

MEDIA RELEASE

June 4, 2015

For immediate release:

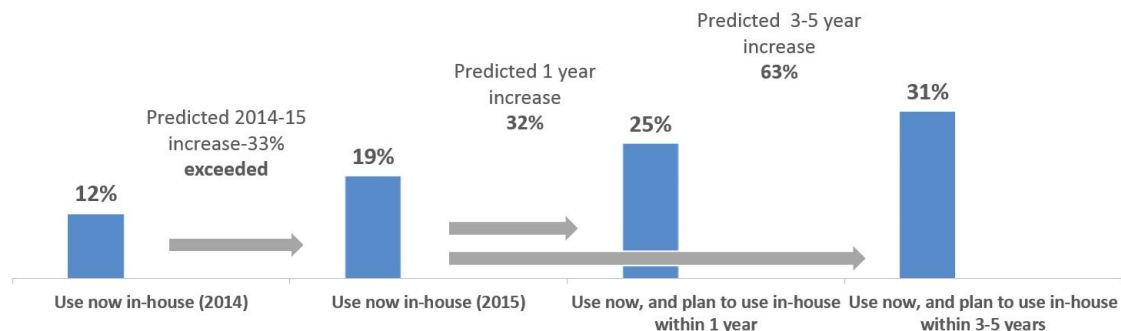
The Business Advantage Group's Worldwide CAD Trends 2015 Results

Concurrent Engineering Trend

32% Growth Anticipated in Year Ahead, 63% within 5 Years

The IT, software and telecom industry research specialist, The [Business Advantage Group](#) recently announced the results of its [Worldwide CAD Trends 2015 Survey](#) and this week announced more details specific to the Concurrent Engineering trend.

Concurrent Engineering Usage & Growth



“These survey results are based on 635 responses from CAD users, Designers, Engineers, Professionals including managers and senior executives worldwide. Concurrent Engineering through CAD collaboration, defined as multiple users working on a single model in real time, is currently used by 19% (up from 12% last year) of survey respondents. It is the 5th most important of the 14 trends studied and moved up from 6th place last year. Predicted growth is 32% this year and 63% over the next 3-5 years.” said Chris Turner, CEO/Managing Director of Business Advantage.

Concurrent Engineering Usage is higher in medium sized companies (23%) than in large companies (20%) or small companies (13%) and highest in North America (24%) compared to EMEA (16%) or APAC (12%). Awareness of Concurrent Engineering varies between 30% in small companies and 44% in large and medium sized companies.

“There is further indication in the survey of greater growth potential - a further survey question asked what collaboration, data and information management tools respondent’s use? The answers indicate that the leading software tools by market share (current usage for these purposes) are:

- Windchill 10% (mainly in manufacturing, 49% of PTC CAD users also use Windchill)
- Design Review 10% (mainly in AEC, 16% of Autodesk users also use Design Review)
- Teamcenter 10% (mainly in manufacturing, 56% of Siemens CAD users also use Teamcenter)
- Navisworks 9% (mainly in AEC, 14% of Autodesk users also use Navisworks)
- Vault 7% (mainly in AEC, 11% of Autodesk users also use Vault)
- ProjectWise 7% (mainly in AEC, 41% of Bentley users also use ProjectWise)
- Enterprise PDM 4%(mainly in AEC, 11% of Dassault users also use Enterprise PDM)
- Buzzsaw 4% (mainly in AEC, 6% of Autodesk users also use Buzzsaw)

The highest market share is just 10% and there is no clear market leader! Also, in answer to this question 33% selected either “Do not use any” and 12% selected “Don't know/cannot say”. Looking more deeply, the “Do not use any” answer varies greatly by company size - 15% in large, 32% in medium, 51% in small. It appears therefore there is significant opportunity in the CAD collaboration niche for developers including within their own CAD user bases.

The Worldwide CAD Trends 2015 Survey Report is a high level report and many deeper insights are available from the full data set. If you are interested in more detailed analysis/insights, for example by region, industry or software vendor, then please feel free to contact us.

Notes for Editors

For press and media enquiries, please contact:

UK & EMEA: Chris Turner, CEO/Managing Director, Email: chris.turner@business-advantage.com or by phone on +44 (0) 01689 873636

Americas & APAC: Bill Gordon, VP Business Development, Email: bill.gordon@business-advantage.com or by phone on +1 650 558 8870

Business Advantage: Formed in 1992, **The Business Advantage Group** 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 and consultants



has undertaken over 1,200 B2B market research and consulting projects 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 marketing 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.

Follow Business Advantage:

[Website](#)

[Twitter](#)

[LinkedIn](#)

[YouTube](#)

[Facebook](#)

[Google+](#)

Or contact Chris Turner, CEO/Managing Director by email on chris.turner@business-advantage.com or by phone at +44 (0)1689 873636 (UK and EMEA) or Bill Gordon, VP Business Development by email on bill.gordon@business-advantage.com by phone at +1 650 558 8870 (Americas and Asia Pacific).

All brand names, product names, or trademarks belong to their respective holders