MEDIA RELEASE

June 11, 2015

For immediate release:

The Business Advantage Group's Worldwide CAD Trends 2015 Results
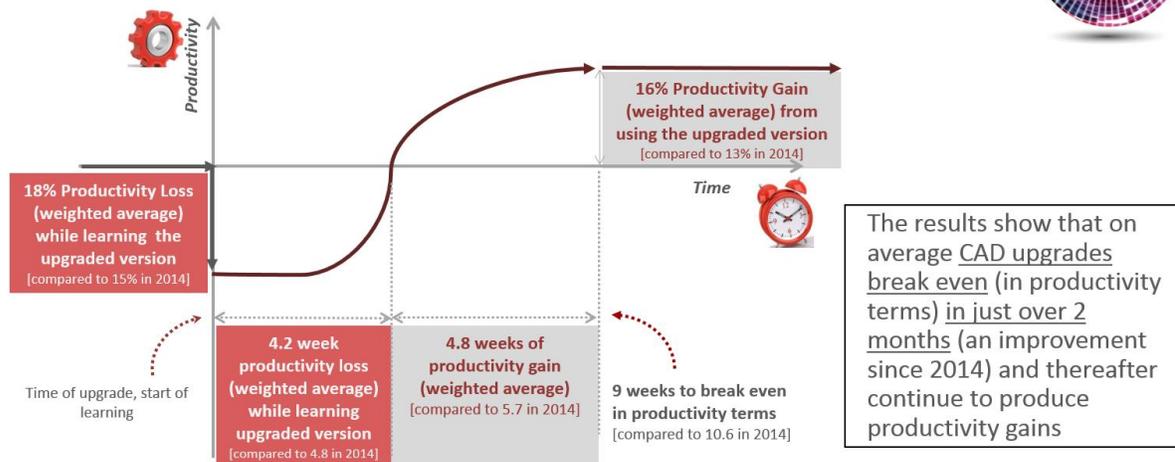
CAD Software Upgrades Deliver Real Business Value

Upgraders see 16% Productivity gain within 2 months

The IT, software and telecom industry research specialist, The Business Advantage Group recently announced the results of its Worldwide CAD Trends 2015 Survey and this week announced more details specific to software upgrades during the last year.

"These survey results are based on responses from CAD users, Designers, Engineers, Professionals including managers and senior executives. Just over half of those surveyed had upgraded, changed or added to their CAD software in the last 12 months. To determine the business value of software upgrades to users we asked some or all of these productivity questions.

1. Was there a temporary loss of productivity soon after implementing or upgrading your CAD software?
2. What was the loss of productivity soon after implementing or upgrading your CAD software?
3. For how long did the loss of productivity last?
4. Once your company learned the new software what productivity increase have you achieved over the previous way you worked?

Value in Software Upgrades?

16% Productivity Gain (weighted average) from using the upgraded version [compared to 13% in 2014]

18% Productivity Loss (weighted average) while learning the upgraded version [compared to 15% in 2014]

Time of upgrade, start of learning

4.2 week productivity loss (weighted average) while learning upgraded version [compared to 4.8 in 2014]

4.8 weeks of productivity gain (weighted average) [compared to 5.7 in 2014]

9 weeks to break even in productivity terms [compared to 10.6 in 2014]

The results show that on average CAD upgrades break even (in productivity terms) in just over 2 months (an improvement since 2014) and thereafter continue to produce productivity gains

"The good news is that those who upgraded their CAD software during the last year, on average, saw a 16% productivity gain attained, on average, within 9 weeks of upgrading (for comparison, in 2014, the average gain was 13% achieved in 10.6 weeks)," said Chris Turner, CEO/Managing Director of Business Advantage. "26% acknowledge temporarily losing productivity during the upgrade process, the average loss while learning the upgraded version was 18% and this lasted an average of 4.2 weeks (for comparison, in 2014, the average loss was 15% and it lasted for 4.8 weeks). Based on the survey findings, both users and software vendors are getting better at managing the upgrade process to higher levels of productivity in less time. We can therefore conclude that CAD software upgrades are delivering a net productivity gain and hence real business value."

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 by region, industry or software vendor, then please feel free to contact us.

Notes for Editors

For press and media enquiries, please contact:

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

Americas & APAC: Bill Gordon, Email: 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, Managing Director by email on 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 by phone at +1 650 558 8870 (Americas and Asia Pacific).