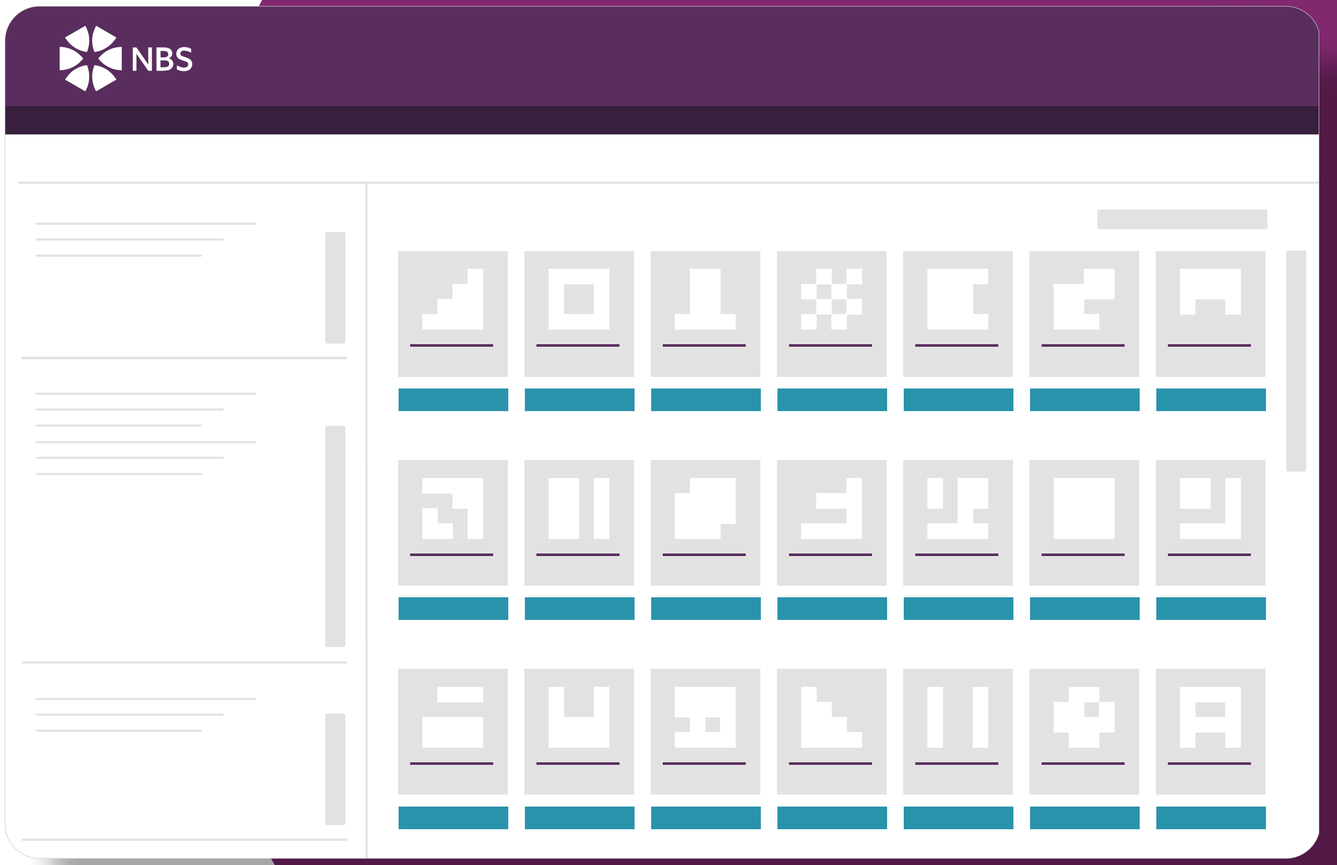
NBS

# The Benefits of BIM for Construction Product Manufacturers



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## What’s in this white paper?

Written for manufacturers in the construction sector, this whitepaper explores the importance of BIM implementation, the value of creating BIM objects and how NBS can help you create detailed BIM objects to meet modern standards.

# Construction has gone digital – have you?

The way specifiers perform research and make decisions has evolved. Search engines, websites and online product libraries are now their primary sources, with traditional formats falling behind.

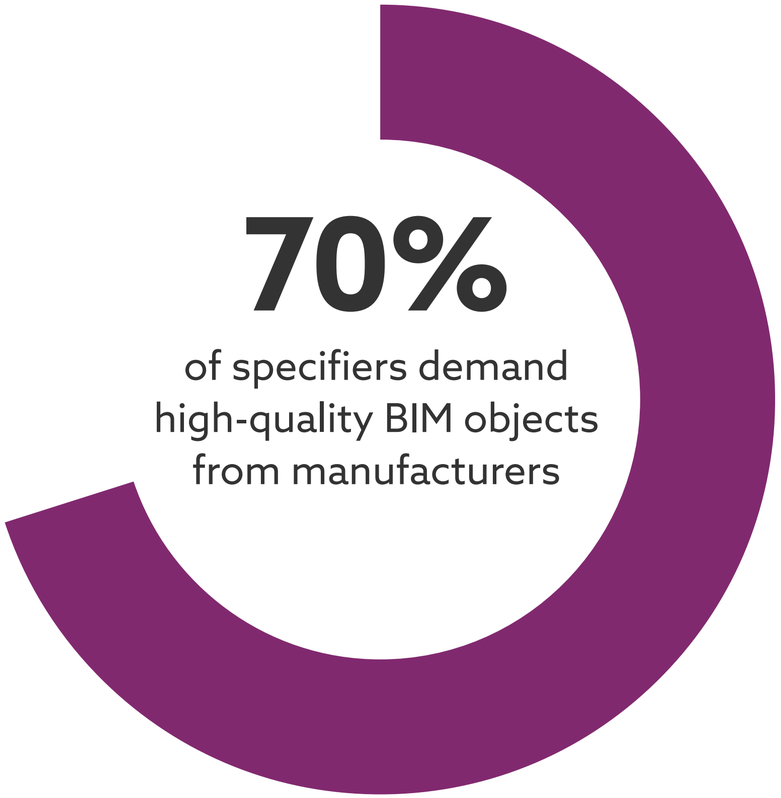
For manufacturers, this is a change worth adapting to – especially if you want to win more work at the specification stage.

Building Information Management (BIM) implementation continues to rise among construction professionals, with rates of adoption rising from 11% in 2011 to 88% in 2023. Whilst this is a massive increase, there are still lots of manufacturers that are yet to adapt and offer adequate BIM objects.

If you're a manufacturer with either poor BIM adoption or none at all, it's time to make a change. By working with NBS, it's easier than ever to build out your BIM library to give specifiers the information they need to select your products and systems.

In this guide, we'll cover the basics of BIM, what specifiers expect and how you can use BIM to win more specifications and grow your business.

**Of all the digital techniques available to businesses, few are as important as BIM – 70% of specifiers demand that manufacturers provide high-quality BIM objects.**



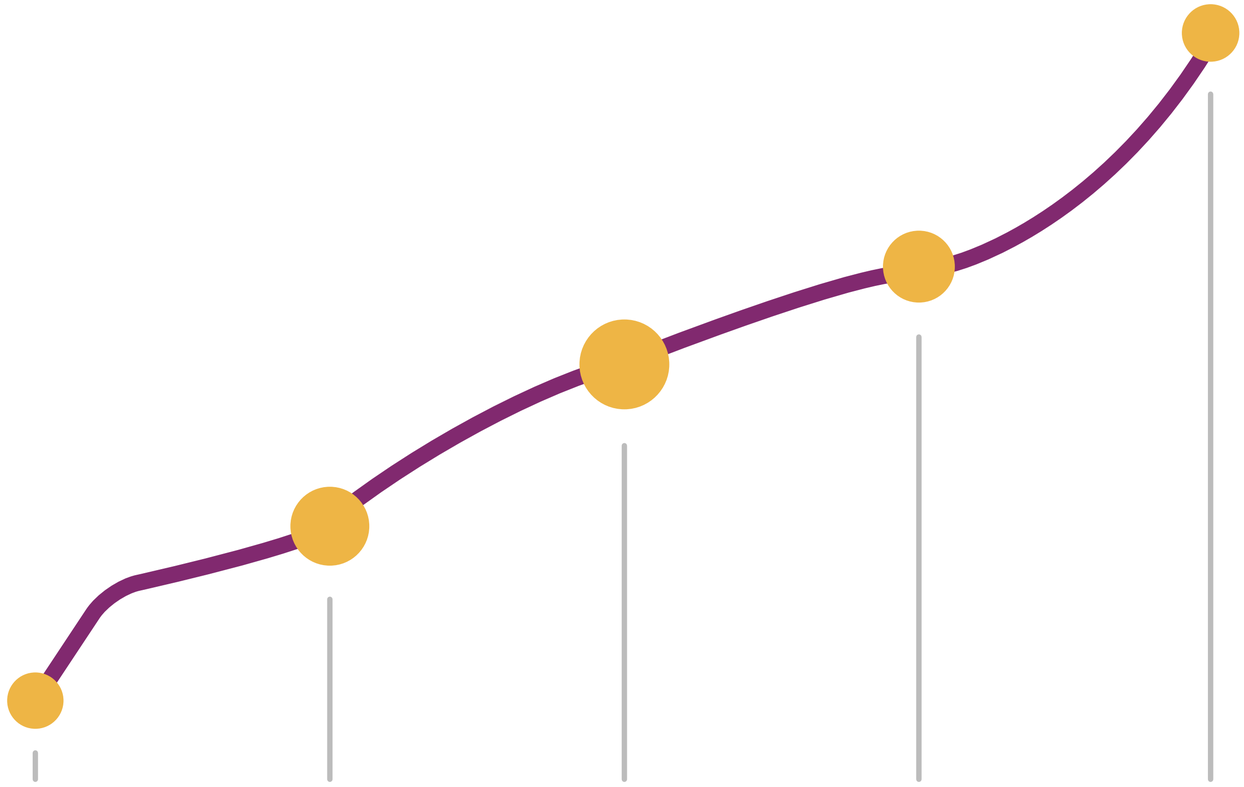

## Key takeaways:

- **Building Information Management, or BIM, is now crucial for construction professionals.**
- **BIM adoption rates have skyrocketed, but some companies still need to catch up.**

# Understanding BIM and its role in construction

Building Information Modelling (BIM) is a digital building process that allows specifiers, architects, engineers and, crucially, manufacturers, to collaborate on a building project via a detailed 3D model that includes all building products.

The UK has been at the forefront of designing and implementing quality-focused BIM standards, including ISO 19650, which is a requirement for all public sector projects.



Discovery | Design | **Specification** | Construction | In use

# BIM VS CAD

If you're reading this and thinking: "We already produce detailed CAD models, why do we need BIM?" Here's a clear breakdown to help show you the difference...

Did you know we can translate CAD to BIM? Talk to NBS if you'd like to learn more.

| | BIM | CAD |
|---|---|---|
| Overview | Building information modelling produces a complete digital representation of a structure including product information. | Computer-aided design that involves the individual drafting and 2D/3D rendering of products and components. |
| Purpose | Solely for construction in the built environment. | Wide application across all sectors that require component design, including automotive, computing, engineering, aviation, etc. |
| Interactivity | Fully editable via an interconnected model, which allows real-time changes by project collaborators. | Limited ability to edit single layers. |
| File behaviour | BIM files are flexible and can be zoomed in or out, expanded, contracted, etc. | CAD files can only be displayed in one full detailed model. |
| Updates | BIM objects need to behave and act in the digital environment as they would in a real building. | CAD files can be updated digitally but must be re-sent to clients/customers |

# BIM for manufacturers: the OBJECTive is clear

*"High-quality BIM objects are essential. Many manufacturers produce basic objects to just 'tick the box'. The quality of the objects and the ability of these to reflect the full range of options, sizes, variants, etc. is essential to ensure accuracy and higher-quality coordination between different consultants and subcontractors."*

Architectural Technologist **What Specifiers Want Report 2023.**

Manufacturers must produce quality BIM objects, which isn't always straightforward. Some are too basic, others include too much information and data. To help you strike the right balance, the NBS team authors BIM objects for manufacturers to an industry-leading standard.

## The BIM Object Standard

The NBS BIM Object Standard is an internationally recognised mark of quality and reliability, it sets guidelines around general product information, geometry, functionality and metadata. Combined, the approach ensures objects meet regulatory requirements and, most importantly, match specifier needs.

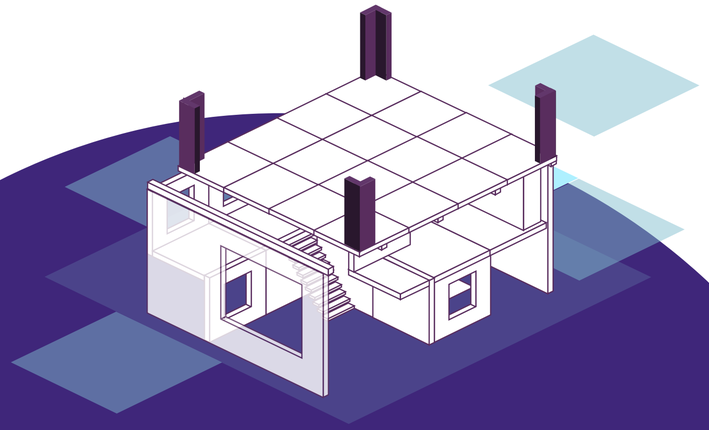
**You don't need to struggle with your BIM object creation process. Work with NBS and we'll make sure your products meet the NBS BIM Object Standard to support the UK's best specifiers.**

## Key takeaways:

- **BIM is distinct from CAD and offers more value for the construction industry.**
- **Specifiers want quality BIM objects produced to the highest standards and free of file bloat.**
- **Not all BIM objects are created equally. Ensure you follow best practices to meet specifier needs.**
- **The NBS BIM Object Standard is an internationally recognised mark of quality and reliability. It will enable you to produce better BIM objects and win more work through specifications.**

# Don’t ignore BIM requirements

BIM is no longer something new and experimental – it’s an expected standard. The government has cemented the importance of BIM with the introduction of standards such as ISO 19650. As a manufacturer, ignoring BIM requirements could mean missing out.



*‘Please provide, at the very least, NBS Chorus - compliant BIM models and specifications.’*

**Architectural Designer – What Specifiers Want Report 2023.**

## Why you need to implement BIM

- A BIM process prevents you from falling behind. 71% of construction professionals have adopted BIM, and a further 25% plan to over the next five years.
- It helps form and protect the ‘Golden Thread’ of information throughout a building’s life cycle.
- It allows you to win more projects. Government, local authorities and other key organisations mandate the use of BIM.
- BIM saves time and cuts costs – 75% of companies that implemented BIM reported a positive return on investment, as well as shorter project lifecycles and reduced waste.
- Increases your chances of being specified. 70% of specifiers need manufacturers to provide BIM objects that enable real-time collaboration.
- Digitises your products, which means you can govern product data accurately, market products digitally, share them more easily and store them in the cloud.
- Provides real-time analytics that allows you to assess product performance.

# Make things simple with NBS

Now that you recognise the importance of BIM, it's time to implement it. NBS is here to help you do just that.

We work with manufacturers across the industry to help build effective BIM approaches that fit your business and match the expectations of specifiers anad the wider construction industry.

## How NBS can help you with BIM

**We offer these three options for manufacturers who want to invest in BIM:**

### Basic Hosting

You may already have BIM objects and wish to host them on NBS Source – a manufacturer product platform that exposes your product data and BIM information to thousands of specifiers.

### Superior Hosting

You may already have BIM objects and wish to host them on NBS Source as well as bring them in line with the NBS BIM Object Standard. You can submit one BIM object for review, and we can provide feedback on the NBS Standard and what work is required to update your objects.

### Authoring Service

NBS will create your BIM objects for you, authoring them to the highest standards demanded by leading industry professionals.

# NBS best practice

## We make BIM objects better...it's as simple as 1, 2, 3.

1. All the BIM content created by NBS is to the NBS BIM Object Standard, meaning it's high-quality and complies with the latest industry requirements.

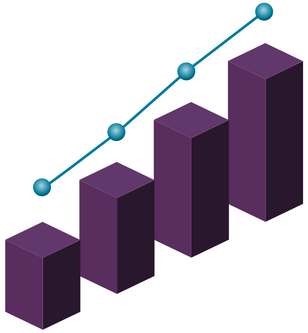
2. NBS further enriches digital models by including the product's Uniclass classification, meaning the products can be tagged within BIM software tools such as Autodesk Revit and linked directly in the specification in NBS Chorus. NBS also adds the data for the asset management process which supports designers to meet BIM level 2.

3. NBS also certifies all digital models, which means the end user knows the files are compatible with the NBS BIM Object Standard and that the manufacturer gets all of the analytical data when the content is downloaded.

## Tracking ROI

Traditional marketing makes tracking ROI difficult. With your BIM objects hosted in NBS Source, you'll be able to track projects and specifications in real time. The data you can review includes:

- **Number of BIM downloads and locations**
- **The names of practices downloading your BIM objects**
- **Products that have been specified**
- **Projects that include your products**



### Key takeaways:

- **NBS offers three levels of BIM support to suit any manufacturer's maturity level – from teams that already create BIM objects to those who have yet to produce a single BIM object.**
- **The NBS BIM Object Standard ensures your objects meet the demands of all industry professionals and regulatory bodies.**
- **NBS Source is the perfect place to host BIM objects, exposing your brand to thousands of specifiers and designers.**

# Better BIM Means More Projects

Senior Architectural Systems produces door, window and curtain wall systems in the commercial and residential sectors. The brand is the UK's largest manufacturer of aluminium fenestration systems and has been operating since 1991.

In 2013, the business began exploring BIM ahead of the 2016 public sector BIM mandate. Initially, the team needed help understanding BIM and how it would fit into their existing processes.

*"Having all our digital objects available on NBS Source has been of great benefit to us. The platform gives specifiers a one-stop shop for all our BIM models, product data, case studies and specifications. We've seen a huge increase in enquiries and the number of times our products are specified."*

**Karl Kovac, Specification Support Manager at Senior Architectural Systems.**

## Working with NBS to follow best practice

Recognising the value of working with an experienced team, Senior Architectural Systems asked NBS for assistance with its initial BIM strategy. We produced an initial batch of BIM objects to demonstrate best practice, which has now been expanded into the full product range.

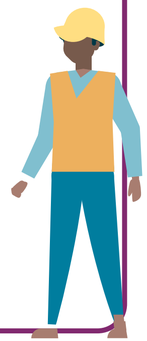
By working closely with NBS, Senior Architectural Systems was able to digitise its entire product library to meet the NBS BIM Object Standard. Hosting them via NBS Source also means specifiers and designers can easily discover the brand and utilise products in their specifications.

**Talk to us and find out how BIM can help you:**
https://manufacturers.thenbs.com/contact-us

# Answering Common BIM Questions

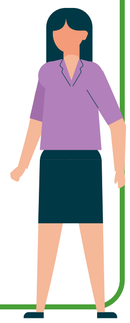
## Is BIM a mandatory requirement?

For public-funded projects, yes. For private projects, BIM is not mandatory, but as this whitepaper has shown, specifiers are now increasingly demanding BIM adaption across the entire industry.



## What if we already host BIM files on another platform?

If you already have BIM objects, you can host them on NBS Source to expose them to more specifiers.

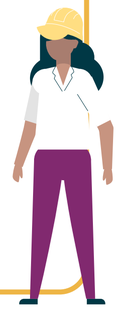


## How do I get started with BIM?

Get in touch with NBS and we can help you get started on your BIM journey. Email manufacturers@thenbs.com.

## If you author our BIM objects, who owns the files?

You will own the BIM files, and they will be hosted on NBS Source. We can also provide a website integration service if you wish to host them on your own site. This integration still offers the same analytics available via NBS Source.

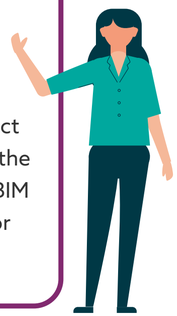


## What is the preferred NBS software for developing BIM models?

NBS deliver BIM objects in Autodesk Revit and IFC. Feedback from our annual reports shows Autodesk Revit is the most common software used by architects' practices in the UK.

## We're considering doing BIM as an internal project; what would you recommend?

Speak to your end-users first to determine what they want to see from BIM objects. Read the NBS BIM Object Standard and invest in good training for Revit. Due to the complexity and potential benefits of a well-designed BIM library, we'd advise comparing costs and timescales for internal development versus working with NBS.



# Make BIM your priority with NBS

**Whatever stage you're at with BIM adoption, contact NBS and discover how we can assist you in creating, refining, or enhancing your BIM objects and ultimately boosting their visibility among specifiers. Let us help you grow your business through BIM.**

NBS is a global technology platform that combines quality content and connectivity for anyone involved in the design, supply and construction of the built environment.

Every year hundreds of thousands of products get specified through NBS, by 1000s of leading practices worldwide.

For construction product manufacturers, NBS is a digital marketing platform, exposing your products to decision-makers across the construction project timeline, making it easy for specifiers to find, select and specify your products.

For architects, engineers and designers, NBS' specification platform enables them to work smarter and reduce their risk.


**Visit:** manufacturers.thenbs.com

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