

£9,500

# case study: Cubicle Centre

## 4 weeks and an entire product range BIM ready



Cubicle Centre products hosted on bimstore.co.uk



Cubicle Centre's products are data rich, high quality BIM components

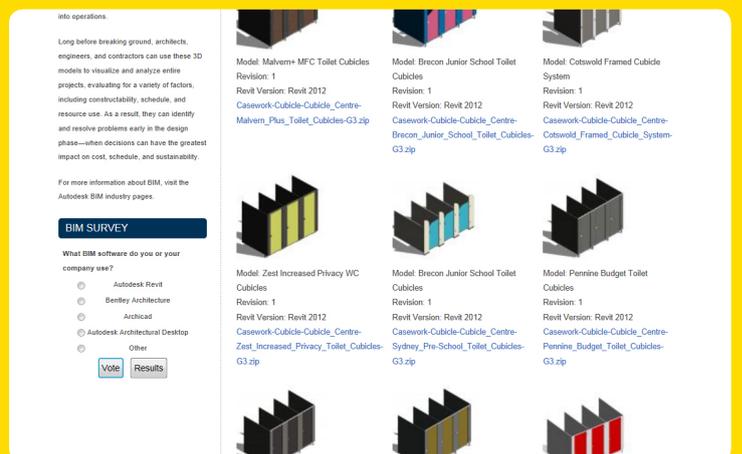
Cubicle Centre understand that BIM isn't on its way, they know it's already here. They know that the Government Construction Strategy is now a year old, and understand the stringent demands that places on the industry. They aren't worried because thanks to their investment, they are already BIM capable, and ready to go.

*"We recognise the importance of BIM to the UK construction industry. We also recognise that our specifiers need high quality information from us, so that they can deliver the best solution for their clients. We made the decision to invest in BIM so that we can deliver the best information to anyone wishing to use our products, from the beginning of design to the life of the data model in occupation. We made the decision to create our entire product range and host it on bimstore.co.uk so that we would have the highest quality components available to their entire ecosystem of affiliate distributors. It is a great way for us to deliver a high quality product to a wide range of people – we are confident it will be a great boost to our sales and marketing profile"* Cubicle Centre UK Marketing Manager Craig Sewell

**Hosting** Our hosting packages are subscription based. That means for a whole year Cubicle Centre benefit from a managed account, including content updates, social media campaigns and marketing support, and access to our technical team. They have a dedicated company homepage on the site, providing access to all of their listings, representing everything they make.

**Microsite** As part of their investment, Cubicle Centre also decided to opt for a bimstore microsite. This is a portal into their bimstore component database, giving them the flexibility to supply their content directly from their own website – without having to worry about managing two sets of content, hosting packages or bandwidth demands. 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 own homepage!

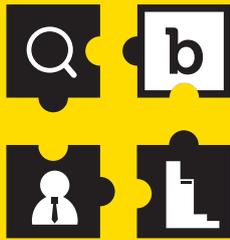
**Components** Cubicle centre are not BIM experts, so they asked the team at bimstore.co.uk to create their content for them. The content is data-rich, highlighting unique features of the cubicle centre design, such as fsc-uk.org certification, and containing parametric features that help specifiers design within the limits of the system. The result is less mis-specification and a quicker sales cycle. We think that represents real value.



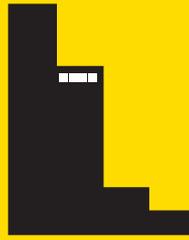
Cubicle Centre's BIM Microsite, driven by the bimstore engine

**Benefits** bimstore is so much more than just a website – it is a BIM engine for the internet. Our unique ecosystem puts our clients into a huge range of shop windows, through partnerships with Barbour Product Search, Specifinder, our desktop application and Revit plug-in on top of the website itself. Add to that our own marketing and social media presence, and you'll see what value we can offer. Just try typing 'bim cubicle' into google and prepare to be amazed!

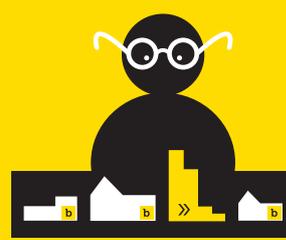
# 4 reasons for **bimstore**



**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.



**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!

**App** Download our unique desktop application, enabling you to search for components from your desktop. Drag and drop into your projects for the ultimate in flexibility!

**Clients** See who is on board with BIM, and find their components quickly and easily. From radiators to vinyl floors, we are constantly expanding our content.

**Ecosystem** bimstore is more than just a website. With our content being pushed into our desktop app, revit plugin and on the site, you would think that's all. However we have developed a unique 'ecosystem' where our content is pushed out to Barbour Product Search, Specifinder and many more outlets. bimstore is a BIM engine for the internet...

**Fine Print** all the interesting stuff, including details on our pricing, advertising and a whole lot more about the ecosystem.

## 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...

