

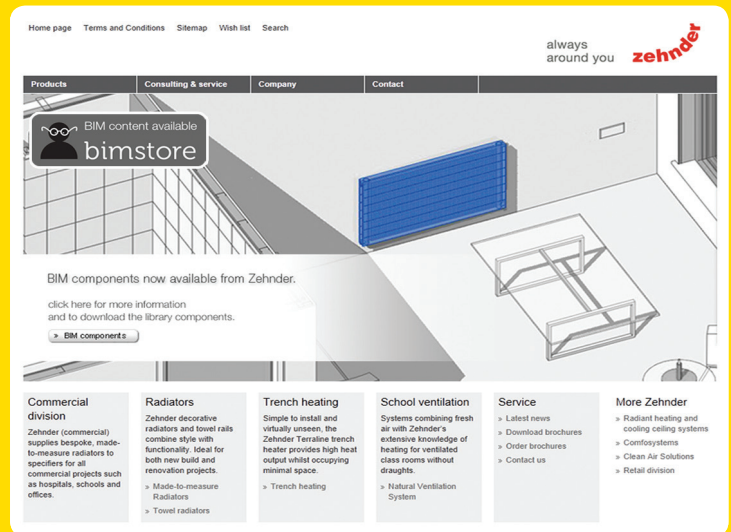
£10,000

# case study: Zehnder

## 3 weeks and an entire product range BIM ready



Zehnder products hosted on bimstore.co.uk



The Zehnder Group website, highlighting their BIM components

Zehnder have read the Government construction strategy. They have no concerns about meeting the strangest demands placed upon the construction industry because, thanks to their investment, they are already BIM capable and ready to go.

*"There are many benefits associated with having our products on bimstore.co.uk. It's an extra service we can provide free of charge to our customers, designs using our BIM components are more difficult to swap for other manufacturers and many of our affiliate members promote the use of BIM. It's also great news for our firm as we believe that no other radiator manufacturers have BIM components for their products so we would be the first. It will no doubt be a great boost to our own sales and marketing strategy."* Zehnder UK brand manager Louise Harris

### Hosting

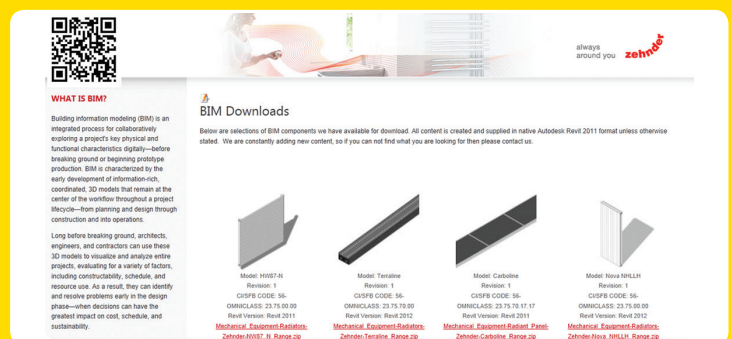
Our hosting packages are subscription based. That means for a whole year Zehnder benefit from a managed account, including content updates, social media campaigns and marketing support, and access to our technical team. Working together, we have helped them update existing content, and develop their potential to suit their needs. They have a dedicated company homepage on the site, providing access to all of their listings, representing over 52,000 unique products.

### Microsite

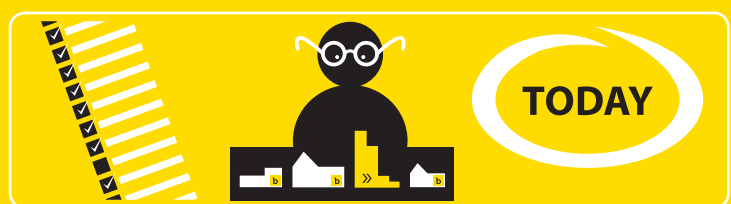
As part of their investment, Zehnder also decided to opt for a bimstore microsite. This is a portal into their bimstore product range, giving them the flexibility to supply their content directly from their own site - without having to worry about managing two sets of content, hosting packages or dealing with any amendments to their own (global) website. Because the microsite is unique to them, the design and styling is all their own and fits into their website seamlessly. They were so happy, they even advertise it on their homepage!

### Components

Zehnder are not BIM experts, they manufacture high quality radiators. They asked our team at bimstore.co.uk to create their content for them. From sign off to component library (52,683 products in 15 families) took just three weeks. We think that represents the real value.



Zehnder's BIM Microsite, driven by the bimstore engine



A range of services were provided to Zehnder by our team of geeks

### Benefits

Our subscription packages offer several benefits. We provide Zehnder with real-time analytics and marketing statistics for their products. All of our marketing adds value to them, and we're happy to shout about all of our partners. Just try typing 'bim radiator' into google and prepare to be amazed!

# bimstore.co.uk

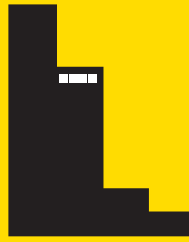
content, sorted

@bimstore  
@thebimgeek

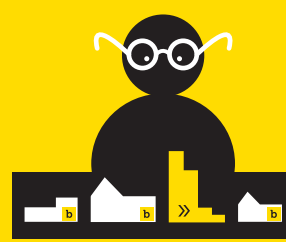
# 4 reasons for **bimstore**



**1** Building Information Modelling is sweeping the industry and will be mandatory on most projects by 2016.



**2** BIM components are intelligent and contain data specific to the manufacturer, simplifying the selection and specification process.



**3** All of our components are checked by the manufacturer and by us, ensuring they are trusted and used by designers.



**4** All of our components are free to download, forever. This means designers love to come here and use our stuff whenever they can.

The screenshot shows the bimstore.co.uk website. At the top, there's a navigation bar with links for Home, Category, Manufacturer, in-store, Standards, and Login. Below this is a search bar with 'Simple Search' and 'Advanced Search' options. The main content area features a 'What is it? How does bimstore work?' section, a 'Most Popular' section with various product thumbnails like iPads, Macbooks, and office chairs, and a 'Featured Families' section. There are also sections for 'in progress', 'in coming', 'in house', and 'in box' items. At the bottom, there are logos for 'spacegroup', 'excitech consulting', and 'digital'.

**Explore** All you need to find your way about the site is right at the top!

**Search** We know that what you really want is to find BIM components, so we made that the simplest to find. Simple or advanced the choice is yours!

**Engage** We like to stay in touch. Visit us instore to find out more about the site, meet other users, see inside the bimstore labs, and keep up to date with all things BIM.

**Update** Our dynamic content panels tell you what's hot on the site, and which are the top featured components this month - keeping you up to speed with all the changes.

**Upskill** BIM? Haven't a clue? Let us help you work out what it's all about, we promise it won't hurt a bit...

**Shout** We have a great community of people that care about BIM and what goes in it. Advertise here and be seen by them all!

**Fine Print** All the interesting stuff, including our prices!

## content, sorted

All of our content is individually hosted and categorised according to the manufacturer's information. This means that not only is it easy to find, but if you need to find something specific, it will jump straight to the top of your search. You can also comment, rate and bookmark your favourite stuff, and we'll even tell you if it's been updated...

The screenshot shows a detailed view of a BIM component, specifically a kitchen unit. It includes a 3D model of the unit, a list of specifications, and a 'BIM content available bimstore' badge. The page also features a 'Reviews' section with a star rating and a 'Related' section with other product thumbnails.

