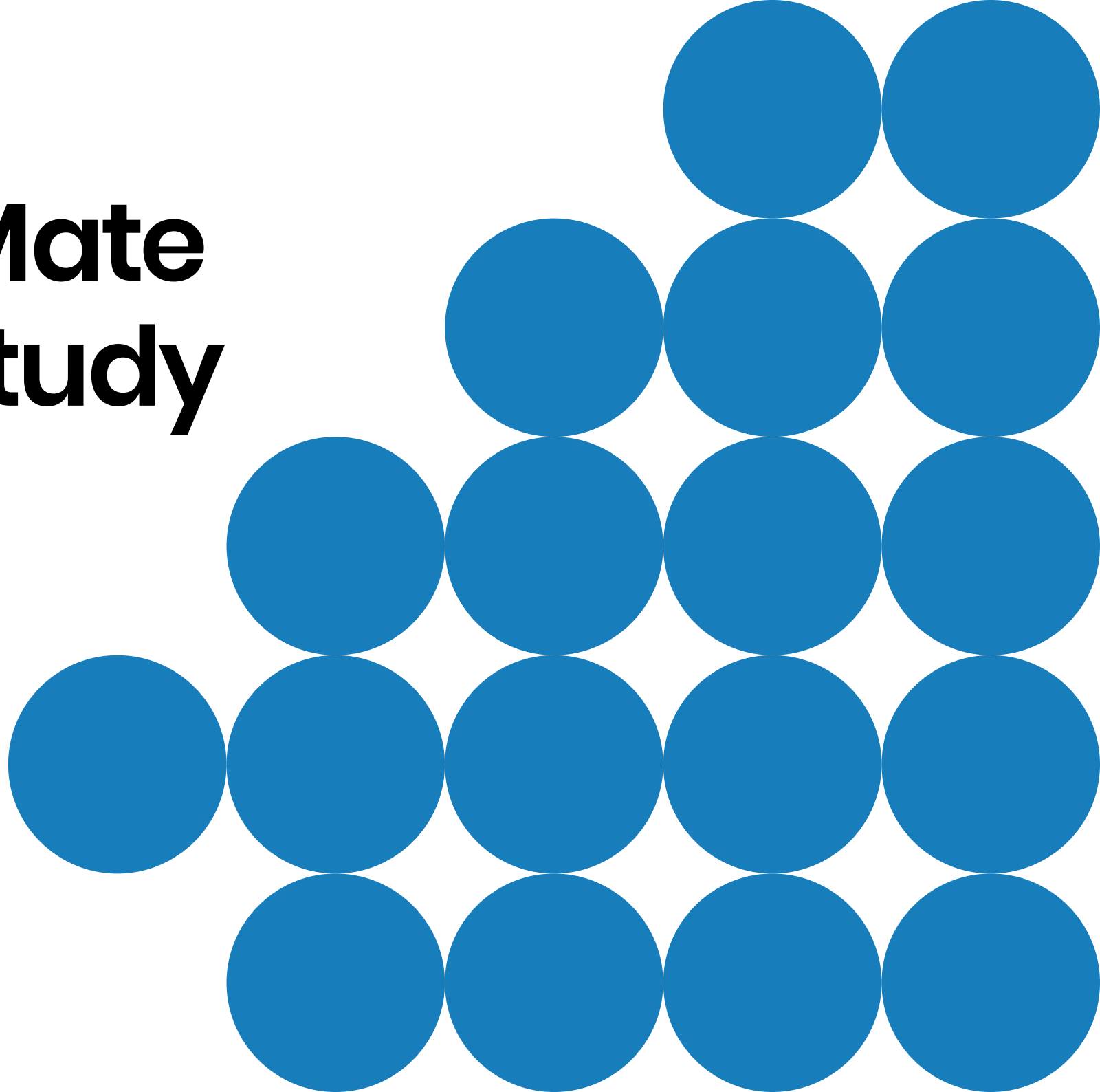


# WuduMate Case Study



## Introduction

WuduMate was established in 2007 and is the world's leading supplier of ablution products for prayer and multi-faith rooms, mosques, workplaces and homes. The company spotted a gap in the market for improving the experience for those people carrying out the Muslim pre-prayer ablution ritual of wudu, not just in mosques, but also in a corporate or residential setting. Today, they have a number of products to suit different settings and are currently servicing customers in the UK, Dubai, Australia, the USA, Canada and parts of Europe.

Sally Scales works in Marketing for the business, joining the company in 2022.

## The Challenge

WuduMate identified the potential of Building Information Modeling early on and had already produced BIM objects for their three main products at the time. The objects needed updating to include more features and information and to bring them in line with current standards. They were also not highly visible and weren't downloaded very often, therefore needed more exposure to the company's potential audience.

An additional challenge for WuduMate was that they wanted to be specified in more projects before the build was started, as they found that in the early days their products were instead being retrofitted in existing bathrooms and multi-faith areas.

## The Solution

The company had a desire to increase the visibility of their brand and products and realised that BIM could help them achieve that if they partnered with an established platform with a large global user base. The company engaged with bimstore and after initial conversations, they realised it was the ideal solution for them. By working with bimstore, it would enable them to make their products easier to find and accessible at any time. Sally remarked, "bimstore guided us very well and explained everything in a clear, easy to understand way. Getting started was easy and the marketing support meant that we could make a splash as we went live on the platform."



## The Progress

WuduMate's product range is small, so it did not take long for the bimstore team to improve the existing objects, create new ones and publish their manufacturer profile on the bimstore platform. Sally commented, "despite being a small – but growing – company, WuduMate has a worldwide reach. By promoting our products on bimstore, it means we are raising our profile and being found by architects and their technicians in a greater number of countries."

Their team has also utilised the bimstore integration that enables their BIM objects to be available on their own website. It is called a 'bimshelf' and 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 ability to reach out to users who have downloaded their BIM objects is a benefit to WuduMate. They see it as a way to nurture long-term relationships with potential specifiers. The insight into where the interest is coming from enables them to target their marketing more effectively.

“

**Despite being a small – but growing – company, WuduMate has a worldwide reach. By promoting our products on bimstore, it means we are raising our profile and being found by architects and their technicians in a greater number of countries.**

”

Sally Scales  
Marketing





“  
**Working with bimstore has been a smooth journey, thanks to the team’s understanding of what an architect needs and wants from BIM, their high level of service and their technical expertise. The mix of architectural knowledge, technical expertise and a calm friendly face has been very useful for us.**

”

**Sally Scales**  
Marketing

## **The Results**

The team at WuduMate are very pleased with the increase in visibility of their products since working with bimstore. They have had over 31,000 views of their products in just the last two years, with downloads from users in 76 countries across the globe, which for a small, specialist provider is a very high number and demonstrates the exposure they are getting to their target market. The company are also happy with the ongoing support and relationship they have with the team at bimstore, as Sally comments, “working with bimstore has been a smooth journey, thanks to the team’s understanding of what an architect needs and wants from BIM, their high level of service and their technical expertise. The mix of architectural knowledge, technical expertise and a calm friendly face has been very useful for us.”

Their architectural customers have shown appreciation for how easy it is to work with their BIM objects, commenting how effectively they can include them in projects and the benefit of having all the product information in one place.

## The Future

WuduMate wants to keep expanding into new territories where there is demand for the products they offer. This includes developing more across Europe. This initiative will be greatly assisted by utilising the bimstore platform and the support provided by the marketing and technical teams there. They will also bring other members of the team, such as salespeople, closer to working with bimstore. This will give them the knowledge and confidence to speak about it with new and existing customers and promote the benefits of their BIM content.

In terms of the platform itself, the company plan to get more of their products included in the curated collections. These are bundles of Revit content created by bimstore and curated by specialists to suit all types of project. Collections are popular with users of the platform as they can get a number of related objects together in one place, saving them time when they are working on a project.



