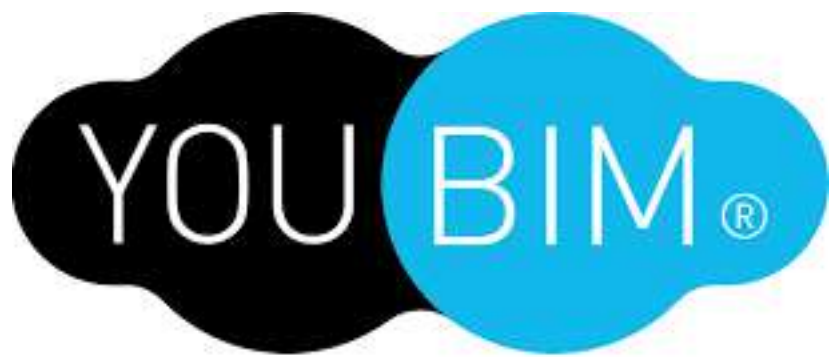


Case Study



BIM for FM. Simple.

**How Matech Studios Became YouBIM's
Trusted Technology Partner,
Transforming Their Vision into a
Scalable Product**

Client Background



YouBIM, a leader in Building Information Modeling (BIM) solutions for facilities management, was founded by industry veterans with deep expertise in the BIM industry. Their vision was to transform static BIM models, traditionally used during design and construction, into powerful operational tools for facilities maintenance and management. However, while the founders excelled in BIM, they quickly realized that software development required a different skill set.



After struggling with an entirely in-house development approach, YouBIM sought a **trusted technology partner** to handle the software side of their solution. Since 2022, Matech Studios has not only supported YouBIM in building a scalable software platform but also **expanded its capabilities** by integrating with industry-leading platforms like Autodesk and IBM Maximo. Over time, Matech Studios became YouBIM's sole technical team, responsible for driving innovation in their groundbreaking product.



The challenges



Expertise in BIM, Not Software Development

YouBIM's leadership excelled in BIM services but lacked experience building scalable software products. Their in-house development struggled with hiring, engineering best practices, and scaling to meet product demands.



Fragmented Development Teams

Working with a combination of in-house staff, third-party providers, and Matech engineers caused coordination issues. Communication silos slowed development and made quality control difficult.



Focus Was Split Between Business and Technology

Leadership needed to focus on customer growth and expanding BIM services. Managing the tech side was a distraction and stretched their resources thin.



Scaling to Retain and Grow Customers

With a growing user base, YouBIM had to scale its product quickly, deliver regular updates, and ensure seamless integrations with platforms like Autodesk and IBM Maximo to stay competitive.

The solution

Matech Studios became YouBIM's trusted technology partner, delivering the leadership and expertise needed to turn their vision into a scalable, market-ready product. By aligning the tech roadmap with business goals and enabling seamless integrations, Matech Studios empowered YouBIM to focus on what they do best: BIM innovation.

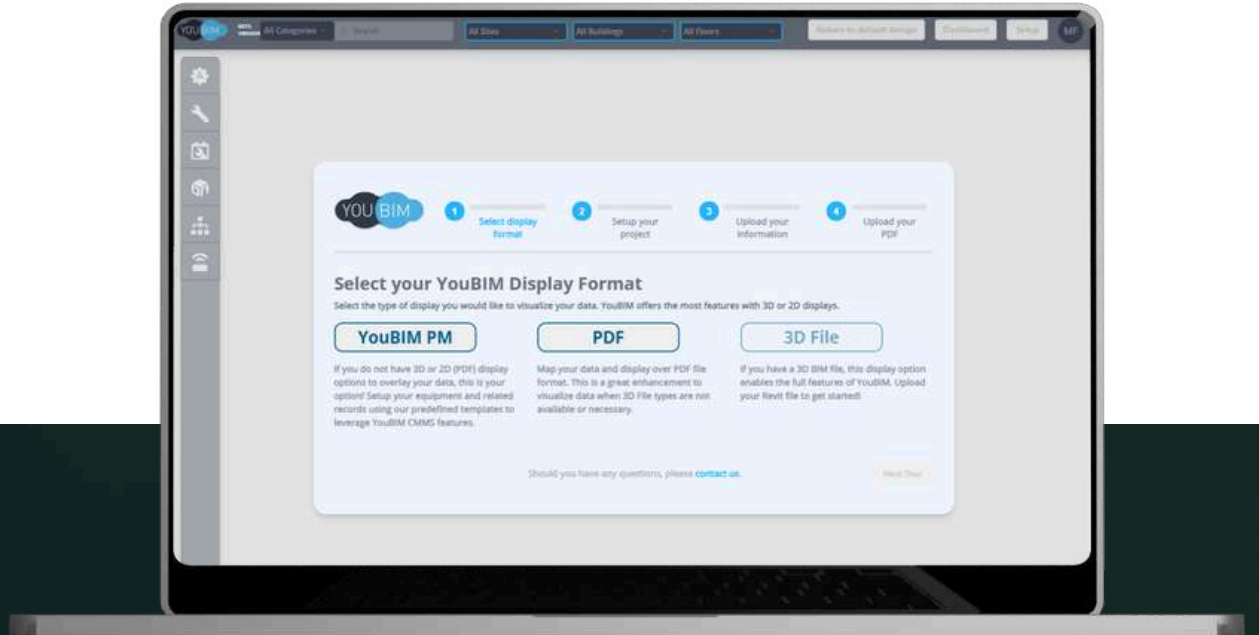
<p>Phase 1</p> <p>Staff Augmentation (2022)</p>	<p>Matech Studios initially provided software engineers and QA specialists to strengthen YouBIM's existing team. During this phase, they introduced best practices in agile development, automated testing, and collaboration, laying the groundwork for a more efficient and scalable process.</p>
<p>Phase 2</p> <p>CTO Fractional Services and Expanded Team (2023)</p>	<p>YouBIM then entrusted Matech Studios with fractional CTO services, taking ownership of their technology strategy and execution.</p> <p>Key contributions included:</p> <ul style="list-style-type: none"> ☑ Defining product architecture and ensuring scalability ☑ Expanding the engineering and QA teams ☑ Upskilling the team with coaching and best practices ☑ Allowing leadership to focus on business growth
<p>Phase 3</p> <p>Full Technical Team Ownership (2024)</p>	<p>By 2024, Matech Studios provided YouBIM's entire technical team, including:</p> <ul style="list-style-type: none"> ☑ Fractional CTO Leadership ☑ Tech Lead for day-to-day operations ☑ Software Engineers and QA Specialists handling all development <p>YouBIM retained only their Product Owner and UX/UI Designer, ensuring tight alignment between business priorities and product development.</p>

Key integrations



These integrations positioned YouBIM as a comprehensive solution bridging design, construction, and operations.

Key Outcomes



100% Ownership of Technical Team by Matech Studios

Matech Studios now provides all technical resources, including leadership roles.



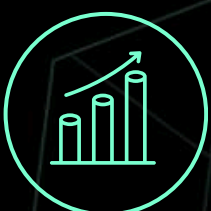
Improved Feature Delivery Time

Accelerated development cycles due to streamlined workflows and a cohesive team.



Seamless Integrations

Enabled interoperability with Autodesk and IBM Maximo, enhancing customer satisfaction and retention.

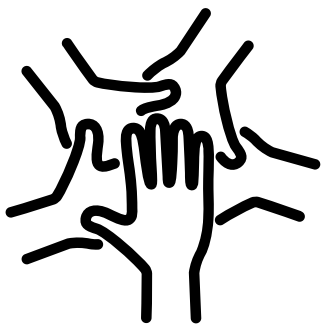


Business Focus

The CEO and leadership team were able to dedicate more time to growth and client acquisition.

The Results

What Changed for YouBIM?



A Fully Outsourced Technical Team

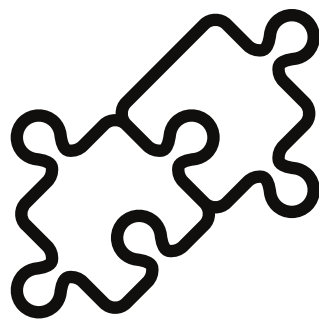
Matech Studios' cohesive team eliminated inefficiencies, improved communication, and boosted productivity. No more fragmented teams.

Focus on Core Strengths

With Matech handling the software, YouBIM's leadership could focus on growing their business, strengthening customer relationships, and expanding their BIM services.

Scalable, Agile Product Development

Matech's agile processes delivered faster features, higher code quality, and a scalable product capable of supporting YouBIM's growing user base.



Seamless Integrations with Industry Leaders

Integrations with Autodesk and IBM Maximo expanded YouBIM's value, making them a strategic partner for companies moving toward BIM-driven operations.

Client testimonial



— Flor Castro,
CEO, YouBIM



"Working with Matech Studios has been essential to our growth, structure, and professionalization. We always feel they have our best interests at heart, providing the flexibility to adjust the team and roles as needed. Pato and his team not only bring the talent to make our vision a reality but also constantly contribute new ideas. More than just a provider, they have become an extension of our team, and working with them is truly a pleasure."

Conclusion

YouBIM's success story demonstrates the value of a strategic tech partner. Matech Studios delivered leadership, scalability, and seamless integrations that empowered YouBIM to focus on its core strengths.

If you're looking for a trusted partner to handle your software product development, we're here to help.

Looking to scale your software product?

Let Matech Studios help you get there.

[Contact us today!](#)