

MEDIA RELEASE

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For immediate release:

New Research Report Available:

CAD in the Cloud – Market Trends 2017

Cloud Adoption by CAD/CAM/CAE Users is Accelerating

[Jon Peddie Research](#) (JPR) and [Business Advantage Group](#) (BA) today announced the availability of their co-created report on CAD in the Cloud (CiC) to present a 2017 view of trends in this market. The report is based on a custom designed survey, fielded worldwide, together with other insights and additional industry data. Content details of the report are available at BA [here](#) and JPR [here](#).

CAD/CAM/CAE users are at the early stages of cloud-based workflows. Software vendors are confident of the benefits of leveraging the cloud and are developing products for their customers. However, there is a mismatch in definitions and expectations between customers and vendors, causing an adoption delay but we are seeing customer attitudes change very quickly from entrenched positions to acceptance.



The report is intended for the following in the CAD/CAM/CAE/PLM and PDM sectors:

- Product, Development and Marketing Managers of Software and Hardware Vendors and System Integrators
- User organisations – Design, Engineering and CAD Managers and executives
- Research professionals and analysts

Read this report to understand the current thinking of:

- professional engineers, designers, architects and managers
- design/engineering decision makers
- by industry, geography, company size, decision making authority and in some areas software usage.

For these groups, the report includes insights into areas such as:

- current and future usage plans for CAD in the Cloud
- which companies users perceive as the leading CAD in the Cloud vendors
- perceived importance of CAD in the Cloud
- benefit perception vs. reality of CAD in the Cloud
- perceived enablers and inhibitors of CAD in the Cloud
- evolving management and infrastructure approaches to CAD in the Cloud
- hardware considerations for CAD in the Cloud
- and other insights into CAD in the Cloud

For example, in this Figure 14 below, we see current usage and plans for evaluation and implementation in the next 12 months and beyond.

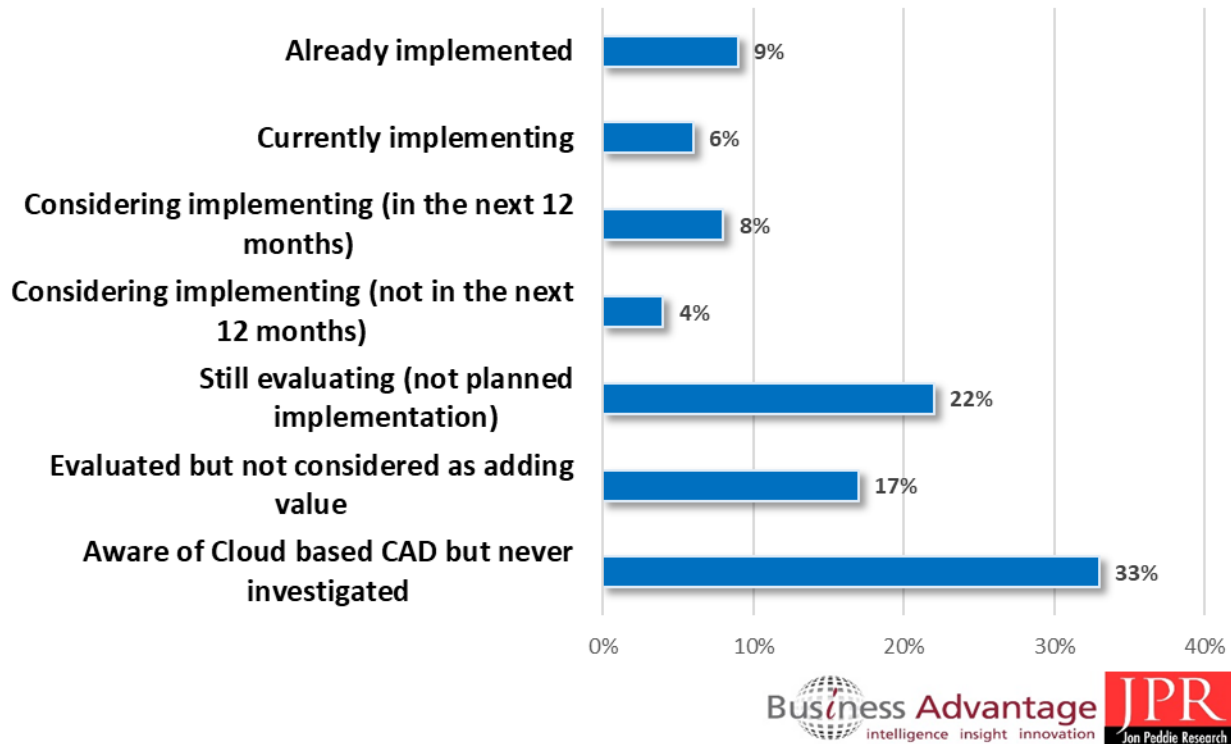


Figure 14: Usage, evaluation, planned usage and awareness of CiC solutions

Figure 17 below shows how those implementing and planning to implement CiC, broken down by Manufacturing, AEC and Other sectors, are pretty evenly distributed, with the manufacturing vertical coming out slightly ahead.

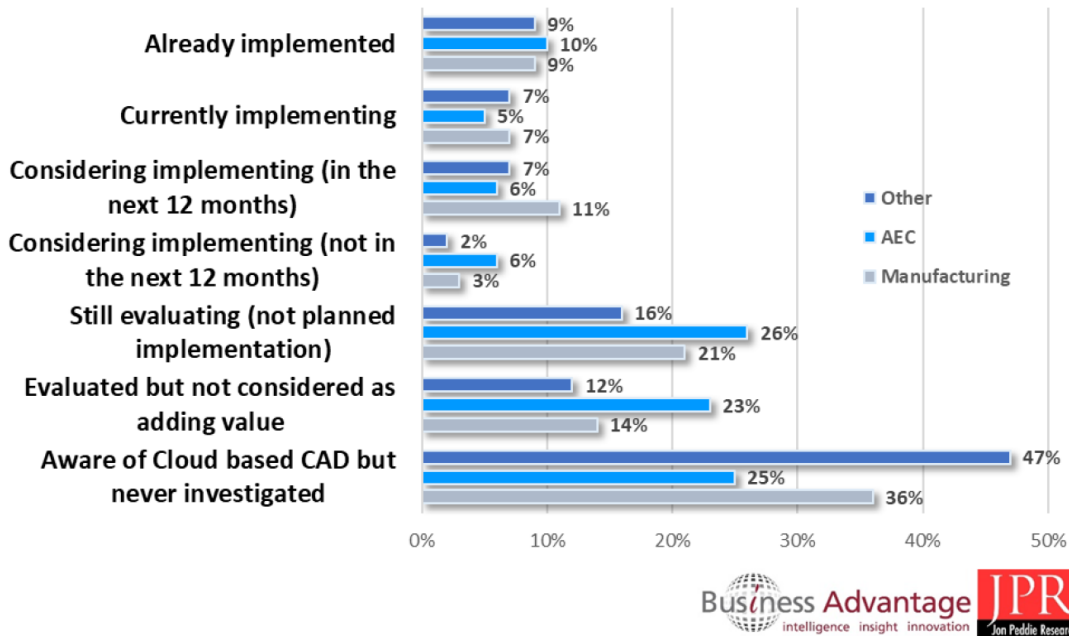


Figure 17: Planned implementation of cloud solutions for the major sectors

We believe there is some more work that can be done to change attitudes towards CAD in the Cloud. At many sites, it is a top-down process as company executives opt for the predictability of subscriptions and cloud based provisioning.

Similarly there are differences by geography. Current usage and consideration is similar across regions, but APAC is significantly more likely than EMEA or Americas to be currently in a phase of implementation. In general, EMEA seems more reluctant to evaluate CiC than North America or APAC. EMEA companies (44%) for example are most likely to have basic awareness of CiC with no further investigation or consideration having taken place compared to Americas 27% and APAC 24%.

Many vendors have not spelled out their commitment to cloud based work-flows even though they may have more quietly let it be known to long term customers, major accounts, and to analysts. We also looked at attitudes of Autodesk users compared to non-Autodesk users and we have found Autodesk users to be more open to the cloud. Autodesk communicated with its customers about the advantages of CAD in the cloud. It has rolled out various cloud-based benefits to its customers on maintenance and now subscription plans.

The report is available for purchase online via the [JPR store](#) or via [Purchase Order to Jon Peddie Research](#) or [Business Advantage](#). The cost of a site license for the report varies by size of organization:

- Single User or small firm (up to 10 people), US\$4,999
- Department or small firm (10 to 100 people), US\$6,500
- Large firm/site license, US\$10,000

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Jon Peddie Research: Dr. Jon Peddie has been active in the graphics and multimedia fields for more than 30 years. Jon Peddie Research is a technically oriented multimedia and graphics research and consulting firm. Based in Tiburon, California, JPR provides consulting, research, and other specialized services to technology companies in a variety of fields including graphics development, multimedia for professional applications and consumer electronics, high-end computing, CAD and Internet-access product development.

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