10 Questions To Ask About BIM Objects

What questions should I be asking about BIM and the Object Creation Process?

1. **Why do manufacturers need BIM objects created for their products?** BIM is a 3D design, modeling and simulation technology for the architectural, engineering and construction industries. It is quickly replacing CAD as the preferred design tool by the architectural design community. The foundation of BIM is based on object usage that reflect the real-world behavior and specifications of a product existing within a building. Only manufacturer-specific objects will provide the proper level of information necessary to the architect. Reed Construction Data ensures this level of detail when modeling a manufacturer's products.

2. **How do architects use objects?** Today, architects must interrupt the design process to either create objects themselves or to locate the right product. Often times, finding an object involves a time-consuming search through paper-based catalogs and websites. If the architect can have high quality manufacturers object's readily available, it improves the architects efficiency and increases the likelihood of product specification for the product manufacturer.

3. **How will my objects get to architects?** Objects do not hold a lot of value unless they are in the hands of the architects while they are designing. Reed's SmartBIM Object creation services includes distribution of a manufacturer's objects with SmartBIM Library™ (a desktop application for managing BIM content) as well as Reed's online product index, SmartBuilding Index. Object creation services also include distribution to other websites including, AIA's Soloso and Autodesk's Seek .

4. **How will my objects be maintained as technology and standards change?** If a vendor creates an object in such a way that it will not be scalable with technology, a BPM will be at a significant disadvantage. Reed is a leader in the AEC industry and a leader in BIM. We are partnering with the market leaders like AIA, CSI, and Autodesk to ensure that standards are correctly defined and that Reed is complying with the latest technology trends. Examples include Reed's participation in the Construction Specification Institute's Omni-Class committee and Autodesk's Modeling Style Guide.

    SmartBIM Object creation services include a maintenance agreement to ensure all objects are compliant with the latest BIM technologies and conform to industry standards. This means whenever a new version of Revit® is released, your BIM objects will be updated to that release.

5. **How do I know that I am getting quality objects?** A high-quality BIM object consists of three essential attributes: Visual Representation, Embedded BIM Object Information, and Modeling Techniques.

    Visual Representation: At its very foundation, BIM relies on the accurate representation of a building in 3D. The same applies to the products used in that building. A high-quality BIM object should accurately represent a building product in 3D, plan, and elevation views.

Embedded BIM Object Information: A key benefit of a BIM object is embedding and associating essential product information to the object. At minimum, a BIM object should include CSI Codes, assembly numbers, insulation R-Values, and links to 3-Part and 10-Part Specifications.

Modeling Techniques: When a modeling vendor creates a BIM object for a manufacturer, the object should be parametric in nature. A parametric object includes a set of rules the object must comply with when the object is modified. For example, if the size of a door changes, the door frame will change too. Revit offers the ability to create BIM objects as a Type Catalog. A Type Catalog is a pre-defined set of configurations for an object. An example would be 2'7", 2'8", and 3'0"W door configurations all would be pre-defined into one BIM object.

Lastly, all modeling vendors should have formalized modeling techniques that are influenced by industry standards. Examples include naming conventions for objects and Autodesk's modeling style guide.

6. **What information can be linked to BIM Objects?** Reed has the ability to link RSMeans™ cost and sustainability data to SmartBIM Objects. Reed can also link MasterSPEC and PartSPEC specifications to SmartBIM Objects.

7. **How are architects informed when new or updated BIM objects are available for a manufacturer's product line?** Periodically Building Product Manufacturers (BPM) discontinue products and replace them with different models. Reed's SmartBIM Library application includes a content update service to address this very situation. Download and integration into the user's BIM library is a simple click away. When a new BIM object is available through SmartBIM, users of the SmartBIM Library will be notified that an update is available for download.

8. **Does my vendor have in-house subject matter expertise?** Reed employs in-house licensed architects with real world experience to oversee all object creation projects. The licensed architects are Revit power users, who have designed buildings with the software. Their role at Reed is to ensure accuracy and practical usability of all BIM objects that Reed creates.

9. **Does my vendor have support resources?** Reed employs a staff of modeling and architectural subject matter experts to provide guidance and support to manufacturer's throughout the modeling and post-modeling phases. These individuals not only have extensive experience using the Revit BIM application, but have practical architectural design experience as well to provide support services to our customers.

10. **Will the company who created my object be around when I need revisions or new product lines added?** Reed has been a leader in the AEC industry for over 30 years. Our reputation of providing quality data extends to our SmartBIM products.