

MEDIA RELEASE

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For immediate release:

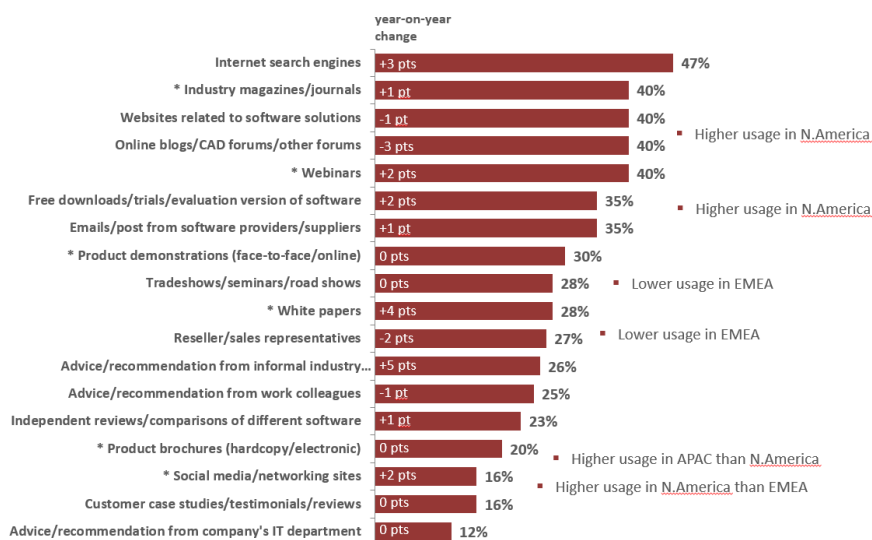
The Business Advantage Group's Worldwide CAD Trends 2016 Results How CAD Decision Makers and Users Value Different Sources of Information?

- 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 2016 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 and 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 their target audience's preferences for staying up to date – in order to plan effective marketing.

Popular Sources of Information on CAD Software



Overall, usage of information sources in 2016 has remained stable from 2015, after increases in 2014. The above chart has already been published in the full results and shows consolidated results for all job types – but favoured media differs considerably by job title, therefore marketing to reach senior managers, CAD managers or engineers should use different strategies. Similarly, different preferences are seen within industry sector, again requiring different approaches.

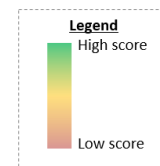
All three job function groups use internet search engines as their most popular source of CAD information. Of course, search engines are more a method of finding information rather than a source of information but this emphasizes the huge importance of Search Engine Optimization (SEO) and Search Engine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

Popular Sources of Information on CAD Software by Job Function



CAD TRENDS 2016 - Senior Decision Makers' use of Information Sources vs. Mid Management vs. User

| Popular Sources of Information CAD Software based ON 610* respondents who answered this question | Senior Decision Makers (n=25 caution low base) | Mid Management (n=254) | Users (n=307) |
|--|--|------------------------|---------------|
| Internet search engines (Google, MSN, Bing, etc.) | 52% | 47% | 46% |
| Websites related to software solutions | 48% | 45% | 36% |
| Webinars | 44% | 39% | 36% |
| Industry magazines/journals | 44% | 44% | 39% |
| On-line blogs/CAD forums/other forums | 40% | 44% | 37% |
| Free downloads/trials/evaluation version of software | 36% | 37% | 36% |
| Tradeshows/seminars/roadshows | 36% | 30% | 23% |
| Advice/recommendation from work colleagues | 36% | 28% | 22% |
| Emails/post from software providers/ suppliers | 32% | 38% | 31% |
| Independent reviews/comparisons of different software | 28% | 32% | 19% |
| White papers | 28% | 28% | 25% |
| Product brochures (hardcopy/ electronic) | 28% | 24% | 19% |
| Reseller/sales representatives | 24% | 32% | 22% |
| Social media/ networking sites | 20% | 19% | 15% |
| Product demonstrations (face to face/ on-line) | 16% | 30% | 28% |
| Customer case studies/customer testimonials/customer references/customer reviews | 16% | 17% | 12% |
| Advice/recommendation from other informal contacts in the industry | 12% | 30% | 21% |
| Advice/recommendation from company's IT department | 8% | 16% | 9% |



*24 gave "other" job title -- not coded in these groups

"For vendors it is obviously very important to know which sources of CAD information are preferred by different audiences so they can most effectively in reach each target group," 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 |
|-----------|-------------------------------|------------------------------------|----------------------------------|
| Highest ↑ | Internet search engines | Internet search engines | Internet search engines |
| | Websites for s/ware solutions | Websites for s/ware solutions | Industry magazine/journals |
| | Industry magazine/journals | Industry magazine/journals & Blogs | Blogs/CAD forums |
| | Blogs/CAD forums | Blogs/CAD forums | Websites, webinars & trials |
| | Webinars | Webinars | Mail/email from s/ware suppliers |

LOWEST RANKING PREFERENCES OF INFORMATION SOURCES BY JOB FUNCTION

| | Senior Decision Makers | Mid. Management (inc. CAD Mgrs) | CAD Users |
|----------|--|--|---|
| Lowest ↓ | Product brochures, reviews, white papers | Recommendations from informal contacts | Resellers/Sales Reps. & recommendations |
| | Resellers/Sales Reps. | White papers and recommendations from work | Advice from industry contacts |
| | Social Media | Product brochures | Product brochures & reviews |
| | Case studies & product demos | Social media | Social media |
| | Advice from industry contacts | Case studies | Case studies |
| | IT Department advice | IT Department advice | IT Department advice |

The Worldwide CAD Trends 2016 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.

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