

BIM Strategy and Content Creation Guide for Building Product Manufacturers



This step-by-step guide outlines UNIFI's process to develop and execute a comprehensive BIM strategy for your organization based upon our experience in working with manufacturers who serve the needs of the building industry. Timeframes are based upon a typical project and are meant to provide estimates.

1. Engage: 3 – 4 weeks

- Building Product Manufacturer (BPM) to provide UNIFI with primary data references for products to be created in Revit. This consists of a combination of resources that may include:
 - Product Data Sheets
 - Digital Catalogues
 - Comprehensive Product Listing (Spreadsheet, Price List)

Where applicable, UNIFI may also request sample CAD files, image swatches and any existing BIM content available.

- UNIFI to conduct discovery and research to better understand both the BPM's products and Revit user requirements / requests as they relate to the element types being created. UNIFI to consult UNIFI Advisory Panel if necessary.
- UNIFI to provide a proposal to BPM outlining project deliverables, key terms of reference and pricing associated with delivering the project.
- Upon sign-off of the proposal, an invoice for 50% of the project value will be provided to the client. Once this invoice is paid, UNIFI will either immediately commence work on the project or wait for whatever agreed upon start date has been determined, assuming necessary materials have been provided.

2. Create: 4 – 6 weeks

- Prior to project commencement, BPM to collate and deliver all required data to UNIFI
- BPM to work with UNIFI to populate any necessary spreadsheets / data matrices and asset libraries (CAD files, image swatches, existing BIM content) prior to UNIFI commencing the Revit content creation process.
- Product data generally required includes:
 - Dimensional information
 - Product breakup - variations/skus (Types)
 - Product codes
 - Descriptions
 - Performance criteria
 - MEP connector details (where applicable)
 - Product-specific URLs
- Where required, UNIFI will liaise with the BPM during the creation process to clarify any product data, product variables and product details that may be missing or ambiguous from the data provided. This process may include web-based meetings where UNIFI will provide an overview of completed Revit content to the BPM so they can verify the objects, incorporate correct product data and operate according to the BPMs design configurations.
- UNIFI will issue an invoice for the remaining 50% of the project value upon completion along with visual references to indicate all content has been satisfactorily developed. UNIFI will issue the digital assets (BIM content) to the BPM once this payment is made.

3. Deploy: 1 – 2 weeks

- BPM to upload and host completed Revit content on their own website. UNIFI can provide guidance on how to package up the files and make them available to download given the existing structure of the BPM’s website.
- BPM to distribute completed Revit content to existing client base. UNIFI can potentially assist by facilitating delivery of content direct to key BIM/Revit personnel within specific, targeted design firms where agreed.
- BPM to consider hosting content on third party BIM content resources used by designers (i.e. UNIFI Connect).

4. Promote: Ongoing

- BPM to undertake PR/Marketing campaign to support launch of Revit content library at their own discretion.
- Where engaged, UNIFI can assist by providing key elements such as visual assets of content in a project setting, copy-writing, content overview/user guides, videos and PR through UNIFI’s existing online networks and contact database.

NB: For additional information about BIM Marketing and Communication Strategy, please refer to the attached ‘BIM Communication for Manufacturers’ document.

5. Manage: Ongoing

- Where new content needs to be created (new products) or existing content needs to be updated (changes to existing products or product data such as a URL update or a product code change), UNIFI will work the BPM to undertake the works required, and where possible, leverage existing BIM content, assets, databases and workflows to achieve efficiencies and minimise costs where possible.
- The BPM will need to ensure that changes to the BIM content library are appropriately updated in any local, online and external repositories. This should be done as soon as possible following the update to ensure content being utilised by content users is both current and reflective of the full content offering provided by the BPM.

6. Refine: Ongoing

- BPM to analyze key performance / ROI indicators relative to reach / utilization of content. Indicators and measurement methods could include:
 - Number of downloads from the manufacturer’s website
 - Direct feedback from clients on usability/quality of the content
 - Feedback from sales team on how content is being received from their specifier clients and requests for additional content to be created
- When content is hosted on UNIFI Connect, UNIFI will provide analytics summarizing:
 - Which design firms are accessing the content
 - How many times the content has been placed in ‘live’ projects
 - Which products/SKUs are being downloaded/used the most
 - ‘Ratings’ that have been applied by users.

BIM Strategy and Deployment Checklist			
Phase	Task	Completion	Timeframe
Engage	<ul style="list-style-type: none"> • Provide product data to UNIFI • UNIFI research • Proposal review • Proposal Sign-off • Partial payment 	✓	3-4 weeks
Create	<ul style="list-style-type: none"> • All documentation provided to UNIFI • Product data review for completeness • Payment of remaining balance 	✓	4-6 weeks
Deploy	<ul style="list-style-type: none"> • Upload content to website • Distribute to customers • Send to hosting platform 	✓	1-2 weeks
Promote	<ul style="list-style-type: none"> • Market solution • Leverage UNIFI promotion 	✓	Ongoing
Manage	<ul style="list-style-type: none"> • New product additions incorporated • Content updates distributed 	✓	Ongoing
Refine	<ul style="list-style-type: none"> • Analyze content performance 	✓	Ongoing



THE SINGLE SOURCE FOR YOUR DIGITAL CONTENT NEEDS:



UNIFI Content Management

Ensure everyone is working on the same page – anywhere, anytime. We support all file formats – rfa, dwg, pdf, jpg, ...



UNIFI Connect

Unites high quality manufacturer digital content with AECO libraries and models to consolidate content needs.



UNIFI Create

Content creation experts who act as an extension of your team to rapidly build content to fit your specific needs.



UNIFI Insights

Gain actionable insights and make informed decisions to get the most from your investment in digital content.

To learn more, please visit www.unifilabs.com or contact us at **702.527.6460**