

## MEDIA RELEASE

May 7, 2015

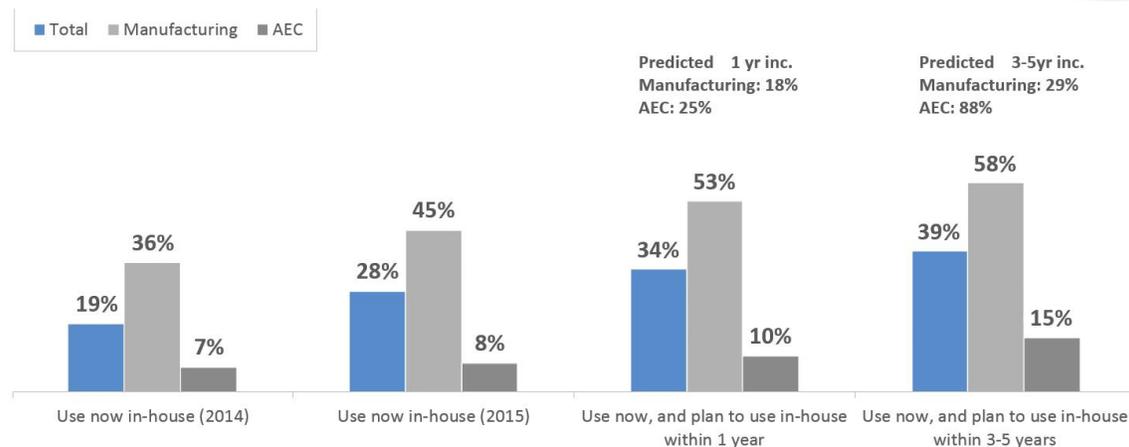
For immediate release:

### The Business Advantage Group's Worldwide CAD Trends 2015 Results

#### PDM and PLM both growing well

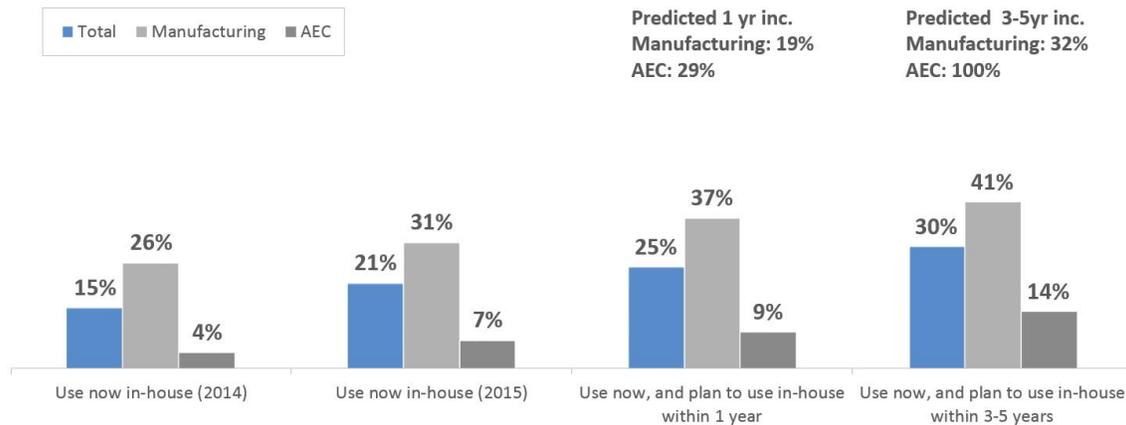
The IT, software and telecom industry research specialist, The [Business Advantage Group](#) recently announced the results of its annual [Worldwide CAD Trends 2015 Survey](#), and today released more details specifically around two of the top trends - PDM and PLM.

## Product Data Management (PDM) Key Sectors



“PDM (Product Data Management) is the second most important trend in our annual CAD Trends Survey with year over year (2014 to 2015) increases in Importance, from 6.5 to 7.4 (mean), in Awareness, from 33% to 47%, and in Usage, from 19% to 28%. There is higher usage in large companies (40%) compared to medium (30%) or small (15%) companies but significantly lower usage in AEC and Government than other sectors. Future predicted Usage across all sectors is 28% this year, growing to 39% over the next 3-5 years. This average conceals that the Manufacturing sector will continue to dominate PDM usage and is predicted to reach 58% Usage in 3-5 years (see PDM Sector growth chart). AEC usage of PDM is predicted to almost double to 15% in the next 3-5 years, though this is from a low base level,” said Chris Turner, CEO/Managing Director of Business Advantage.

## PLM by Key Sectors



PLM (Product Lifecycle Management) is the third most important trend with year over year (2014 to 2015) increases in Importance, from 6.2 to 6.7, in Awareness, from 34% to 46%, and in Usage, from 15% to 21%. PLM also has higher current usage in large companies (38%) than medium companies (19%) or small (8%). Similar to PDM, PLM is a growth area in today's market. The Manufacturing sector dominates usage of PLM which is predicted to grow by 32% in the next 3-5 years. However and very interestingly, AEC usage of PLM is expected to double in the next 3-5 years (though this is from a low base). In market share terms Siemens' Teamcenter (29%) and PTC Windchill (26%) are the leading products in use. Though order of importance varies slightly by size of company, PLM users perceive the main benefits of PLM to be:

- Savings on design time (57%)
- Design improvements (52%)
- Faster time to market (40%)
- Cost savings (37%).

Conclusions and recommendations for PDM and PLM software vendors:

1. There is strong growth potential in both PLM and PDM. PDM and PLM Awareness over all sectors at 47% and 46% respectively are very similar, Importance at 7.4 and 6.7 respectively are close enough that they are adjacent in 2<sup>nd</sup> and 3<sup>rd</sup> places. PDM Usage at 28% leads PLM Usage at 21% by a wide margin. In the Manufacturing sector in particular, PDM and PLM Awareness is 64% and 57% respectively, Importance is 7.5 and 7.1 respectively. PDM Usage at 45% leads PLM Usage at 35% by an even wider margin.
  - PDM Usage is forecast to increase from 45% to 58% in 3-5 years

- PLM Usage is forecast to increase from 31% to 41% in 3-5 years
2. Large companies use both PDM and PLM, Usage is 40% and 38% respectively but the smaller the company the more likely they are to use PDM rather than PLM. In medium sized companies PDM Usage (30%) is 58% higher than PLM Usage (19%) in small companies PDM Usage (15%) is 88% higher than PLM Usage (8%).

The annually published Worldwide CAD Trends Report is a high level summary of insights gained from the data gathered in the annual CAD Trends Survey. If you are interested in a more detailed analysis or insights, such as information on a specific trend by region, industry or software vendor, then please feel free to contact us for more information.

### **Notes for Editors**

#### **For press and media enquiries, please contact:**

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

**Americas & APAC:** Bill Gordon, Email: [bill.gordon@business-advantage.com](mailto: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](mailto: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](mailto: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