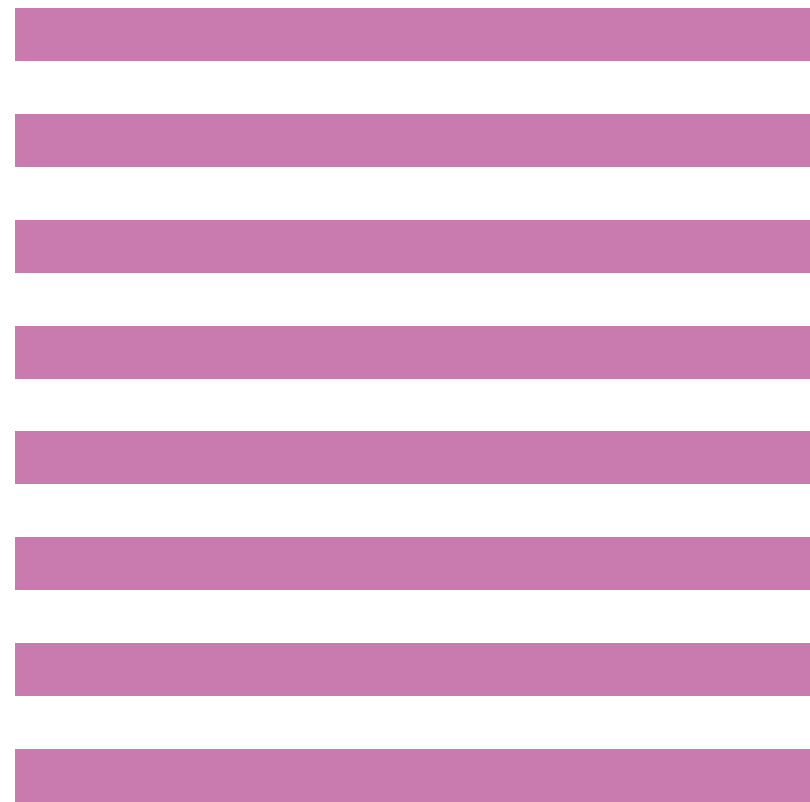
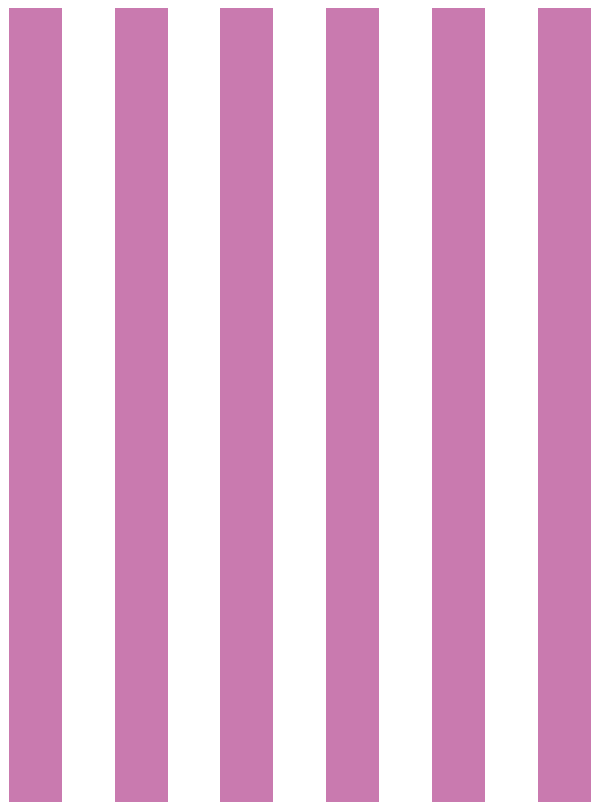
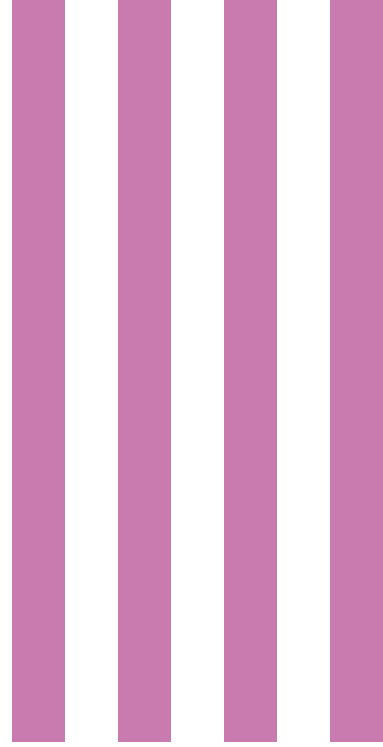


# Symphony Group Case Study



## **Introduction**

Symphony was founded in 1971 and is the UK's largest privately owned manufacturer of fitted kitchen, fitted bedroom and fitted bathroom furniture with a turnover of circa £350 million and over 2,000 employees. Their customers include residential housing developers, social housing providers, independent retailers and merchants. For the new build contract market, they supply approximately one in every two kitchens.

Robert Newton is the Head of Marketing for the business, joining the company back in 2010.

## **The Challenge**

There were two main challenges facing Symphony before they got started with BIM.

The first was that in the early days, the company knew that BIM was on its way and would play a big part in the new build housing market. Their customers started asking about it and Symphony had conversations with some of the larger developers about how their ways of working could be improved by using it. They rapidly came to the conclusion that BIM was something they had to get onboard with.

The other challenge was getting the message on their sustainability credentials across to their customers as that was, and continues to be, an important focus for the company.

**Symphony**<sup>®</sup>

SINCE 1971

## The Solution

Symphony attended an event that bimstore were hosting and started having conversations about how the platform could benefit them. The company was impressed by the ease of use and ease of process to getting started. They needed their catalogue of products created in BIM and then hosted on a public platform that attracted the sort of users and specifiers they wanted to get in front of.

Rob commented, “we wanted to make the ways of working with our architect audience as smooth and efficient as possible. Giving them access to the core products in our range as BIM objects enables them to design a kitchen – and then we work together on the finer details and variances to achieve an optimal end result. It’s a process that just works.

Partnering with bimstore was a no-brainer really.”



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Robert Newton  
Head of Marketing

## The Progress

Symphony is now in a place where they can demonstrate to their customers and architects that they have the best-in-class BIM objects available for them to use. It has become a firmly established channel for the company, both via the bimstore platform and their own website. They utilise an integration for their website called a 'bimshelf' which is an iFrame that enables manufacturers to embed their BIM content on to their website without the need for web development to be done. The benefit is not only that it can save the time and money on a web development project, but also that all analytics for the BIM objects, such as product views and downloads, is kept in one place to be viewed in the bimstore platform.

Rob observed, "having our BIM content available as we do shows that we are in touch, we've spent the time, the energy and the money developing this to help our target audiences. It is a great string to our bow, something that features as an added benefit in both our marketing messages and sales conversations."



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## The Results

During the time Symphony has hosted their BIM objects with bimstore, the company has seen an average of 3,000 product views each month and have had users in 178 countries around the world download their content.

As Rob noted, “having BIM objects available has meant we can support our customers in giving them the information they need. We receive fewer product information requests because the BIM content is doing that part for us, which is great for the sales and marketing teams!”



## The Future

Symphony plans to build on the success that they have got from their BIM content and working with bimstore. One of the focus areas will be their sustainability credentials and how bimstore can help them communicate that more to their target audiences going forward, both through marketing efforts and the technical data that is contained within the BIM files.

Rob also wants to look at extra ways to make sure new and existing customers are aware of their BIM objects, to ensure the ways of working remain as smooth as they are now.

