

MEDIA RELEASE

August 27, 2015

For immediate release:

The Business Advantage Group's Worldwide CAD Trends 2015 Results

How Best to Reach CAD Decision Makers, Managers and Users?

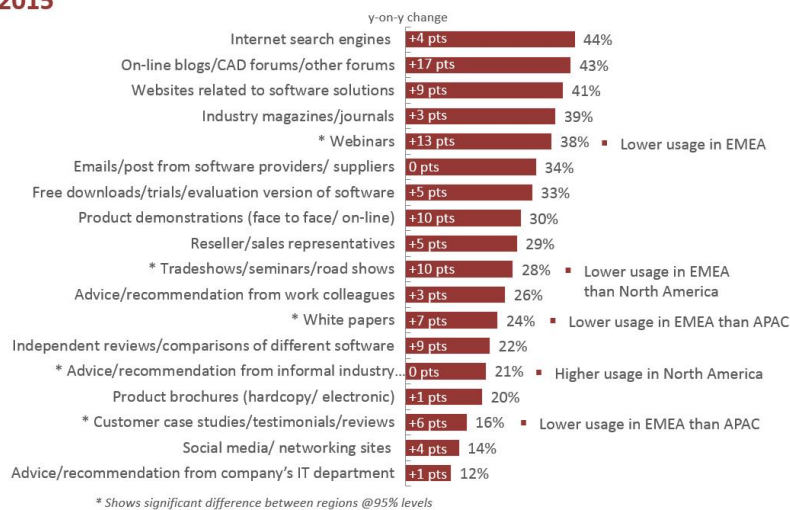
- Each Group has Different Preferences for Staying Up-to-Date with CAD -

The IT, software and telecom industry research specialist, The [Business Advantage Group](#) this week announced more details, from its [Worldwide CAD Trends 2015 Survey](#), specific to CAD user's and manager's preferences for staying up to date with the latest CAD industry developments.

The survey results are based on responses from CAD users, Designers, Engineers, Professionals including managers and senior executives. For CAD professionals it's interesting to know peer preferences but for CAD suppliers it is vital to know target audience preferences for staying up to date in order to best plan effective marketing.

Popular Sources of Information on CAD Software

CAD TRENDS 2015



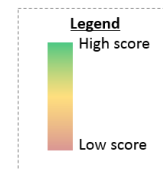
The above chart has already been published in the full results and shows consolidated results for all job types. Looking in more detail, in order to compare results across segments revealed that Senior Decision Makers, Middle Management and CAD Users use different sources of information to keep up to date with the latest developments in the CAD industry.

All three groups use internet search engines as their most popular source of CAD information. Of course, search engines are more a method of finding information rather than a source of information but this emphasizes the huge importance of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) for all suppliers of CAD systems, software and services.

Popular Sources of Information CAD Software by Job Function

CAD TRENDS 2015 - Senior Decision Maker's use of Information Sources vs. Mid Management vs. User

Popular Sources of Information CAD Software based on 528 respondents who answered this question	Senior Decision Makers (n=23 caution low base)	Mid Management (n=262)	Users (n=243)
Internet search engines (Google, MSN, Bing, etc.)	52%	47%	41%
Webinars	39%	35%	32%
White papers	39%	20%	17%
Industry magazines/journals	35%	42%	38%
Websites related to software solutions	30%	40%	40%
On-line blogs/CAD forums/other forums	30%	39%	33%
Emails/post from software providers/ suppliers	30%	32%	33%
Reseller/sales representatives	26%	31%	23%
Tradeshows/seminars/roadshows	26%	31%	19%
Advice/recommendation from work colleagues	26%	30%	21%
Product demonstrations (face to face/ on-line)	26%	30%	17%
Customer case studies/customer testimonials/customer references/customer reviews	26%	14%	9%
Free downloads/trials/evaluation version of software	22%	34%	28%
Advice/recommendation from other informal contacts in the industry	22%	24%	14%
Product brochures (hardcopy/ electronic)	22%	21%	16%
Social media/ networking sites	22%	15%	11%
Independent reviews/comparisons of different software	17%	21%	21%
Advice/recommendation from company's IT department	9%	13%	10%



“Thereafter mid. management and CAD users have similar top preferences but senior decision makers (though interpret these with caution as we have a much smaller sample size for this group) indicate somewhat different preferences,” said Chris Turner, CEO/Managing Director of The Business Advantage Group.

HIGHEST RANKING PREFERENCES OF INFORMATION SOURCES BY JOB FUNCTION

	Senior Decision Makers	Mid. Management (inc. CAD Mgrs)	CAD Users
1	Internet search engines	Internet search engines	Internet search engines
2	Webinars	Industry magazine/journals	Industry magazine/journals
3	White papers	Software solution websites	Software solution websites
4	Industry magazine/journals	Blogs/CAD forums	Blogs/CAD forums
5	Software solution websites	Webinars	Mail/email from suppliers

“It’s equally important to know which sources of CAD information are less likely to be preferred and hence least likely to be effective in reaching each target group.”

LOWEST RANKING PREFERENCES OF INFORMATION SOURCES BY JOB FUNCTION

	Senior Decision Makers	Mid. Management (inc. CAD Mgrs)	CAD Users
13	Free trials	Software reviews	Product demos/white papers
14	Recommendations	Product brochures	Product brochures
15	Product Brochures	White papers	Recommendations
16	Social media	Social media	Social media
17	Software reviews	Case studies	IT Department advice
18	IT Department advice	IT Department advice	Case studies

It is especially interesting to review the larger differences between the preferences of these groups, the popularity of different media across regions and trends year over year in comparison to the 2014.

- White papers are the 3rd preference at 39% of senior decision makers but 15th preference at 20% for mid. management and 13th at only 17% for CAD users
- Case studies ranked 12th at 26% for senior managers but 17th at only 14% for mid. management and 18th at only 9% for CAD users.
- Across regions webinars have lower use in EMEA, perhaps because of languages
- Tradeshows, seminars and road shows have lower usage in North America
- White Papers and Case Studies have higher usage in APAC than in EMEA
- Year over year online blogs/CAD Forums/Other Forums have seen the biggest gain in usage, followed by Webinars

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 CAD managers' preferences by region, industry or software vendor, then please feel free to contact us.

Notes for Editors

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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.

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