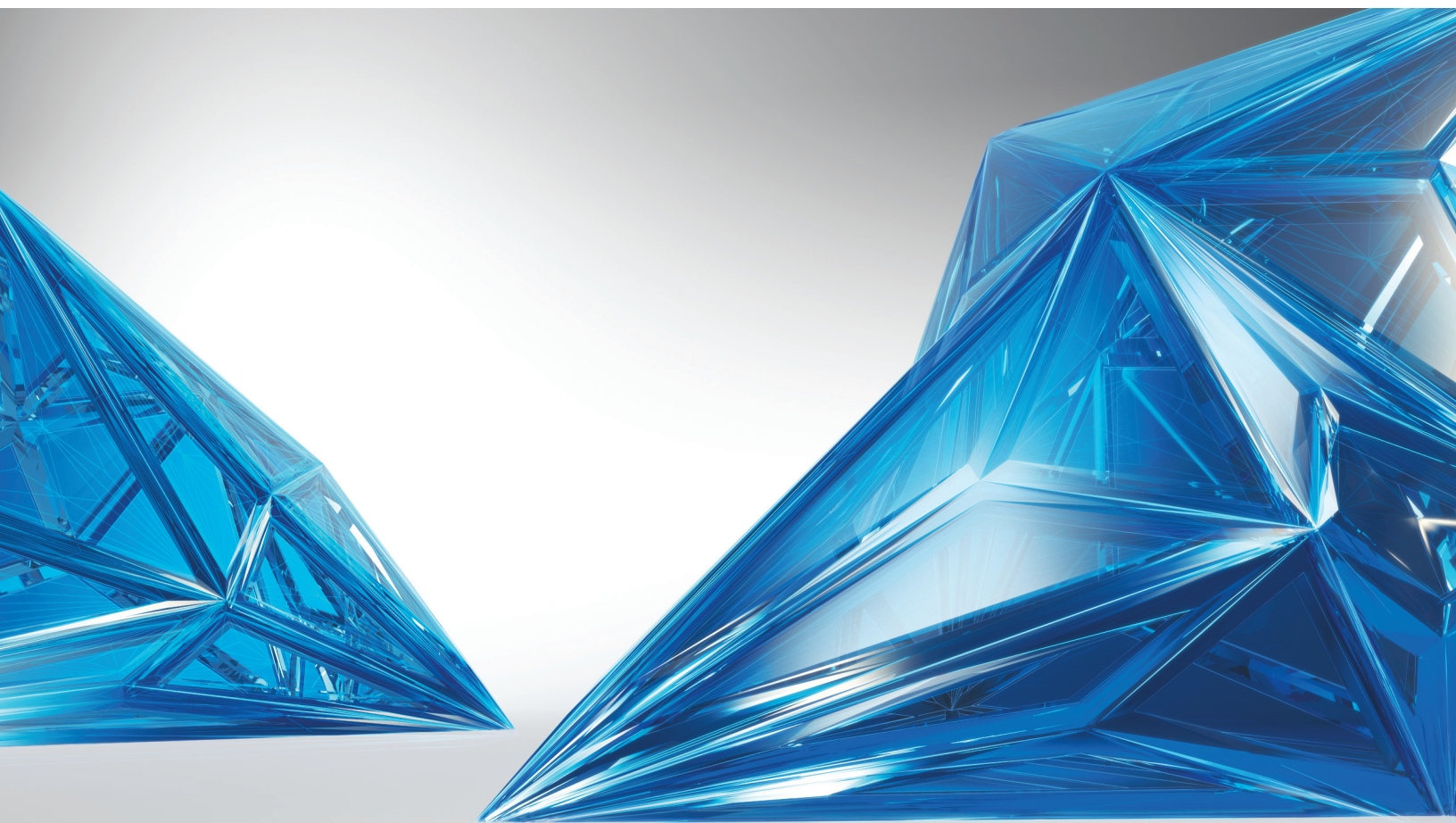


The Business Value of Branded BIM Content



The Building Information Modeling (BIM) process offers a range of benefits to everyone involved in a design project. To raise the profile of their offerings, manufacturers must make reliable, accurate, and data-rich information available to all project stakeholders at any time, from anywhere. Autodesk® Seek gives designers, clients, and the manufacturer's team convenient online access to product specs, files, drawings, and models created with Autodesk® Revit® software.

When manufacturers build and offer high-quality, BIM-ready product content, both building owners and architecture, engineering, and construction (AEC) firms benefit. Creating BIM objects for manufactured products distracts AE professionals from their core focus on building design and raises the likelihood of inaccurate product performance and energy analysis. In contrast, BIM-ready content straight from the manufacturer lets designers and engineers concentrate on design work, while making it easier for building owners and facility managers to track assets, manage maintenance requests, and estimate total building lifecycle costs.

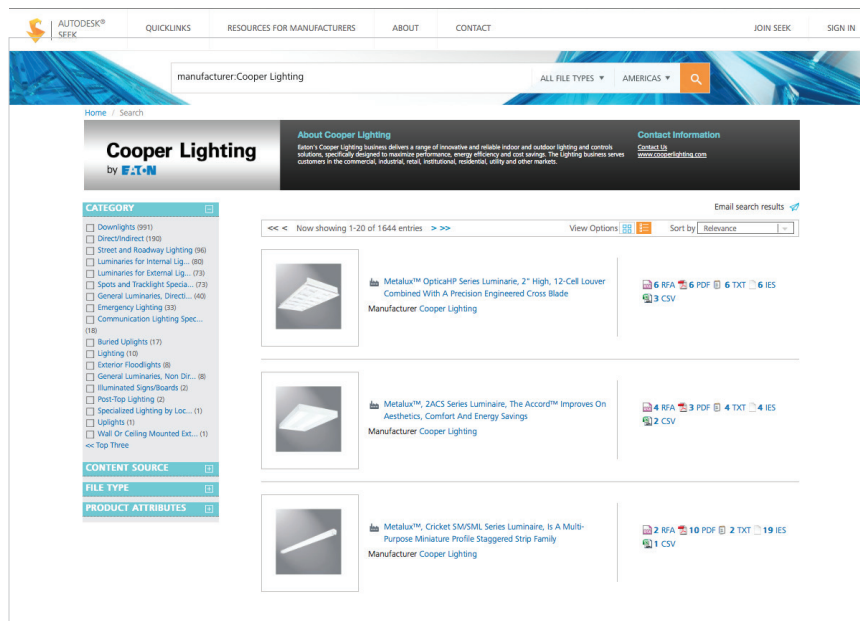
Addressing design and specification challenges

Design firms and building owners need a way to access and sort through complex BIM content. Autodesk Seek is a free* content service for building owners and AE firms that makes it easy for architects, engineers, and other design professionals to discover, preview, and download BIM files, models, drawings, and product specifications directly into active design sessions. With Seek, designers can research and specify more than 65,000 commercial and residential building products from hundreds of top manufacturers. They can search for products by attributes including dimensions, materials, performance, sustainability, and manufacturer name, using standard industry classifications. They can then view, rotate, and zoom selected models, or preview product family parameters. Selected files can be downloaded directly into Revit or Autodesk® AutoCAD® software design sessions.

To maintain quality standards, all Seek BIM files must adhere to the **Autodesk Revit Model Content Style Guide**. They must be complete, consistent, and accurate, and in compliance with AEC industry conventions. All accepted BIM-ready models are optimized for use with Autodesk Revit and AutoCAD software products.

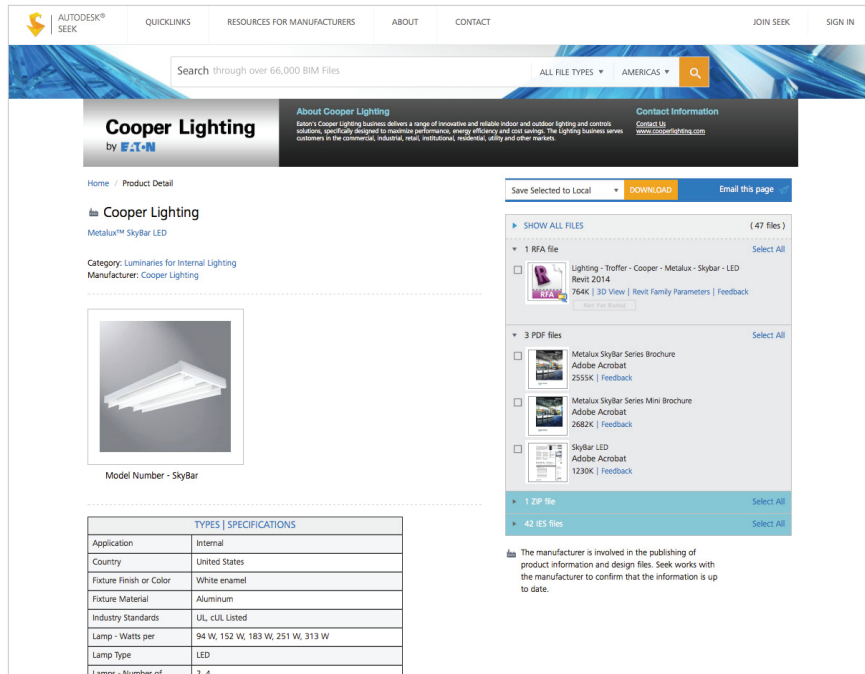
Autodesk Seek in action

A design firm wants to specify manufacturer-specific lighting. The designer begins the search by specifying brand name and/or product type.



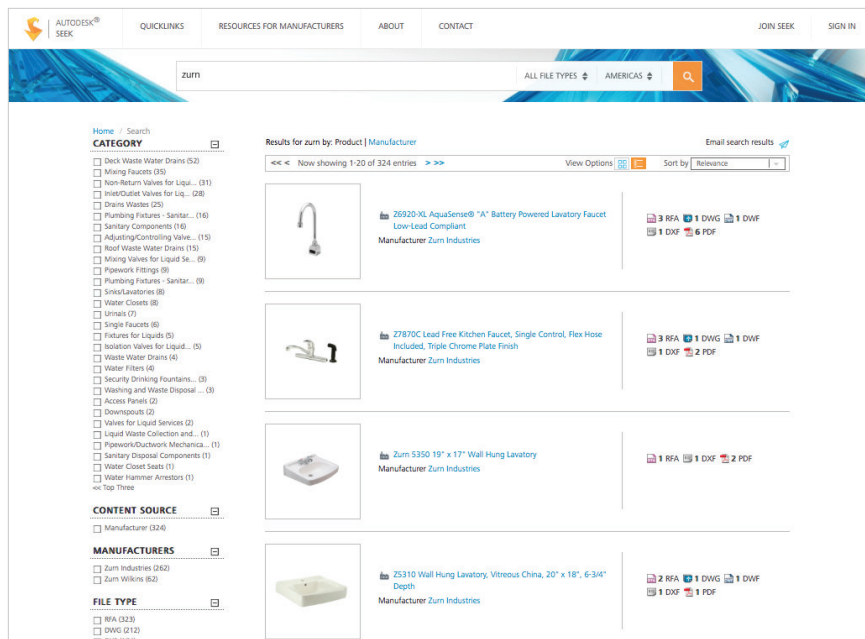
Cooper Lighting search in Autodesk Seek.

The designer or BIM manager then selects the specific lighting type desired.



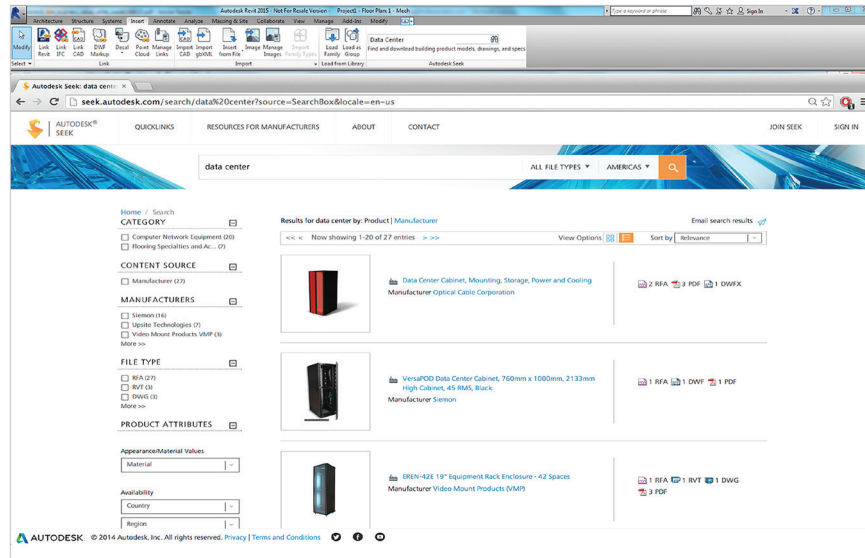
Cooper Lighting's Metalux™ SkyBar LED details include a Revit file, three PDFs containing product brochures and spec sheets, a .zip folder containing a collection of all Revit files relevant to the product, and 42 IES files.

Seek includes branded pages featuring each manufacturer's catalog, which serve as a central source for preferred building products and materials.



Zurn Engineered Water Solutions® brand products page in Autodesk Seek includes 244 products, plus associated Revit, DWG™, and other files.

Designers can access Seek online or from the Revit toolbar.



Network cabinets found by searching "data center" from the Revit Insert tab.

What's the bottom line?

Autodesk Seek is free*, and can be accessed both online and through the Revit toolbar. With more than 3 million manufacturer-branded files downloaded in 2013, Seek already has shown numerous building operators and design firms the benefits of centralized, reliable content with easy access to tens of thousands of building materials and products. In a **2013 survey of Seek users**, 82 percent of the 1,150 respondents reported that the high-quality information in Seek saves them time and reduces work, while 80 percent cited BIM content as an important factor in determining which products to specify.

Designers and AE firms can use Autodesk Seek and branded manufacturer content to:

- Design innovative, intelligent projects from the very earliest stages
- Visualize, simulate, and analyze real-world appearance, performance, and cost
- Document projects more accurately and efficiently
- Deliver projects more quickly and economically, with reduced environmental impact
- Integrate relevant building product information to support lifecycle and facility management

In the first 11 months of working with Autodesk Seek, we saw a 400 percent increase in page views and product downloads.

—Sandy McWilliams
Director of Marketing
Nystrom Building Products

Manufacturers can showcase their products within the design tools their customers use:

- **Reach the right audience.** Seek integrates seamlessly into the design workflows of millions of professional users of AutoCAD and Revit software.
- **Ensure quality.** Partnering with Autodesk to deliver BIM-ready models puts industry-standard practices behind your products.
- **Boost impact as you grow.** Seek gives you an effective online marketing channel that can keep up with your growing product portfolio.
- **Get measurable results.** Manufacturer-specific reporting on more than 330,000 monthly downloads makes it easy to track impact.

To learn more about Autodesk Seek for manufacturers, visit www.autodesk.com/seek or call 844-GET-SEEK (844-438-7335).

*Free Autodesk software licenses and/or cloud-based services are subject to acceptance of and compliance with the Software License Agreement and/or Terms of Service, as applicable, that accompany such software or cloud-based services.

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