

# Bosch Case Study

**bimstore**



## Introduction

Bosch Thermotechnology is based in the UK and is part of the wider Bosch Group, manufacturing a range of heating equipment products from domestic boilers up to large industrial equipment. The company in this iteration has been involved with commercial and industrial markets in the UK since 2006. They have more than 100,000 industrial boiler systems installed in over 140 countries, to be found in almost every type of industry.

Pete Mills is the Technical Operations Manager for the business, joining the company back in 2003.

## The Challenge

Pete identified use cases for BIM in the early days and started championing the topic across the business. He saw that some customers were interested in obtaining more product content, information and models and concluded that BIM was likely to be the best mechanism to achieve that.

Bosch Thermotechnology are members of ICOM (the Industrial and Commercial Heating Equipment Association, a UK-based not-for-profit trade association representing and promoting the interests of the non-domestic heating sector) and at the time, they were in contact with CIBSE (the Chartered Institute of Building Services Engineers, the leading professional body for building services engineers and all those associated with the sustainable and built environment).

The two bodies had slightly different viewpoints in terms of how product information was going to be effectively communicated going forward. Pete's main focus at that point was how they could utilise Revit content to serve the requirements of the company's customers.

The next step was to take a look at other markets, particularly around Europe, and see what stage they were at. They found that the UK was in a far more mature state, meaning that Pete had to take the lead, start things off and establish the direction of travel for Bosch.



**BOSCH**

Bosch found that the CIBSE approach was useful as they defined some of the parameters that the company would eventually put into their models and guide them as to the data that needed including. There was a lot of knowledge they needed to gain, and it was a steep learning curve for the team, but it was an area they felt was important enough to invest the time.

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**Pete Mills**  
Technical Operations Manager

## The Solution

Prior to jumping in and getting BIM content created, Pete's team underwent basic Revit training to get some skills on the platform and help them gain an understanding about what sort of things were needed to build out their models.

Bosch were ahead of a lot of competitors at the time in this area. Pete went back to ICOM to champion BIM and challenge them as to what they were doing and how they were going to support their other members. One of the main reasons for doing this was to not just head off in their own direction, but to help gain industry standardisation. Shortly after that, Pete was at a British Standards meeting and met with some of the bimstore team.

Despite the fact that Pete had already looked into providers who could create BIM content, he believed that bimstore was the partner of choice. The relationship that was built and the level of knowledge that the bimstore team demonstrated meant it felt like a great fit and Pete felt comfortable that the company was leading the way in the area of BIM.

During those early conversations, the experts at bimstore provided guidance, advice and best practice to assist the team at Bosch to advance their knowledge and improve the BIM content creation process. This enabled Pete to put together an investment case, which he could take to their board to gain approval.

Pete commented, “I feel like the collaboration that we had between us and bimstore was hugely beneficial for us getting started. It wasn't like we just handed the job across and let bimstore create the content, we were involved in that process, and I believe every manufacturer should follow a similar approach. Make sure your data is correct and work with an expert partner, because it's so easy to not get things right.”

## The Progress

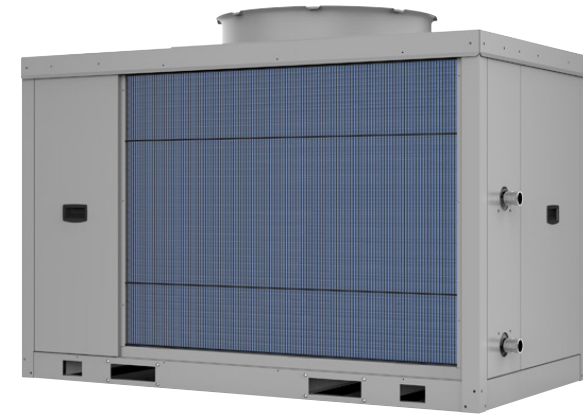
By implementing BIM content for their most popular products on their website via the bimstore integration, and directly on the bimstore platform, Bosch could immediately satisfy the requests from consultant designers. This ensured that they stood the best chance of getting written into specifications and successfully winning projects. Following that, they then went through an exercise of going back to some of the other products and working with bimstore to get the BIM content created for them.

Due to the fact that Bosch is a multi-national organisation, active in numerous different countries, it was very useful and interesting to their team to see where their BIM objects were being utilised. To date, users in 154 different countries have downloaded their products for use in a wide variety of projects.

Bosch are very satisfied with the working relationship with bimstore, as Pete remarks:

“The team there are incredibly helpful and knowledgeable. The collaboration we have going between us is key and put us on a good path for our BIM content.”

Their technical team also loves the bimstore integration that enables their BIM objects to be available on their own website. Called a ‘bimshelf’ this is a highly customisable iFrame that enables manufacturers to embed their BIM content on to their website without the need for a potentially lengthy web development project to be undertaken.



## The Results

With this division of Bosch being concerned with non-domestic products, it is all about specification for them. Getting onto specs in an early phase is vital for them to win the number of projects they need, and this wouldn't have been possible without the BIM content available and produced to a high standard.

The feedback that Pete has received from both internal and external parties has been very positive, as he notes:

“We have got a system that works and people are happy with it, from our internal team to the consultant designers. We never get any complaints about missing information or data, that lack of feedback I take as a good thing!”



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