

# record group

“They take the time and effort to explain ... and are very responsive to our questions”. Also, “architects gave us feedback that our BIM objects are of high quality and well developed - thank you 3dbyggeri” tells Floris van Hooft from record group.

## Background for cooperation with 3dbyggeri danmark

Driven by customer demand for BIM objects, record’s Swiss-based headquarter was venturing into new land with only little prior BIM experience.

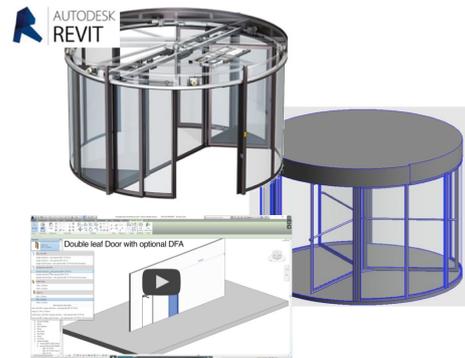
Based on recommendations from record’s Danish subsidiary, the attention was turned to 3dbyggeri danmark, which was chosen as BIM advisor and supplier of BIM objects.

While record was not short of ideas and visions for BIM, a lot of technical knowledge had to be gained. 3dbyggeri danmark helped achieving this with an explanatory approach to the discussions.

## What has 3dbyggeri danmark delivered?

Since the initial dialogue 3dbyggeri danmark has executed multiple projects for record:

- **BIM objects**
- **Videos** to promote the functioning and differentiating functionalities to record’s architects and customers
- **Consultancy on BIM**



## What is it like to cooperate with 3dbyggeri danmark?

record emphasises that 3dbyggeri danmark is a dynamic partner; while the early cooperation was managed pragmatically, more structure has been introduced with record’s increased technical understanding of BIM.

During project execution, 3dbyggeri danmark is considered having a proactive approach e.g. when it comes to proactively communicating changes to the original plan.

A key challenge - caused by lack of software and technical knowledge, and which is not unique to

3dbyggeri danmark has contributed to the digitisation of the Danish construction industry since 2007. Because of that, we have an extensive understanding of the entire value chain, e.g. how architects and engineers work.

This is why we can help putting your construction materials at the center of the decision-makers’ spotlight.

We advise, digitise and implement.



**3dbyggeri danmark**

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## CUSTOMER CASE

record - is to trust that the delivered BIM objects are functional and as specified.

record does, however, not have any problems giving this trust because they consider 3dbyggeri danmark a competent and neutral partner. That record only has good feedback from customers confirms that.

Another key driver for record's trust is the feeling that 3dbyggeri danmark takes the time and effort to explain and show (e.g. with videos) the "why" and "how" of BIM.

"A reliable and dynamic company with fair and transparent pricing"

Floris van Hooft - Chief Marketing Officer, record group

### Why cooperate with 3dbyggeri danmark?

Whereas the original reasons for choosing 3dbyggeri danmark included recommendations from the Danish subsidiary and responsiveness to record's desire for more BIM knowledge, the cooperation is continued for different reasons, e.g.:

- A dynamic and pragmatic approach to project specification and execution
- No second motives - while giving advice on e.g. distribution of BIM objects, 3dbyggeri danmark leaves it open for record to make

their own choices

- Fair and transparent pricing

Despite being a large international company, record has no incentive to insource the BIM production - primarily due to low volume and inability to keep up with market knowledge. record acknowledges that the complexity and rapid development of BIM is best handled by experts like 3dbyggeri danmark.

record's satisfaction with 3dbyggeri danmark's high quality projects leaves little reason to consider different BIM providers - ongoing discussions with other BIM providers has not changed this.



Swiss-based record is one of the worldwide leading manufacturers of automatic door systems. A presence in more than 50 countries requires handling and coordination of a multitude of standards for digital construction and BIM.

But BIM can be challenging - especially for companies like record, which are big enough to need BIM, but not big enough to have the competencies internally.

What can you do?  
Contact 3dbyggeri danmark and get the answer.

**(+45) 88 80 73 80**  
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