

Bradley Corporation

Customer Success Story

Autodesk® Revit® Architecture
Autodesk® Seek

Before we adopted Revit MEP and Seek, our marketing efforts had been focused primarily on wholesalers and distributors. Now, we have the opportunity to present our products much earlier in the decision-making process, when the architects are actually designing and specifying the products. There is a huge benefit to that.

—Jonathan Rydz
Technical Writer, Co-Lead of
BIM Development Team
Bradley Corporation

Shift your paradigm.

With help from Autodesk Seek, Bradley Corporation opens new markets and gains competitive edge.



Image courtesy of Bradley Corporation.

Project Summary

Based in Menomonee Falls, Wisconsin, Bradley Corporation is the industry's leading manufacturer of commercial plumbing fixtures and washroom accessories. The company's diverse product lines include wash fountains, security plumbing fixtures, emergency eyewash fixtures, restroom accessories, and commercial and institutional showers. Bradley serves a wide variety of customers—from small, local facilities to national and international giants, such as Walmart, General Motors, AMC Theaters Corp, and the U.S. Postal Service. To help architects and other design professionals identify and specify its innovative product lines, Bradley recently began to use Autodesk® Revit® software for building information modeling (BIM) to produce intelligent, data-rich product models. "The initiative came from our customers," says Jonathan Rydz, co-leader of the company's BIM development team and a technical writer at Bradley. "A few years ago, more and more architects started asking for intelligent, parametric models of our products." For help distributing the models, Bradley adopted the Autodesk® Seek web service in 2010.

The Challenge

In the plumbing fixture and accessory industry, getting specified early is critical to increasing product sales and staying ahead of the competition. "When you're the lead spec, your products become the standard used to judge everyone else," says Rydz. Before Bradley began using Revit and Seek to create and distribute product models, architects, engineers, and other designers faced numerous challenges when trying to specify Bradley products.

"They had to draw the models themselves or download someone else's version from the Internet," says Rydz. "Unfortunately, most of them were not plumbing experts and didn't always understand how to properly draw the plumbing components or integrate them into the larger design." As a result, they often had to redesign facilities later in the project to accommodate actual plumbing products—a process that wasted valuable time and slowed project completion. These models also often failed to adequately present many important technical product parameters.

Autodesk

Bradley Corporation has created product models of nearly all of its extensive product offerings.

The Solution

With help from Revit Architecture and Seek, Bradley and its customers have been able to overcome these challenges. Using Revit MEP, Bradley created highly detailed, parametric models of its products. "As we built the models from the ground up, we focused on making sure they contained the information that building designers need most," says Rydz. "That approach has really paid off."

These models help architects, engineers, and general contractors share the same model, eliminating costly rework and saving much time and money. "The new product models are easier, faster, and more accurate than the rudimentary models some customers used to use, and they save designers the trouble of having to become experts in plumbing products."

For help distributing the models, Bradley chose to use the Seek web service. "Autodesk Seek is easy to use and user friendly, both for product manufacturers and for architects and designers," says Rydz. "The Seek website also receives a large number of visitors; it was an obvious choice." The recent launch of the Seek Analytics service has provided additional value to Bradley. "It gave us access to more data and helped us gain insight into how customers use our products."

The Result

This new approach has opened up new opportunities for Bradley. "Before we adopted Revit and Seek, our marketing efforts had been focused primarily on wholesalers and distributors," says Rydz. "Now, we have the opportunity to present our products much earlier in the decision-making process, when the architects are actually designing and specifying the products. There is a huge benefit to that."

As a result, Bradley recently hired additional salespeople with architectural backgrounds. "They are targeting architects, building designers, and engineers almost exclusively," says Rydz. "It is a real paradigm shift."

Bradley has completed models of 900+ product families and more than 200 associated files, most of which are posted on Seek. The company's goal is to host all of its product offerings on Seek.

The architectural industry is moving toward BIM," says Rydz. "We have no doubt that BIM and Autodesk Seek will help us better serve our customers and maintain or grow market share in a competitive landscape. In fact, one architect recently told us that her company would not specify any product unless a Revit product model exists. BIM and Seek definitely help cement our position as an innovator in the industry."



Image courtesy of Bradley Corporation.

For more information, visit www.autodesk.com/revitarchitecture and seek.autodesk.com



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