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"ATI Project Export 2024" Project

A Step Forward in Digital Innovation and Internationalization



Introduction

ATI Project, a leader in integrated design, announces the successful completion of the **strategic initiative "ATI PROJECT EXPORT 2024."**

Launched on September 6, 2023, and concluded on June 20, 2025, the project represents a key milestone in the company's international growth and the consolidation of its technological leadership. By **integrating internationalization strategies with digital innovation**, ATI Project has enhanced its competitiveness in foreign markets, focusing on **quality, sustainability, and the digitalization of its processes**.





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The “ATI Project Export 2024” initiative stems from a clear strategic vision: to strengthen ATI Project's international presence and address the challenges of rapidly evolving markets through a structured approach focused on innovation, digitalization, and the enhancement of the company's distinctive expertise.

The overall objectives were structured along three main strategic pillars:

- **Internationalization and Competitive Positioning:**

The company defined a targeted action plan aimed at increasing its visibility and market penetration abroad, with a particular focus on the United Kingdom. This strategy was driven by the ambition to position ATI Project as a benchmark in integrated and sustainable design, adopting international best practices in both operational processes and corporate communication.

- **Digital Innovation and Technological Development:**

A core pillar of the project was the development of new digital solutions for managing design data, in collaboration with top-tier technology partners such as Reope AS. The goal was to integrate automation technologies, data extraction, and artificial intelligence into BIM workflows to optimize internal processes and deliver high value-added services to clients. The creation of an automation pipeline and the advanced digitalization of procedures are at the heart of this transformation.

- **Organizational Growth and Skills Enhancement:**

ATI Project focused on strengthening its organizational structure through the recruitment of new professionals and the implementation of training programs and workshops for internal staff. The objective was to foster a corporate culture geared toward continuous improvement, capable of understanding the demands of international markets and responding with flexibility and agility to new opportunities.

This integrated strategy has enabled ATI Project to strengthen its competitiveness, **enhance brand recognition abroad**, and **drive meaningful innovation** in both processes and work tools.

Description of Activities

To achieve the objectives of the “ATI Project Export 2024” initiative, ATI Project implemented an integrated package of high-level services across multiple areas of intervention, involving international consultants and leading technology partners. The activities focused in particular on:

- **C1 – Specialist Support Services for Internationalization**

Through a collaboration with **Caro Communications** (London), ATI Project launched a structured initiative to strengthen brand presence and recognition in international markets. Activities included strategic immersion sessions, the development of an international PR timeline, audits and training on digital and social channels, optimization of online communication, and the creation of a concrete plan for participating in industry awards and international events.

- **C4 – Promotional Services**

ATI Project participated in **Fuorisalone 2024**, leveraging the expertise of **Studiolabo** and **materieunite** to enhance its digital visibility and international networking:

• B.5.10 – Development of AI-Based Solutions

In partnership with **Reope AS**, ATI Project designed and implemented an advanced software platform for the automated extraction and management of data from **BIM (Revit) models**. Developed over two contractual phases, this digital pipeline enabled the company to:

- Automate the cleaning, standardization, and extraction of data from project files;
- Store, track, and version large datasets in scalable databases, enabling future advanced analytics and machine learning applications;
- Integrate outputs via API with the company's central database, paving the way for AI and advanced analytics in project design and management;
- **Significantly reduce data preparation time** (from over one hour to just a few minutes per file), while increasing the quality and reliability of managed data.

Cross-Cutting Results and Impact

Beyond the specific outcomes of each activity stream, the project significantly enhanced ATI Project's digital culture and international mindset. It fostered the acquisition of new skills, supported the hiring of qualified personnel, and expanded the company's network of strategic partnerships. The initiative stands as a virtuous example of collaboration between private enterprise, public institutions, and innovative operators.

Acknowledgement of Financial Support

The implementation of the **"ATI Project Export 2024"** initiative (CUP: 14629.05072023.002010993_399) was made possible through co-financing obtained under the **Internationalization Grant**, promoted by the **Tuscany Regional Program – ERDF 2021–2027**. The overall investment was supported by resources from the **European Union**, the **Italian State**, and the **Tuscany Region**, demonstrating the joint commitment of institutions to foster the growth of innovative enterprises and their expansion into international markets.

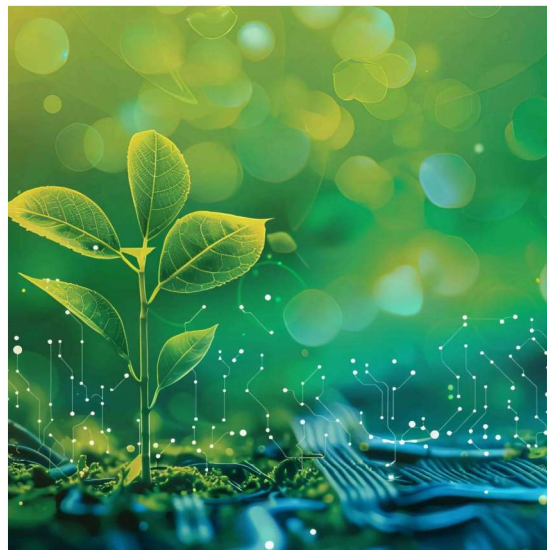
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