

## **MEDIA RELEASE**

**April 24, 2014**

**For immediate release:**

### **Business Advantage Worldwide CAD Trends Survey – Are CAD Upgrades Delivering Real Business Value?**

#### **66% Saw No Loss of Productivity during the Upgrade Process**

The IT, software and telecom industry research specialist [Business Advantage Group](#) announced its [2014 Worldwide CAD Trends Survey](#) last week and this week announced more details specific to software upgrades during the last year.

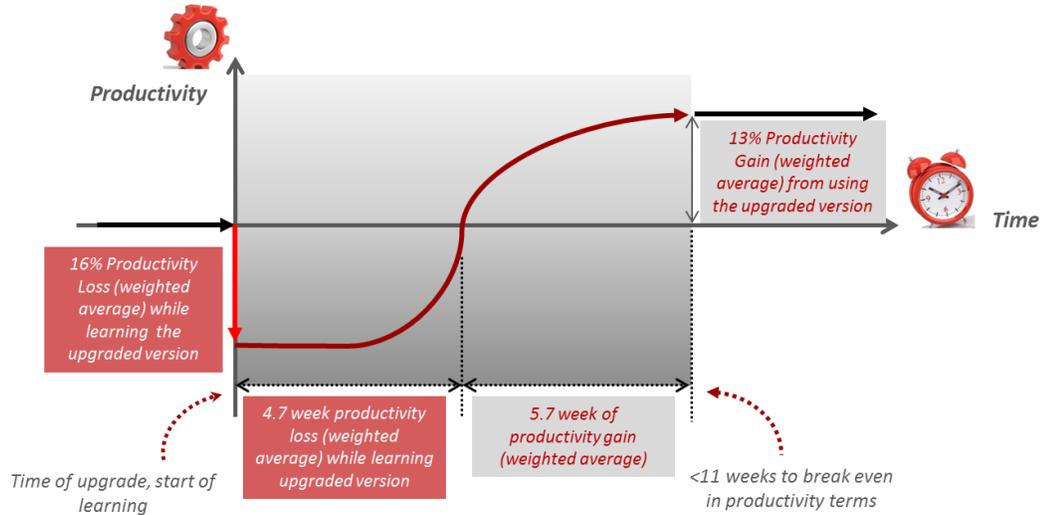
Just over half of those surveyed had upgraded, changed or added to their CAD software in the last 12 months. To determine the business value of software upgrades to users we asked this series of questions around productivity during transition.

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?

“The good news is that 66% saw no loss of productivity during the software upgrade process that took place during the last 12 months” said Chris Turner, CEO/Managing Director of Business Advantage. “For those who lost productivity, the loss while learning the upgraded version was 16% and this lasted around 4 to 5 weeks. Subsequently they gained 13% in productivity using the upgraded version and recouped their loss within 11 weeks to break even in productivity terms. Based on the survey findings, two thirds lose no productivity during the upgrade process and the one third that do lose productivity regain it in less than 3 months and thereafter gain even higher productivity. Therefore we can conclude that CAD software upgrades are delivering a net productivity gain and hence real business value.”

## Is there Value in Software Upgrades?

Just over half of those surveyed had upgraded, changed or added to their CAD software in the last 12 months, so were asked a series of questions around productivity during transition.



These results show that **on average CAD upgrades break even (in productivity terms) in less than 3 months** and thereafter can continue to produce productivity gains.

Business Advantage's team of specialist researchers has undertaken B2B market research and consulting on a worldwide basis and has successfully completed over 1,000 assignments for information and communications technology clients in over 100 countries, spanning five continents.  
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### Notes for Editors

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