

**Topic:**  
CAD & PDA

## CAD in the UK

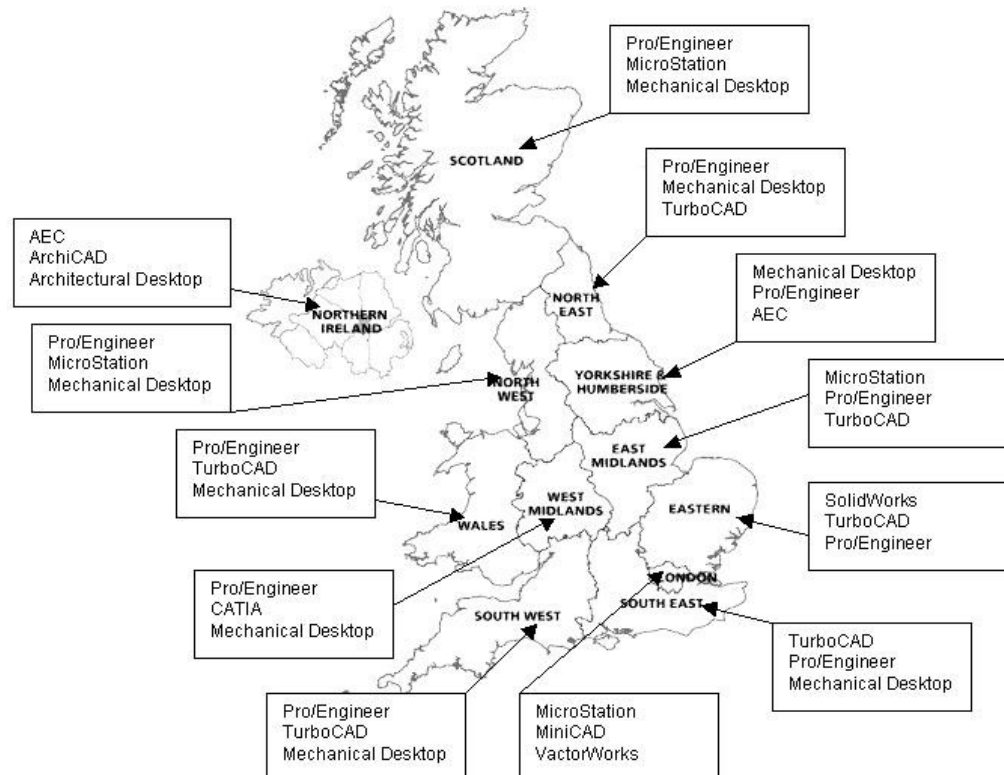
### A look into the ongoing debate into these two areas

*iCAD is produced by Business Advantage, a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunication sectors.*

This article is designed to try and look at regional differences in the usage of different CAD packages. Taking our database of 22,405 CAD sites in the UK, Business Advantage split this into regions, and then plotted the regional picture of CAD usage across the country.

When the analysis is based on the number of CAD using sites, AutoCAD and AutoCAD LT are the top two brands in all regions, with significantly more coverage than any other package. However, looking at the next three brands mentioned reveals some interesting trends – particularly within the M25 region and Northern Ireland, where very different brands emerge. The notations on the map below exclude AutoCAD and AutoCAD LT and just show brands in penetration places 3, 4 and 5.

#### CAD Sites — 'Next Three'

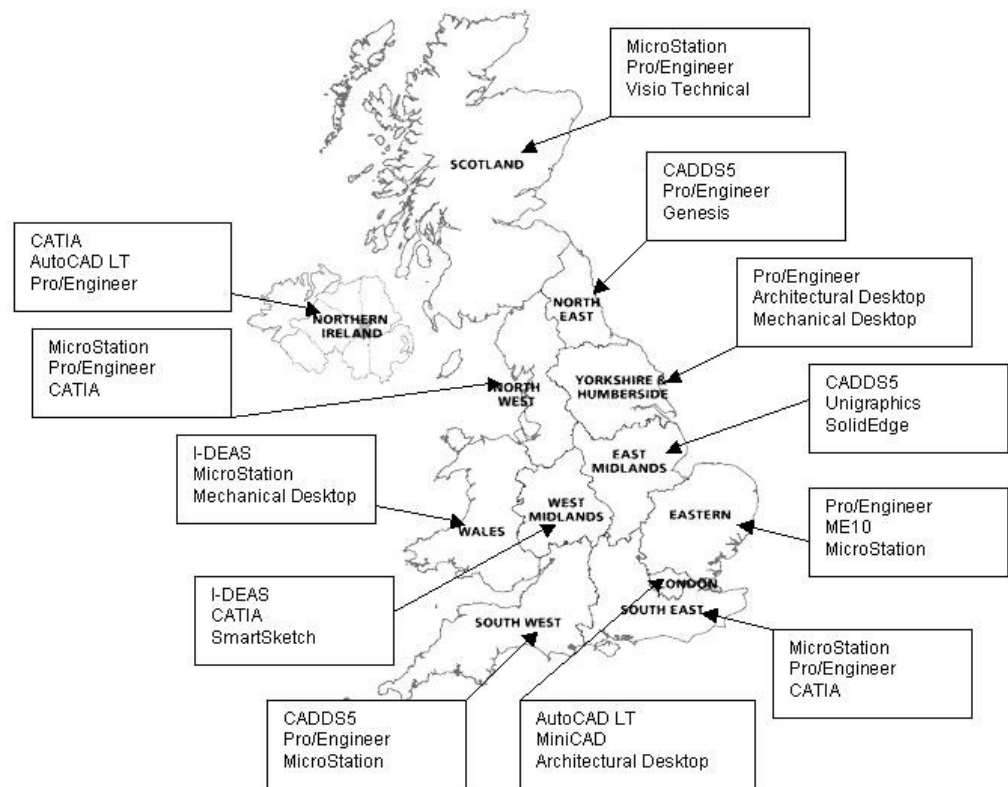




Summer 2003

This analysis can also be run on the basis of the number of CAD seats. In this instance, AutoCAD and AutoCAD LT maintain their strong position, except in Northern Ireland – here both CADSTAR and CATIA score higher levels of usage than AutoCAD LT. One other exception is the London / M25 region, where MicroStation pushes AutoCAD LT into third place. The trend for the “next 3” packages used is also significantly more disparate when seats rather than sites are considered – demonstrating how one large company can sway the overall usage for the region.

### CAD Seats — ‘Next Three’



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