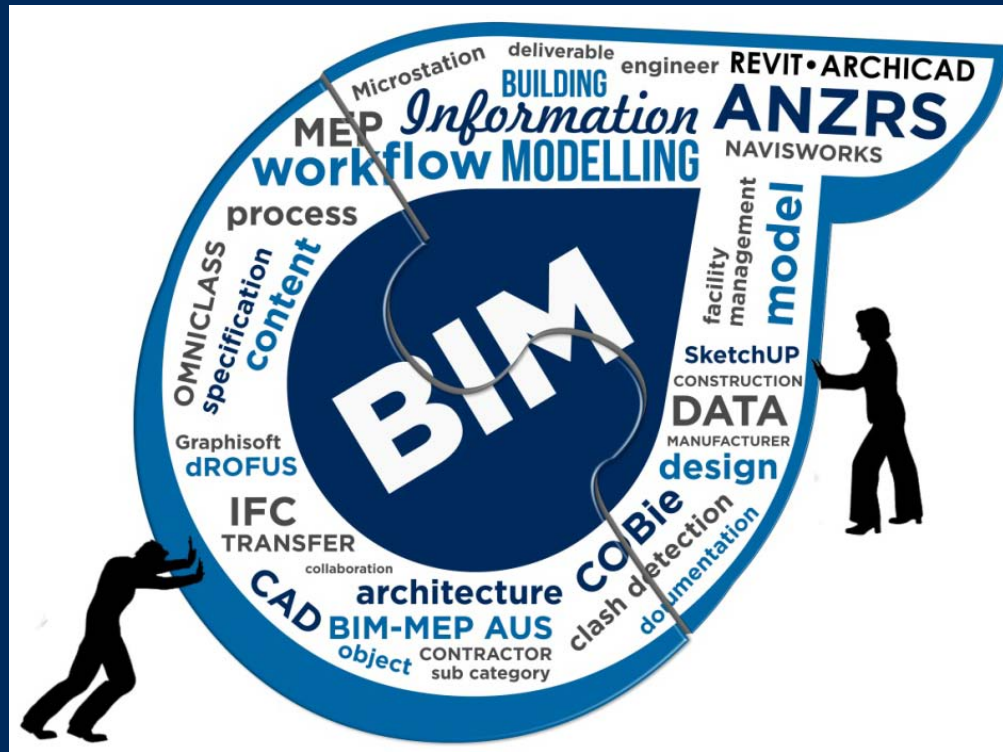


BIM Content Generation: A Manufacturer's Perspective

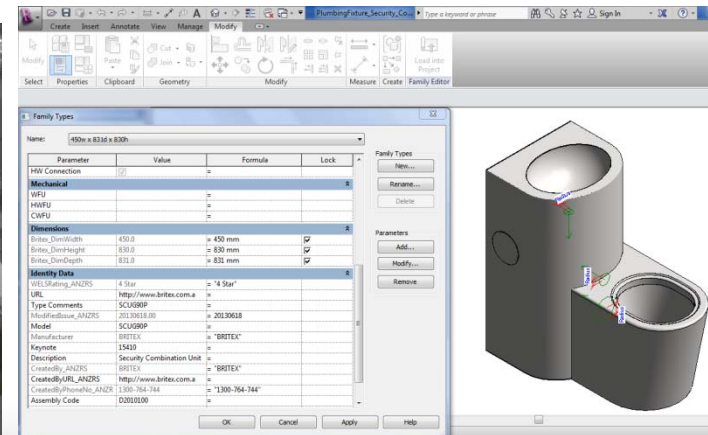


Luke Johnston

Marketing & Development Manager - The Britex Group

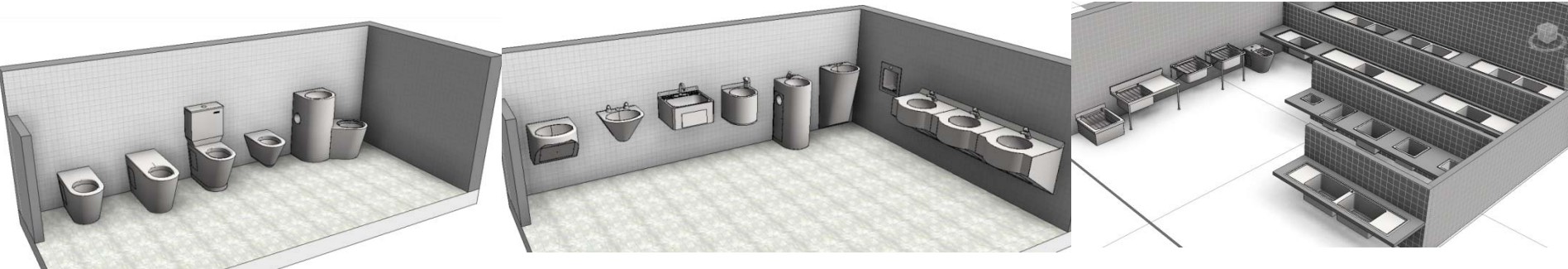
Presentation Outline

1. Who are BRITEX?
2. The 'BRITEX-BIM' Story
3. Challenges for Manufacturers creating BIM content
4. Measuring 'quality' in BIM content
5. Why BRITEX loves BIM!
6. BIM Content: How YOU can help Manufacturers



1. Who Are BRITEX?

- Australian Stainless Steel Manufacturing - 75 Years
 - Products: Toilets, Urinals, Wash Basins, Troughs, Sinks, Drink Fountains, Washroom Accessories
 - Projects: Education, Health-Science, Stadia, Corrections, Public Amenities
- Focus on 'Specification' path to market (Architecture+ Hydraulic Eng)
- 'Start-to-Finish' supply chain management
 - Client → Specifier → Reseller → Contractor → Sub Contractor → FM/Client



2. The 'Britex-BIM' Story

- First requests for BIM content (Revit & ArchiCAD) in 2010
- Why? 'Easy to specify' (time) = Increased Specification
- We made lots of mistakes! Wrong creators and understanding of BIM
- 'Collaborators': Ben Fox (Revit) + Kristian Bursell (ArchiCAD)
- Now: 1,000+ products in both Revit and ArchiCAD
- BIM a major focus point of Britex marketing

The BRITEX-BIM Objective:

"To adopt the same pursuit of quality in our BIM content that we seek in the products we manufacture"



3. Challenges for Manufacturers

- **Cost**: BIM content is a 100% marketing expense
- Format Selection: Revit, ArchiCAD, Microstation, Vectorworks... IFC?
- Providing direction and QA 'ing content virtually impossible
- Interpreting feedback... Nesting, purging, face based?
- Varying needs and views based on: Personal Preference + Technical Ability + Office Standards...

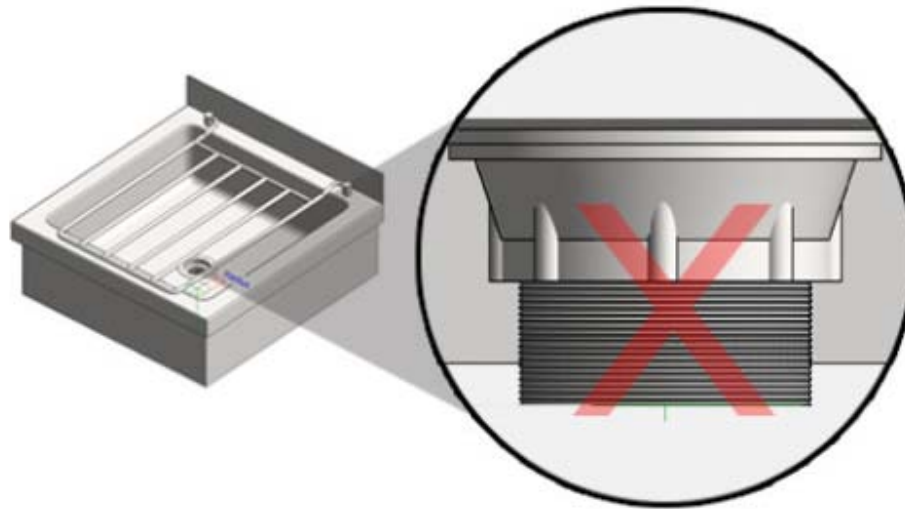
“We don’t use manufacturer-specific content”

“Your content looks great, but it’s useless to us because....”

“We prefer face-hosted families” VS “We hate face-hosted families”

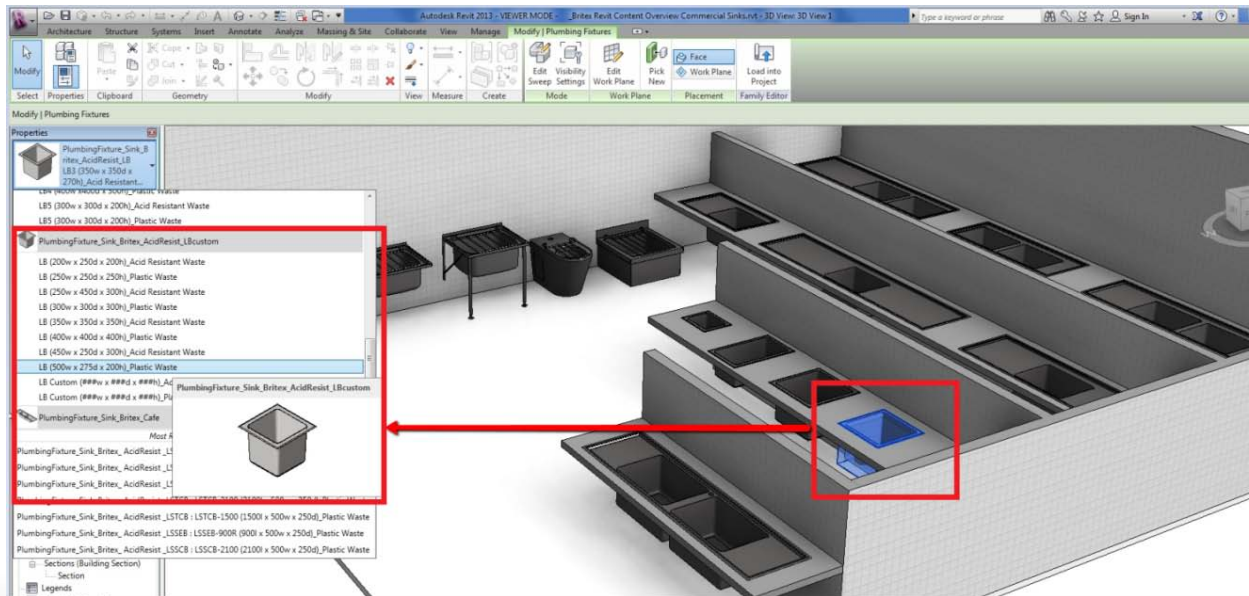
3. Challenges for Manufacturers

- Measuring return on investment:
 - Is it working? Is It quantifiable?
 - Are 'Downloads' and 'Views' relevant?
- The potential to damage your brand unwittingly
- BIM content is not like other product data. i.e. 'too much' geometry?



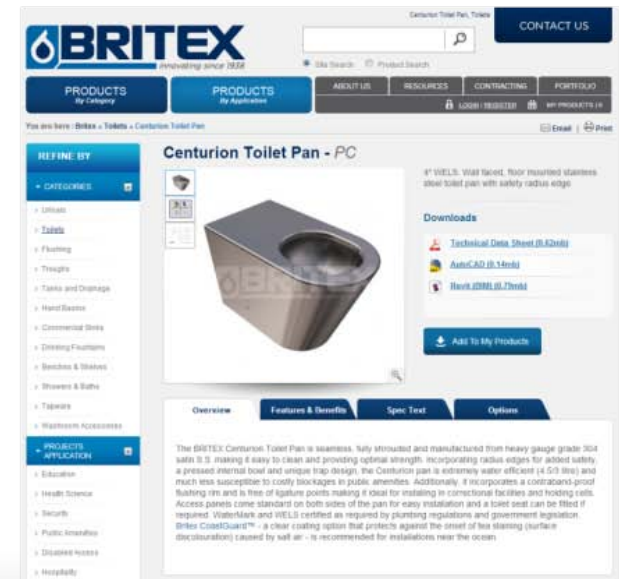
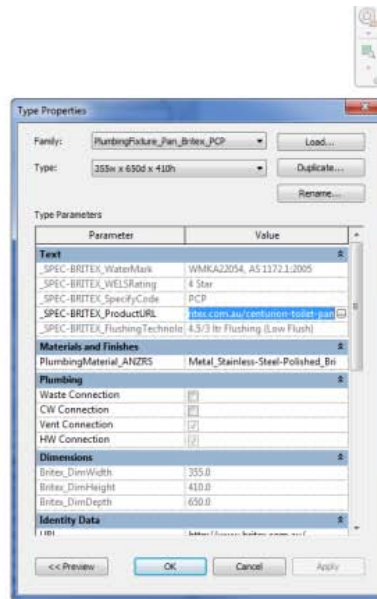
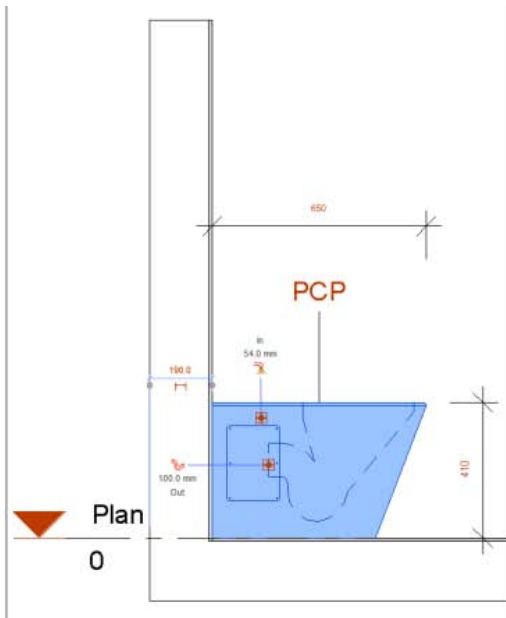
4. Measuring 'quality' in BIM content

- First and foremost: Our client opinions
- KPI: maximum (majority) users in a project environment
- We aren't seeking to create complex, impressive or 'ideal' content
- Alienate as few users as possible for max. ROI – the 75% rule
- The need for more standards: ANZRS, LOD etc



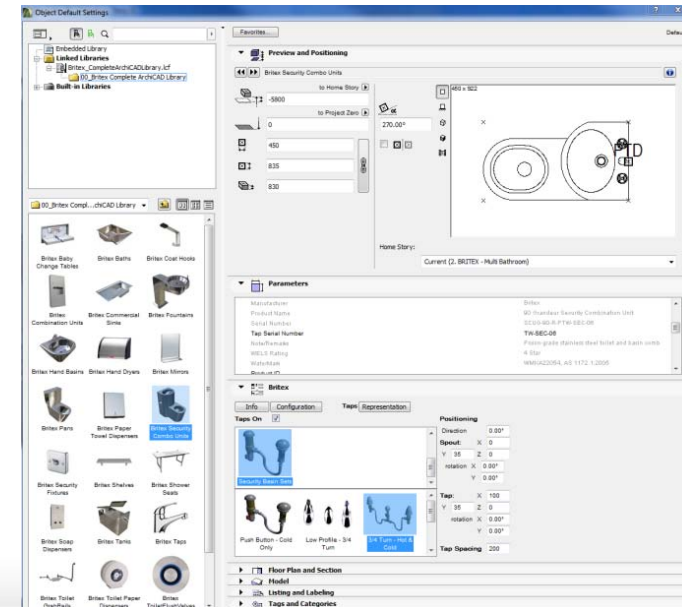
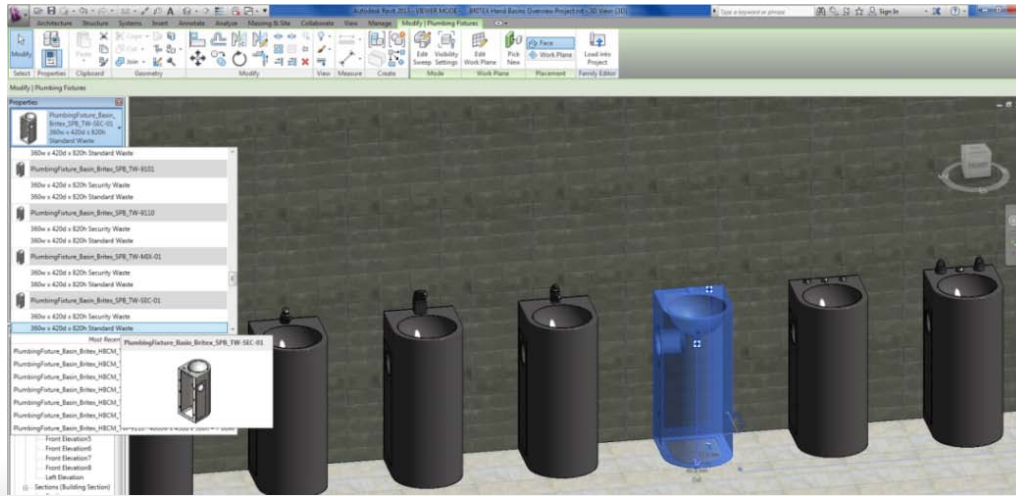
5. Why we love BIM!

- Specifiers and contractors are using OUR data (geometry / codes / info)
- 'For Manufacture' drawings/data can be taken from the project model: speeds up process, fewer RFI's, fewer mistakes, better 'collaboration'
- Opportunity for manufacturers to provide real service
- Linking from models to external 'live' resources



5. Why we love BIM!

- Parametric Modeling Benefits – “In the model lies the truth!”
 - Lock down parameters that shouldn't be changed
 - Detail variable parameters accurately (min-max values, constraints)
 - Suggest compatible / Prevent incompatible product ‘matches’
 - Ensure correlation between drawing & specification
 - Visualisation: ‘*The Virtual Meccano Set*’



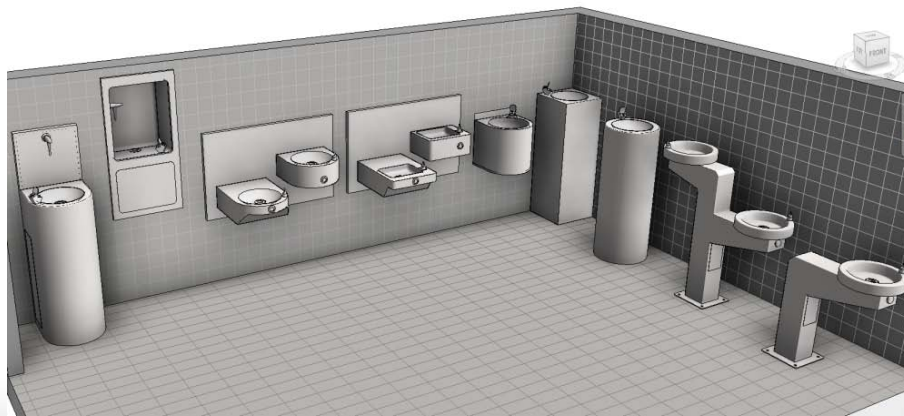
5. Why we love BIM!

- The '*Virtual Showroom*' concept
- Project-based modules and data sets: practical project demonstration
- Demonstrate compliance with building codes. I.e. AS1428 circulation spaces, exclusion zones, relative locations, mounting points



6. How You Can Help Manufacturers

- Refer manufacturers to content creators you trust
- Communicate in writing: be specific, be helpful
- Offer to review content in early stages of development
- Use actual content to demonstrate specific features
- Get involved in user groups and speak up amongst peers
- Support and guide manufacturers who are trying



Talk to us...



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website



**specification
binder**



**product
handbook**



**product
data usb**