

# Sotech Case Study

## **Introduction**

Sotech is a leading designer and manufacturer of the Optima range, engineered metal rainscreen facade cladding solutions and architectural fabrications. The company was established in 1982 and their headquarters in Peterlee in the North East of the UK features a manufacturing facility, showroom, active learning zone and VR demonstration room.

Mohamad Jenaban is their Principal Technical Engineer, joining the company in 2015 as Knowledge Transfer Partnership Associate.

## **The Challenge**

The company started hearing about the benefits that BIM could bring to a business such as theirs around 2014. Historically, Sotech used to create designs in 2D, however Mohamad and the team realised that moving to 3D would create a lot of advantages and increase the amount of work they could get via architects. The journey to progress from 2D was quite lengthy and involved hurdles for them to overcome, including adopting Autodesk products the company hadn't previously used, but ultimately, they were successful in transitioning their design practices to 3D.

Sotech initially required help with their BIM Level 2 journey where they had chosen bimstore to provide expert advice during their learning process.



## The Solution

Mohamad discovered bimstore during work he was doing on a BIM Level 2 project. He investigated alternative solutions on the market and came to the conclusion that bimstore was the ideal partner to support the company on their journey with BIM. Sotech came to the decision that getting bimstore to host their first set of BIM objects was the best route to take. The team at Sotech were confident that this decision would ensure that the objects were hosted to a high level of quality in different file formats and meet all industry standards.

The company realised that hosting their BIM objects on bimstore would open them up to a wider audience than just providing them via their own website, given that bimstore has over half a million users globally, across architecture, engineering and design disciplines.

Mohamad explained, “bimstore was great at the beginning, holding our hands, providing training, and showing us where things are. We were new to BIM and we got a lot of help from bimstore to be able to do what we do now. Fast forward to today, and bimstore is still great at providing the support for us, and also great for hosting our objects.”

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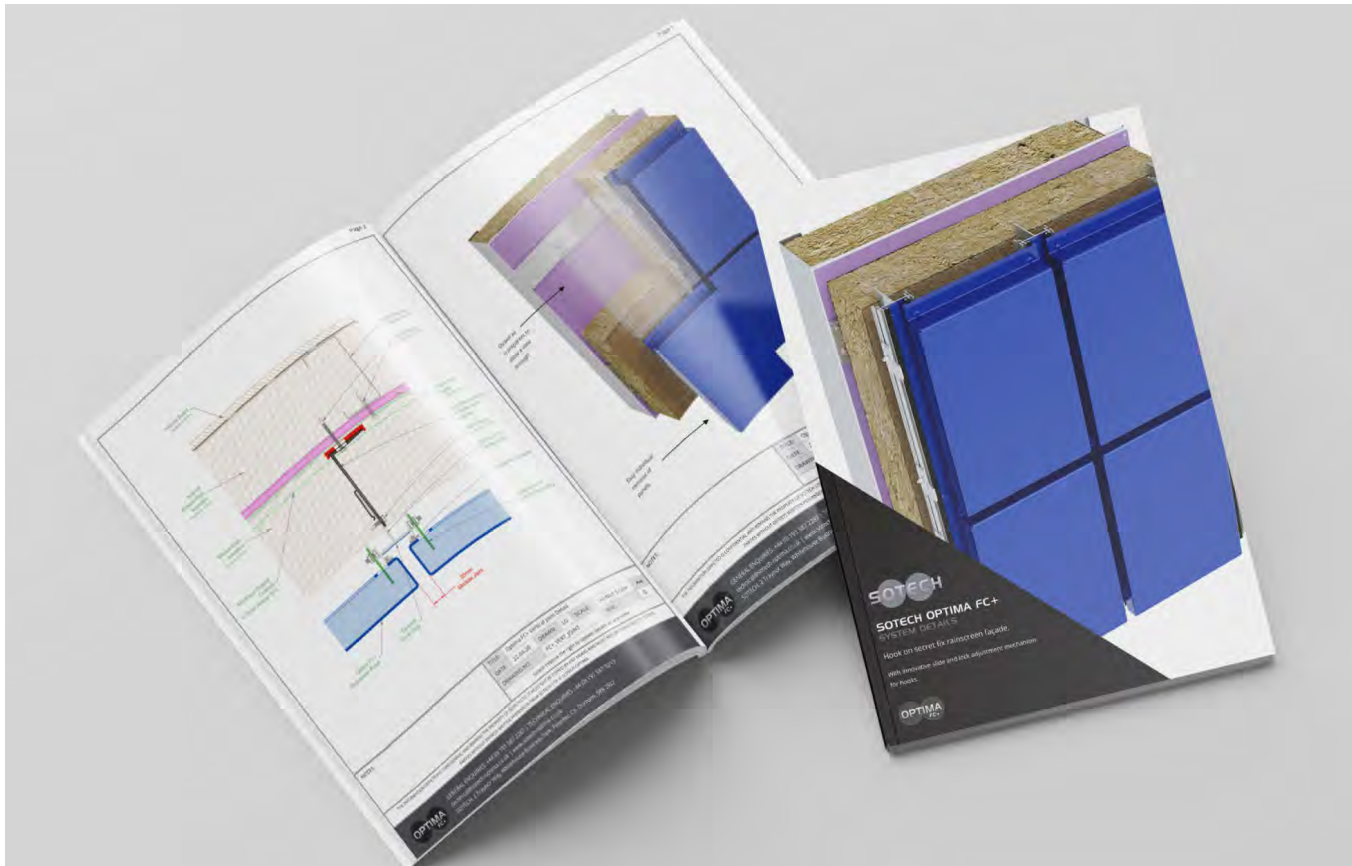
**Mohamad Jenaban**  
Principal Technical Engineer

## The Progress

Sotech can now offer a range of options to customers and prospects using their 3D models, including the costing of projects, creating designs, and presenting the final production. The specification team who are out visiting existing and prospective customers reference BIM in their conversations. They realise the benefits that it brings to those who could be specifying their products in their projects. The sales and marketing team there use the bimstore platform to discover who has been downloading their BIM files, which provides qualified leads for their sales team to follow up.

Their technical team also works with bimstore to check how up to date their objects are and what data they can add to them to optimise the files.





## The Results

Since working with bimstore, Sotech has gained a competitive edge over similar manufacturers and seen a lot of value from utilising BIM. Mohamad commented, “we view our BIM content as a survival tool. We recognise that we would have lost a lot of jobs if we didn’t have it available, for instance a few of our projects have been BIM Level 2 fully compliant.”

He continued, “I personally find a lot of benefits throughout the project. You see less mistakes happening and that instils confidence for all involved.” The company has also seen a benefit in the amount of time saved when quoting for jobs.

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## The Future

Sotech is always looking at innovative ways of helping their customers find the best solution for their project. In recent years, Sotech has made significant strides in sustainability, with several of its products now receiving Environmental Product Declaration (EPDs), demonstrating the company's dedication to transparency and reducing environmental impact.



Digital initiatives, such as their VR demonstration room, is a further example of the company's innovative approach and they are already receiving positive feedback from those customers and partners who have experienced it.

The team at Sotech recognise that BIM is a process that is not universally the same across every company. Therefore, they are continually looking at how it works best for their organisation and their customers, as well as where improvements can be made. The next step for them is to widen the knowledge across the company and ensure everybody who gets involved with a digital project is fully trained on BIM. They will also continue to create BIM models for every new product released, packaging them with useful supporting information, such as installation guides, test certificates and technical data sheets, to give existing and prospective customers everything they need in a single download.



