

Topic:
MCAD &
CAD/CAM Market
Statistics

Subscription Views

What proportion of UK CAD/CAM mechanical engineering sites has considered CAD software subscription, and how many are interested?

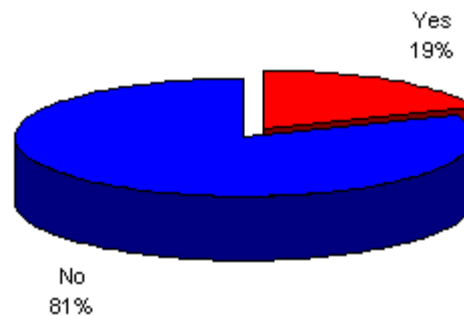
iCAD is produced by Business Advantage, a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunication sectors.

The progress of Autodesk's subscription programme in Europe this year will be a matter of keen interest to other vendors looking to create regular revenue streams. To gauge the attitudes to this option at CAD using sites in the UK mechanical engineering sector, we interviewed managers of CAD/CAM related functions at 162 sites that are not currently signed up to a subscription programme for their CAD/CAM software.

Benefit Considerations

Nineteen per cent of our sample (all of whom are purchasing CAD software and upgrades in the traditional way) said they have looked into the benefits of paying via a subscription programme. This group is likely to include a high proportion of Autodesk customers who have had this option offered to them by their dealers/resellers.

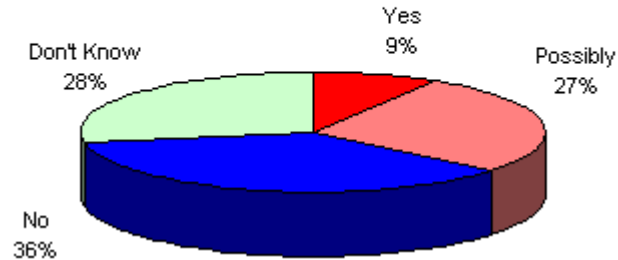
Have You Considered The Benefits Of Software Subscription?



Upgrade Decisions

When the basic concept of subscription was explained to them, nearly one in ten of the managers at sites that purchase/upgrade CAD in the traditional way said they would definitely be interested in switching to a subscription programme (this group includes a mixture of Autodesk customers, and those of other vendors not yet offering this option). Just over a quarter said it's possible that they would, and the same proportion didn't know one way or the other. Just over a third are not interested.

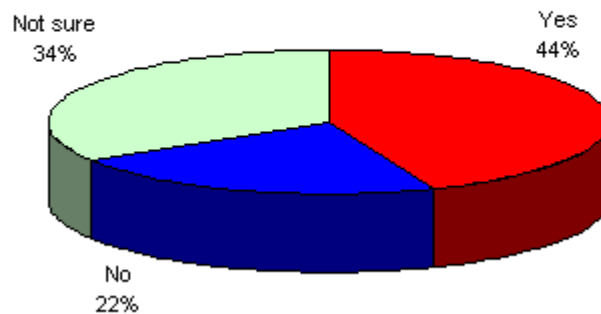
Would You Take Up A Subscription Option When Upgrading Your CAD Software?



Purchase Value

Less than one in five have considered the subscription option, so for the majority, attitudes towards it are not well informed. How then do the bulk of CAD managers who purchase software and upgrades feel about the overall cost-effectiveness of this option? Just under half (44%) feel that the 'traditional' means of purchasing software and upgrades is a cost-effective one; 22% feel it isn't, and a third are unsure one way or the other.

Is Purchasing CAD & Upgrades A Cost-Effective Process?



Conclusion

Over 80% of our sample have not considered the benefits of subscription - in many cases simply because this option is not available to them. Conclusions on their views must be drawn with caution, as a more complex survey would be required to probe fully into attitudes to the various features of a subscription programme. However, we can simply say that one in ten CAD managers in the mechanical engineering sector are definitely interested in switching to a subscription programme, and a further quarter are open to the idea.

What we haven't done here is provided a breakdown of the attitudes of customers of specific vendors. This is vital information for any vendor planning to implement a subscription programme, both to assess how to tackle barriers to change, and predict likely revenue flows from such a move.

If you need to know more about the attitudes, awareness and intentions within your target markets, find out how Business Advantage's [market research services](#) can provide the solution. If you'd like to discuss how best to meet your market intelligence needs for domestic or international markets, call Business Advantage on +44 (0)1689 873636, or e-mail us at info@business-advantage.com.