



# PIM to BIM – Efficient data management for optimal “market supply”

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## Andreas Hoppe

- Historie:
  - 1997 – 2021 Product Management
  - Data service since 2021
- Team of 10 people
- Master data maintenance for customer and product data
- Data transfer to wholesalers
- Preparation of technical documentation and price lists
- Cross-site processes and software for data maintenance

## A merger of strong brands for the German market

The brands remeha, BRÖTJE and SenerTec are part of the BDR THERMEA Group and have been combined under BDR THERMEA DEUTSCHLAND since 2020.



### BDR THERMEA GROUP

#### BDR THERMEA DEUTSCHLAND

firmiert als  
BAXI Holding GmbH



**€310**

Millionen Umsatz\*



**~ 800**

Mitarbeiter\*

\*2022

5



## Wolfgang Brenner

- History
  - 1995 – 2017 SW-provider (PIM-Systems)
  - Since 2009 CPS Consulting
- Training courses and information events on the subject of master data and classification
- Process consulting and support for the integration of data management systems
- Coaching for Project Managers
- Key aspects
  - Data communication between market participants
  - Media production from databases

# Agenda

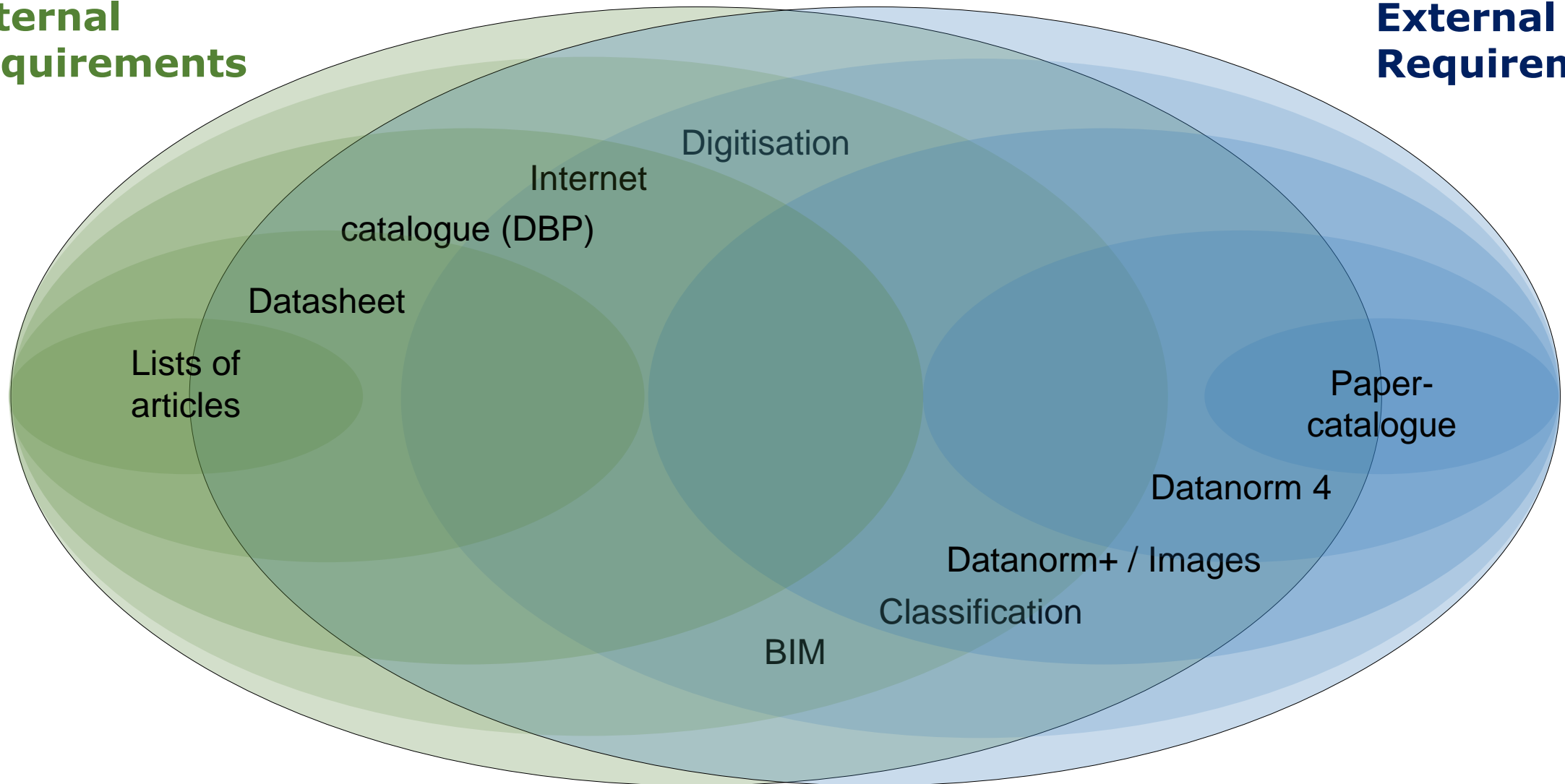


- Data requirements yesterday and today
- Solutions for market communication todaye

# Data requirements yesterday and today

## Internal Requirements

## External Requirements



# Kommunikation mit den Kunden

- Basic information that enables the sale of our products
- Order numbers, prices, article texts, dimensions, weights, ...
- Photos, Photorealistic Images, Dimensional Drawings

- Detailed / standardized article text

- Product Classification and Data  
e.g. for online catalogues of the GH

- 3D drawings with metadata

- Technical data and information as an interface for calculation software

- Data according to the Ecodesign Directive

Article Master Data

Media

Tender texts

ETIM Data

Assembly instructions,  
approvals

Planner Documents (TI's)

BIM Data

ISO 16757 / VDI 3805

ErP Data

Images, text, ...  
Home page

BDR Thermea

Wholesale

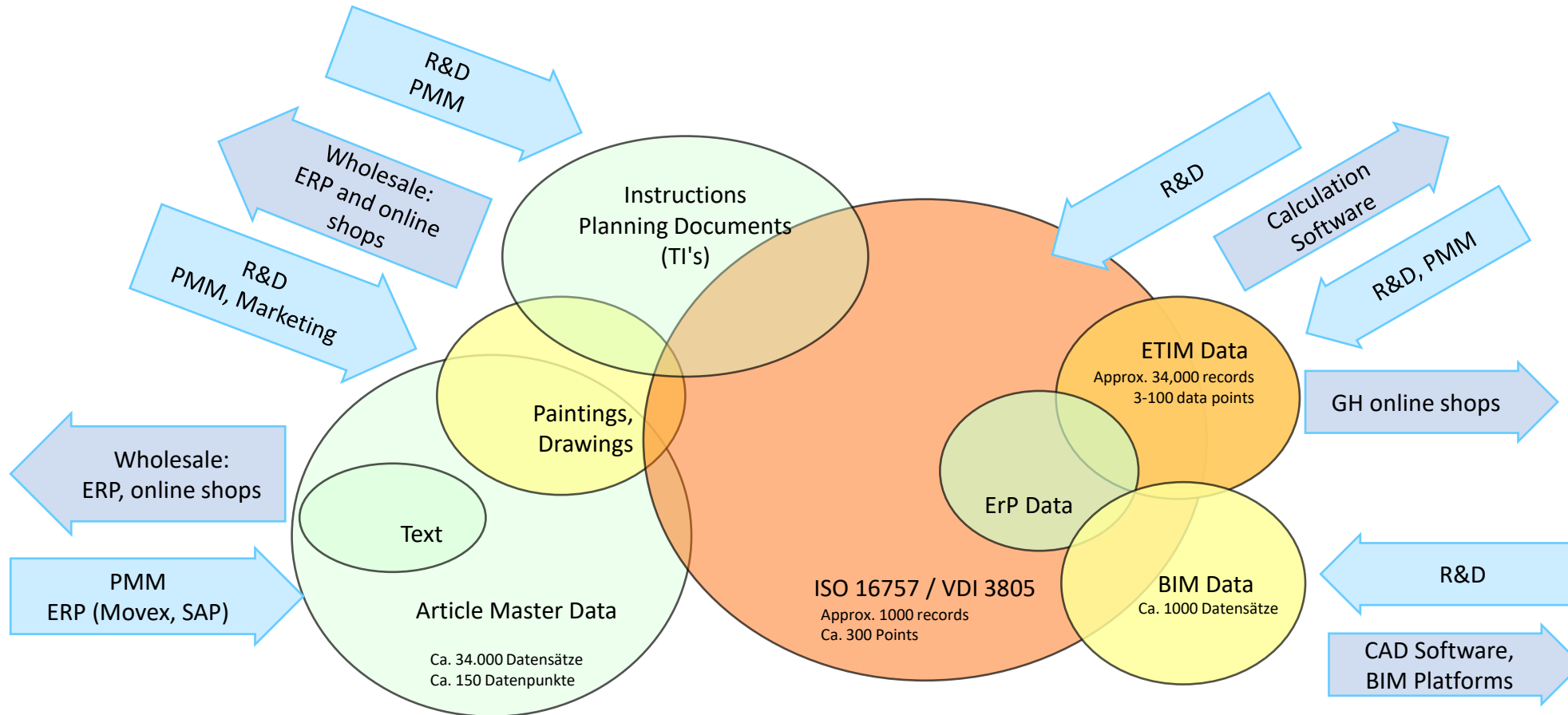
Specialist planner  
Skilled tradesman

Marketing  
Communication

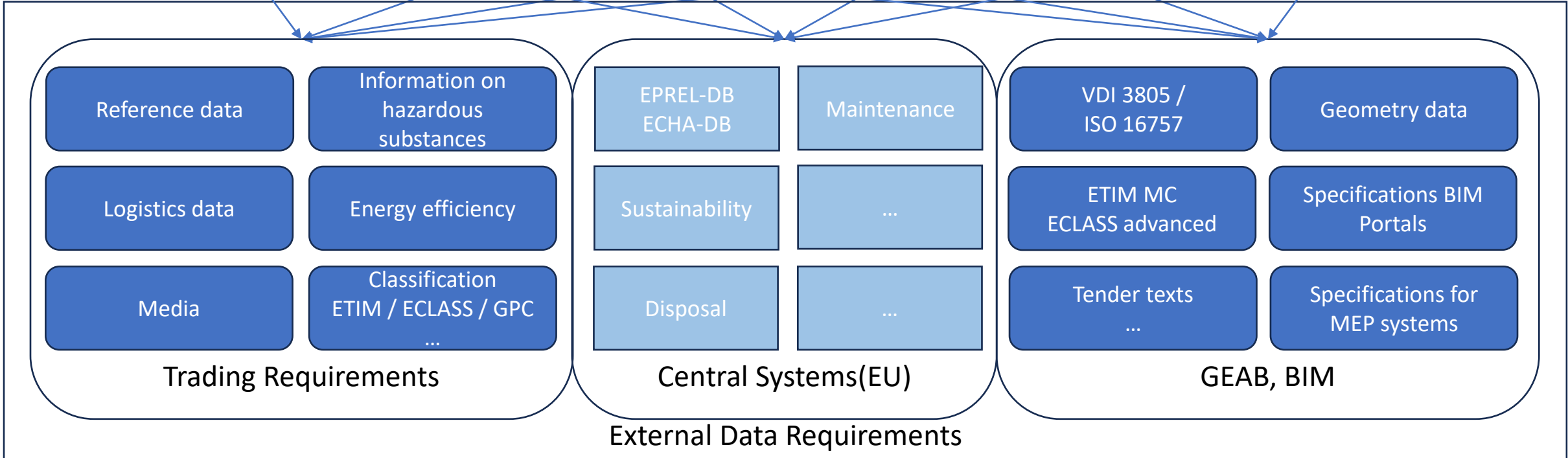
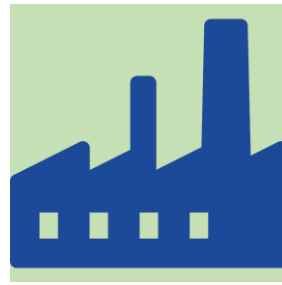
Endkunde

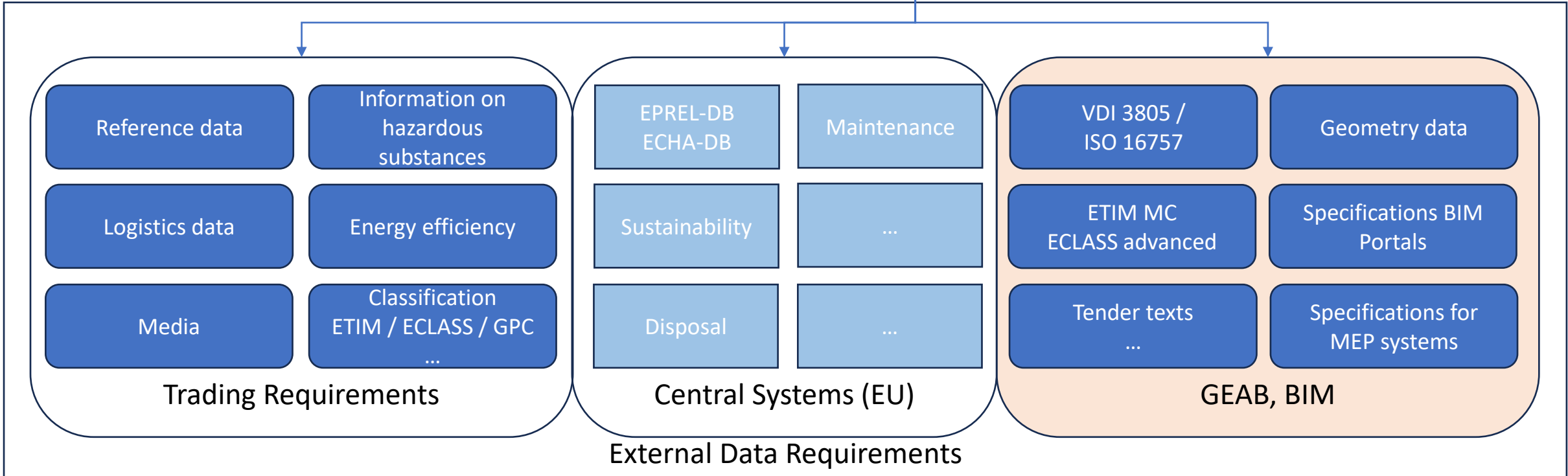
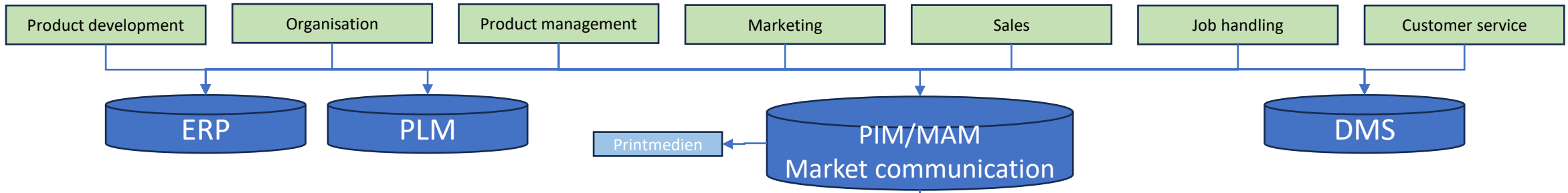
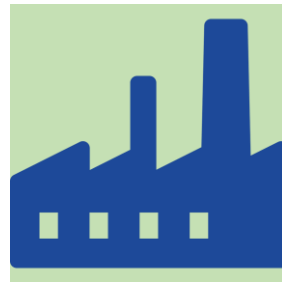
... so that your data arrive well ...

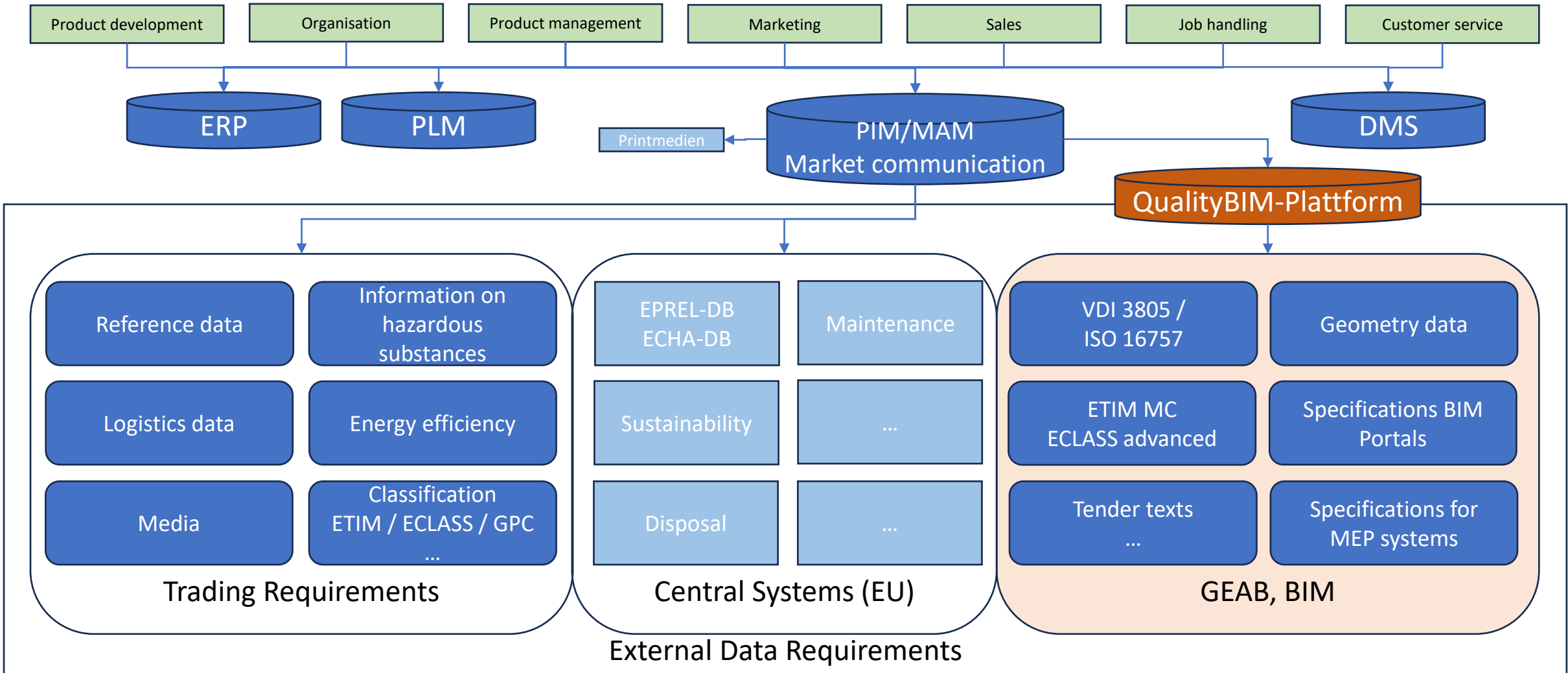
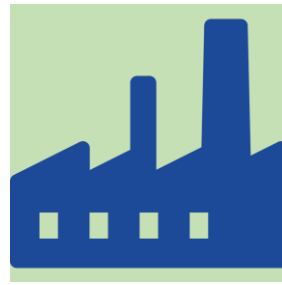
# Datentypen und Datenquellen











- Current challenges for companies
  - Data management systems need to become more powerful
  - Interfaces between applications must be created
  - Data storage must be consistently media-neutral
  - There are no standards for the "new" BIM requirements
- Challenges in the company
  - All relevant data must be brought together centrally across departments
  - Data communication between departments needs to be optimized
  - New Guidelines for data maintenance need to Be Defined
  - The topic of data management has to be moved from the back rooms to the “board table”

# Antworten auf die Herausforderungen



- "BIM challenges" for companies
  - QualityBIM Platform
    - Joint project of ARGE and BDH, with CADENAS and Rubicon as the service elder
      - Data delivery based on current standards
      - VDI, ISO, ETIM, ECLASS, ...
    - Where necessary, addition of geometry data
      - Step, Revit, IFC, DWG, DXF, ...
    - Multiple export options to BIM portals, MEP software, ...
- Challenges in the company
  - Online Course – Guide to the Introduction of Efficient Data Management for Market Communication
  - Joint project of CADENAS and CPS Consulting
  - Identification of necessary prerequisites and preparatory work at the beginning of the project
  - Indications of cross-departmental consequences during the project
  - Workbook to support project preparation and system implementation

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- **Thank you very much for your attention and cooperation**
- **Feedback**
  - Notes?
  - Supplements?
  - Criticism?

