

Building Information Modeling (BIM) Strategies for Building Product Manufacturers improving Workflows for Architects, Engineering and Contractors for the AEC Industry



Benjamin Glunz
CEO

Anguleris Technologies LLC

CEOCFO: *Mr. Glunz, what is the basic focus for Anguleris Technologies today?*

Mr. Glunz: Overall, the primary focus for Anguleris is working with building product manufacturers to develop Building Information Modeling (BIM) strategies. We work with those building product manufacturers to help them integrate their products, into better workflows for architects, engineers and contractors (the AEC industry), and to help them to get their products specified by those AEC professionals.

CEOCFO: *Are there challenges unique to your industry?*

Mr. Glunz: My background is one of an architect. I left the profession to found the company with my cofounder, Freddy Munoz. From there, we leveraged our experience of the challenges of the industry, specifically, finding good, solid product data when you need it and being able to use it the way that you need it. The way that we have set out to solve that problem is by creating 3D models of actual products so that the architects can drop those products right into their building models. An example would be an architect designing an office building, and as they are designing the washrooms, they are able to download a model of an actual Kohler or Moen sink. It would come with all the information about that product and how to order it, spatially hold the correct amount of space and also integrate with mechanical, electrical and plumbing. We work with hundreds of brands all over the world to solve that problem for the architects. Over the past few years, we have expanded our business from a services business to now being a software company as well. We have taken what we have learned working with these building and product manufacturers, and developed a software platform called BIMsmith®.

CEOCFO: *How specific does the model need to be?*

Mr. Glunz: It really just depends. It may be something that is more on the designer side of the spectrum. Let's say I have a beautiful light fixture that I want to feature in my lobby, we will put a lot of detail into that. Detailing it to the point where the designer will be able to bring that fixture into their design software called Revit, which is an Autodesk product, and the fixture will have the properties of what the light will look like when it is on. Then, the software will actually render that light fixture. We can change out the type of light bulb; that is how specific we can get. Now, on the other side of things, when you start getting into less visual types of products, like ductwork or things like that, it starts to get a little less detailed. That is because it is really just showing that the duct is there and occupying the correct amount of space. Using that, the architect can also do clash detection to make sure that if a duct is going through a beam, for example, in the 3D model, the model would inform the user that they need to adjust one or the other. BIM covers everything from designing beautiful spaces, to coordinating, bidding and negotiating contracts. Therefore, to answer your question in a round about way, it depends on the product. In the paint industry, specifically, we utilize the same digital assets that paint companies use. We work with Sherwin Williams. They are a great customer of ours. We consume their digital data, so when we code their products, and the user brings it into their design software, it will render truly the way it looks in real life. (The Revit platform does have the ability to calculate lighting and the sun shining through the window, or maybe a shadow from something overhead. It really is quite intelligent.) We are making all of these products, essentially, as we like to say, "BIM ready," so that the users can bring that right into Revit and design their building seamlessly.

CEOCFO: *How does BIMSMITH work?*

Mr. Glunz: As I mentioned, our services were initially correlated around product manufacturers that have just a single product. Therefore, we would work for Kohler or Moen or 3M, a light fixture, a window, a door; those types of things that

are objects. So eventually we said, “Okay, that is great for those types of products, but what about the products that work together with other products?” For example, drywall always goes on a stud and paint always needs something to be applied to. Insulation does not just stand on its own. So we created a software platform that allows building product manufacturers to come together in a neutral space, just like they do in the real world. That is the primary problem that we have set out to solve. Too often these building product manufacturers are in silos and they do not talk to each other. However, in reality, when their products make it to the construction site, they are immediately put together. We have set out to help these manufacturers work together for the benefit of the industry. This saves the architects and designers time, and increases the accuracy of their design projects. By using real product data, rather than just anecdotal and generic product data that is speculative, everyone wins.

CEOCFO: *Would you give us a couple of concrete examples of how you have constructed your product from your architecture viewpoint as opposed to starting from a technical background?*

Mr. Glunz: The foundation of any good product is a good problem. My background as an architect brought me to know those problems. Having designed buildings using Revit in the field for a number of years, I was aware of many of the problems that the industry had. Then, spending a number of years working with building product manufacturers, I came to realize that they also had some very similar problems. That is when I started to begin developing the product, and setting out to solve the problem. I guess overall, learning the frustrations is what led me to being able to craft a very well put together solution and a new platform.

“We leveraged our experience of the challenges of the industry, specifically, finding good, solid product data when you need it and being able to use it the way that you need it. The way that we have set out to solve that problem is by creating 3D models of actual products so that the architects can drop those products right into their building models... We work with hundreds of brands all over the world to solve that problem for the architects. Over the past few years, we have expanded our business from a services business to now being a software company as well. We have taken what we have learned working with these building and product manufacturers, and developed a software platform called BIMsmith®.” - Benjamin Glunz

CEOCFO: *How have you introduced BIMSMITH? What is the plan over the next year to get it into wide use?*

Mr. Glunz: Our launch was May 2nd and we have secured launch partners: actual brands who wanted to have their products represented in the system. Over the next year we are going to be attending all of the major industry conventions and trade shows. Our trade show schedule includes, American Institute of Architecture Convention, NeoCon in Chicago, Revit Technology Conference, the Building Content Summit and Autodesk University. These industry leading conventions are putting us right where we want to be, face to face with our users.

CEOCFO: *What is the business model for you?*

Mr. Glunz: Our overall business model is to make an amazing platform available to architects and designers while the manufacturers pay to have their products represented in our platform.

CEOCFO: *Do your potential customers understand immediately? Is it pretty easy to realize the value? Is it a bit of a challenge to put it together with an ROI? What is the reception you find today?*

Mr. Glunz: The reception we have gotten has actually surprised even me; absolutely exceptional! As I mentioned earlier, a good product starts with a good problem, and I think the better your problem is, the easier it is to sell a product. I really think we did choose a good problem to solve, one that so many folks have. It has been very natural to get these companies to get on board. Some of our launch partners include marquee brands such as National Gypsum, Alucobond, Grabber, Sherwin Williams and Homasote.

CEOCFO: *What is your geographic reach?*

Mr. Glunz: We are a global company. We have customers in Europe, Australia and even a few customers in South America. Our main focus is North America, but we are, by all means, a global company.

CEOCFO: *What is ahead? Obviously, you are doing a lot this year, but overall, where do you see three or four years down the road?*

Mr. Glunz: Really, my focus right now is making BIMsmith the number one platform for the configuration and collecting of building product data.

CEOCFO: *What, if anything, might people miss about the idea when you first present it?*

Mr. Glunz: I think if there is anything, they might not get how deeply this integrates into the designer's workflow. So, we rely heavily on product demos. I really leverage my experience as an architect to show them, start to finish, what the workflow looks like. In many cases, once they see how it actually works, it just becomes a no brainer for them.

CEOCFO: *Why take note of Anguleris Technologies, LLC today?*

Mr. Glunz: We are a growing company that is positioned in what can be considered a stagnant industry. The construction industry is one of the oldest industries out there, going back to the pyramids and before. We have a very rare mix of architects and software developers working side by side. When you put a team like that together, with a real will to innovate the space, not just disruption for the sake of disruption, but solving problems together, that is a recipe for fantastic products. We have grown very quickly and we have a lot of ideas and a lot of great folks. Our team is out to make our industry even better, which is certainly a reason to pay attention to us in the coming years.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine



Anguleris Technologies LLC
For more information visit:
www.anguleris.com

Contact:
Benjamin Glunz
570.449.6440
bglunz@anguleris.com