows but also building technical fluency across their team. As the company grows, sharing and accessing standards has become a breeze.

By making automation more approachable, Maestro has helped BWA shift from reactive solutions to a proactive design technology strategy—one where tools evolve alongside the needs of their projects and people. Sign up for Maestro at <https://maestroaec.com>