

## COMPANY

**Andersen Windows, Inc.**

## LOCATION

**Bayport, Minnesota, United States**

## PRODUCT

**Autodesk® Seek**

# Exceptional product visibility

## Andersen Windows chooses Autodesk Seek to get its products in front of architects early in the design process

Because Autodesk Seek is the repository of components available from within Revit models, it's one of the best forums around to advertise our product portfolio.

—**Stephanie Mayerle**  
Marketing Manager, Commercial Segment  
Andersen Windows, Inc.



Image courtesy of Ryan Companies US, Inc.

### Introduction

Andersen Windows, Inc. is North America's largest manufacturer of windows and doors. The company was founded in 1903 by Dutch immigrant Hans Andersen and his family in Hudson, Wisconsin, where logs arrived via the St. Croix River. Andersen Corporation, its parent company, is headquartered in Bayport, Minnesota, and has about 9,000 employees in 20 locations around the world.

Andersen Windows has a long history of innovation and industry leadership. Today, Andersen continues to set the pace in the industry with offerings such as E-Series aluminum clad, A-Series composite clad, 400 Series vinyl clad, 100 Series composite, and Silver Line brand vinyl windows and doors.

### The challenge

Growing industry adoption of Building Information Modeling (BIM) is driving the migration of architects to 3D CAD platforms, where visualization, simulation, and enhanced analytics are altering the design process. To better meet

architects' changing needs, Andersen Windows was on the lookout for ways to support architects using BIM-compliant software, in particular, Autodesk® Revit® software, used widely across the design and construction process.

"Supporting BIM keeps us relevant," says Stephanie Mayerle, marketing manager for Andersen Windows' commercial segment. "We've had architects tell us how important Revit models are to their design process. We want to make it easy for architects to design with our products or we risk being overlooked."

### The solution

To better support BIM—and Revit users—Andersen Windows made the decision to put its products on Autodesk® Seek, a cloud-based, in-application service that enables designers to discover, preview, and download more than 60,000 building products and specifications from 400 manufacturers. Seek lets architects access rich, high-quality 3D models, 2D drawings, visual images, and product specifications from their desktop.

# Autodesk Seek makes it easier for architects to design with Andersen Windows products

“Autodesk Seek gives architects access to our building product information directly from their Revit models,” explains Mayerle, “making it simple for them to learn about our products early in the design process.”

## Unprecedented product visibility

Autodesk Seek comes integrated in Revit, as well as in Autodesk® AutoCAD® software—enabling design professionals to search and select building products directly from their applications while they are actively designing and looking for product information. Seek is also accessible directly at [seek.autodesk.com](http://seek.autodesk.com).

Revit and AutoCAD have millions of active users, so making product design files and specification data available through Autodesk Seek helps Andersen Windows broaden its market reach. In 2013, for example, even before the company began building out its presence on Autodesk Seek, there were more than 10,000 downloads of various Andersen Windows products.

“Because Seek is the repository of components available from within Revit models, it’s one of the best platforms around for advertising our product portfolio,” says Mayerle.



Image courtesy of Ryan Companies US, Inc.

## Early product lock-in

Seek doesn’t just increase the visibility of Andersen Windows products, it makes it simple for architects to embed those products directly into their designs right from Revit. Architects can now specify Andersen Windows products as part of their projects earlier than ever before.

“Autodesk Seek allows architects to easily incorporate Andersen Windows products into their designs. Andersen product attributes and call numbers are embedded in the designs, ensuring that our products are being used as early in the design process as possible, which enables an easy transition from design to specification and ultimately, purchase,” says Mayerle.

## Built-in quality

Seek helps to ensure content quality by requiring Revit families to pass a certification process. Products must meet strict BIM standards to be included on Seek.

“We love Autodesk Seek’s content standards,” says Mayerle. “They support Andersen Windows’ reputation for quality.”

## Compelling content and exceptional usability

Because Autodesk Seek offers a high-quality, intuitive user experience, Andersen Windows links to Seek pages from the [andersenwindows.com](http://andersenwindows.com) website, rather than spending time and money building out web pages for products it lists on Seek. And with Autodesk’s help, it’s been easy for the company to get its building product information on Autodesk Seek.

“Autodesk worked closely with us to ensure that all aspects of our content on Autodesk Seek align with the premium reputation of our brand. But even if we hadn’t been able to invest the time, Autodesk would have developed turnkey solutions for us,” Mayerle says. “We’ve only been using Autodesk Seek for a short time, but I’m already recommending it to others looking for a better way to get their products in front of architects.”

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— **Stephanie Mayerle**  
Marketing Manager, Commercial Segment  
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To learn more about Autodesk Seek’s solutions for manufacturers, visit [www.autodesk.com/seek](http://www.autodesk.com/seek) or contact us toll free at 844-GET-SEEK (844-438-7335).