

MEDIA RELEASE

October 21, 2014

For immediate release:

Business Advantage Analyzes CAD Trends for Plant and Process Specialist CADshare

The CAD industry research specialist [Business Advantage Group](#) re-analyzed its [CAD Trends 2014 Survey](#) for Plant and Process industry focused software developer CADshare.

CADshare empowers geographically distributed engineering teams to work together as if they were located in the same building. Chris Acheson, Founder and CEO at [CADshare](#) said, “Our vision at CADshare is to enable Plant & Process project teams to work together in collaborative ways by leveraging new technologies. Developing a unique product like this is a high risk proposition, and validated customer insights are of utmost importance for us. We are building a deep understanding of what our customers need through direct engagement with the market, but we wanted to further validate our understanding on a larger scale. That’s where Business Advantage came in. I saw their CAD Trends 2014 Survey and approached them to drill down into the Plant and Process market for us. They reacted quickly, and provided insightful commentary along with well-presented data – adding real value to our understanding of future trends in the market. We saw further validation of our own data, and also some new opportunities that we can look at in more detail. BA know the industry, know the market and know how to bring it all together into an insightful package with real value.”

Chris Turner, CEO/Managing Director of Business Advantage said, “We are delighted to assist CADshare in this way. Knowing about your target market trends is vital for future planning of any business. Our annual CAD Trends survey is designed to assist CAD, CAM, CAE, PDM and PLM software companies with their planning for this year and beyond. We are currently preparing the CAD Trends 2015 Survey and will by the end of November publish the high level results. As previously the public report will be high level but many deeper insights will be available from the full data set. Anyone, like CADshare, interested in more detailed analysis of the data, for example by region, industry or CAD software vendor should contact us.”

Business Advantage’s team of specialist researchers has undertaken B2B market research and consulting in highly technical fields worldwide and has successfully completed over 1,200 assignments for information and communications technology clients in over 100 countries, spanning five continents.

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Notes for Editors

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Business Advantage: Formed in 1992, **Business Advantage** is a B2B market research, business development and marketing consulting practice operating in the global IT, Digital Communication and Telecommunications sectors. Their team of specialist researchers has undertaken B2B market research on a worldwide basis and has completed assignments for information and communications technology clients in over 100 countries, spanning five continents.

Business Advantage provides a wide range of services to many leading international companies, including **3M, Autodesk, Canon, Dell, HP, Infor, IBM, Intel, Lexmark, Microsoft, Oracle, SAP, Sony, Sophos, Xerox** and many others.

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