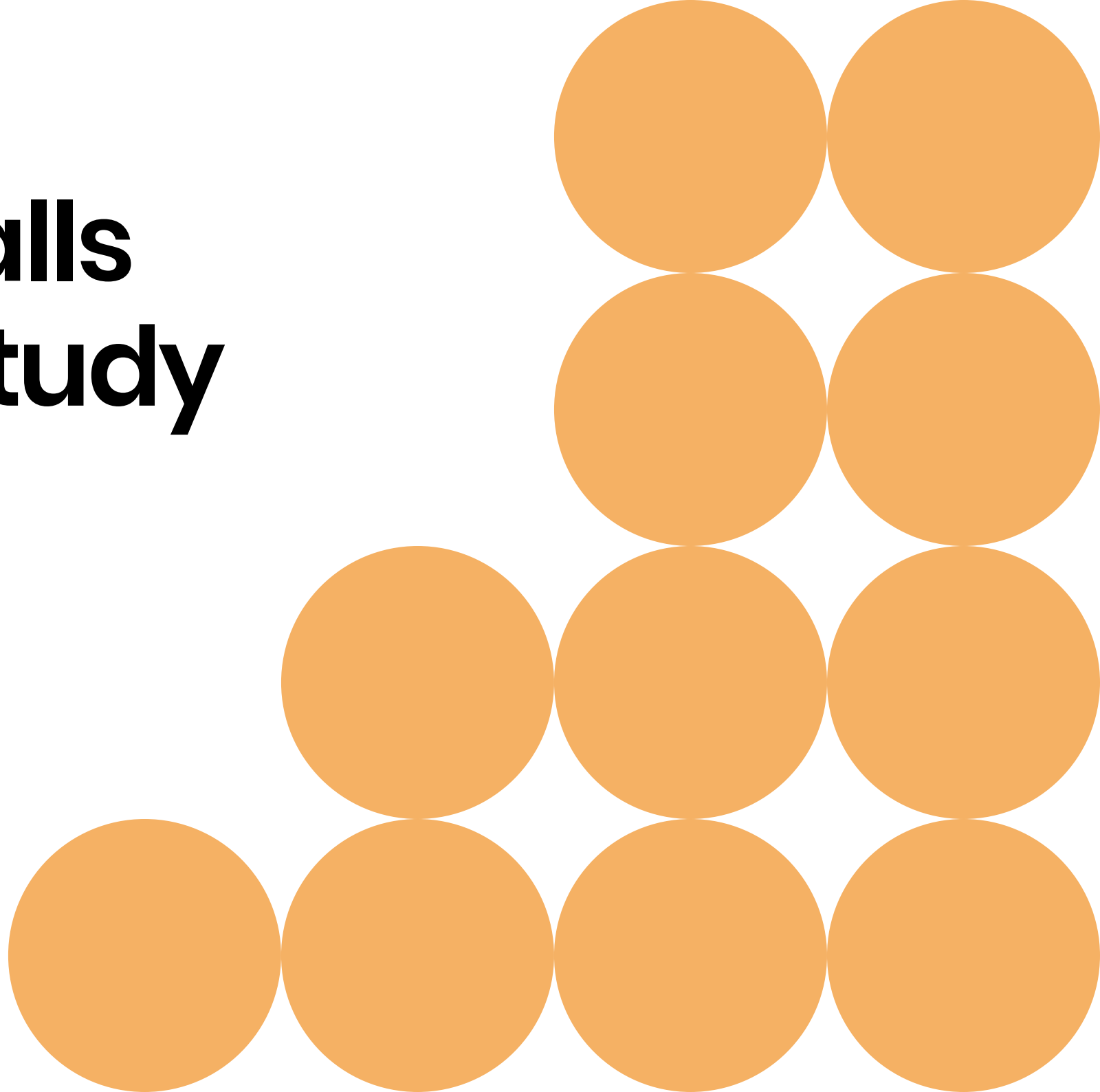


Marshalls Case Study



Introduction

Marshalls is the UK's leading hard landscaping, building and roofing products supplier, supplying some of the most prestigious landmarks since the 1890s. The company has a vision to "Create Better Spaces" and "Futures for Everyone"; socially, environmentally and economically.

Nick Ashbee is the company's BIM & Digital Manager, he joined back in 2015 and works in their design team. The team plays a role in specification and support for clients and possible specifiers, such as architects, engineers and designers. Nick's role includes creating BIM content, collaborating directly with the architect producing the visuals, ensuring that their designs are correct.

The Challenge

Marshalls wanted to improve the way they approached projects, by enhancing the collaboration between parties, saving time and impact on the environment. The implementation of BIM enabled that and improved the support they could provide to architects and specifiers.

Nick said, "we always want to be the best we can be from a digital standpoint. Having the highest quality BIM content would show that as a manufacturer we were supporting the projects that the architects and specifiers were working on. We identified that BIM would make it an efficient and direct method for designers to specify our products into their work."



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Nick Ashbee
BIM & Digital Manager

The Solution

Marshalls concluded that working with a specialist partner to host their BIM content was the optimum solution. The company also wanted to offer that content through their own company website but not achieve this at the cost of having to duplicate effort. They also wanted to centralise the reporting they got from users' engagement with their BIM.

Marshalls not only had these requirements, but a thorough set of additional points they wanted from a partner. The complete set of requirements were fully met by bimstore, and their team were very impressed with the speed and quality of response to all manner of queries and questions.

Nick commented, "BIM can be a confusing area for manufacturers, especially if you are new to it. Sometimes you need a helping hand or a guide to say this is what you should be doing, this is the best route to take... bimstore provided that."

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Nick Ashbee
BIM & Digital Manager

The Progress

The relationship has continued to the present day, with Marshalls remaining impressed by the fantastic service and support they receive. The team at bimstore are focused on ensuring that everything is up to date and providing guidance and support on BIM content, so Marshalls can be confident that they are at the top of their game. They can rely on bimstore to provide them with updates and insight to give them a gauge on where the industry is heading as well as best practice advice for creating content.

There are people across different functions using the platform at Marshalls, including people from technical and marketing. Everyone has observed how intuitive and easy to use the platform is, with a clear user interface. There was very little learning time required, which contributed towards both the initial adoption, and continued usage.

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The Results

The first main benefit that Marshalls has experienced since working with bimstore is being able to create the highest quality BIM content and amplifying its presence online, hosting it on a popular platform and knowing that they can reach hundreds of thousands of architects and specifiers. These users in turn benefit from getting a comprehensive package of data in one object, such as tech specs, data sheets and Environmental Product Declarations. Marshalls currently sees a 10-15% increase year-over-year in BIM content downloads.

The second benefit is the efficiency and reliability of the process. Rather than tying up internal resource, Nick sends his models to the team at bimstore for checking, verification and uploading to the platform. This ensures that the models are available for use by architects and specifiers with the minimum of delay.

Nick remarked, “from a technical point of view, the quality of Marshalls’ BIM content has improved since working with bimstore, both in terms of data and also the modelling, based on previous generations of their objects.”

Marshall’s marketing team look at what products are popular and use the insight to devise marketing campaigns. The team also utilises the reports from the platform to provide updates back to internal stakeholders and demonstrate the effectiveness of their BIM content.

A recent project Marshalls utilised BIM at was the Battersea Power Station redevelopment. The company provided a lot of landscaping for that project, with Nick’s direct involvement creating the natural stone staircase at the rear of the station. He worked alongside the architect, structural engineers and contractors to formulate the design that would work in that situation. The BIM content was used as part of the remote collaboration between the parties, many of whom were geographically dispersed, and gave Nick the confidence that what Marshalls were proposing was the optimum solution for the project.



The Future

Marshalls is a forward-thinking organisation on the path to digital transformation. The company believes that BIM has a bright future for them and this is down to two main factors. One is the evolving requirements from specifiers and trying to stay ahead of the game. They want to continue to build on the working relationship they have with architects and make it as easy as possible to provide technical guidance and collaborate together on projects. They believe it is simply more efficient to have a 3D model on the screen with everyone discussing it together. The other factor is staying up to date with industry standards and ensuring that their BIM content is compliant with all current legislation.



