

## MEDIA RELEASE

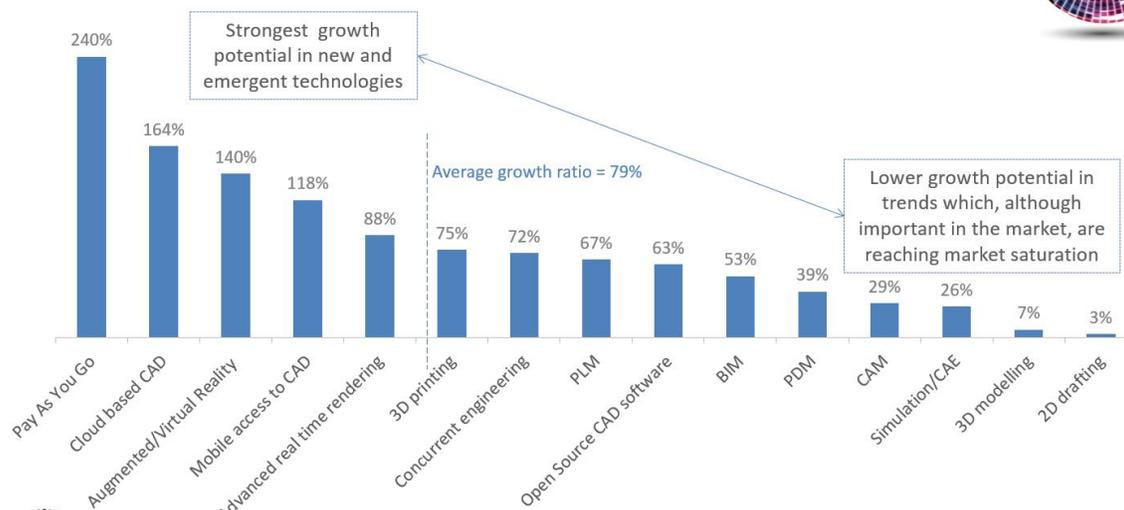
April 5<sup>th</sup>, 2016

For immediate release:

### Business Advantage Worldwide CAD Trends 2016 Survey – Highest Future Growth Trends

The IT, software and telecom industry research specialist [Business Advantage Group](#) announced its [2016 Worldwide CAD Trends Survey](#) last month and this week announced more details specific to the trends with the highest growth potential.

#### Mapping Future Growth Potential



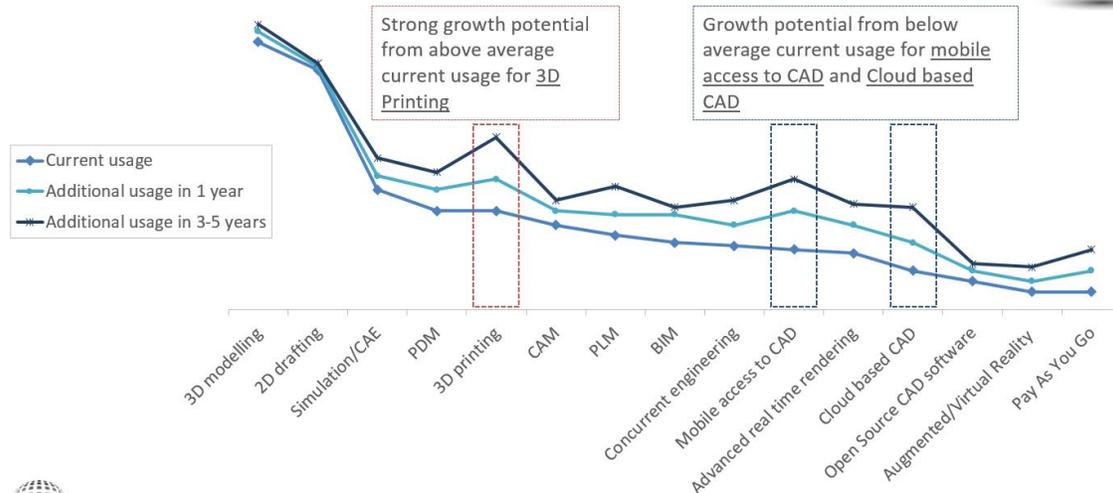
Chris Turner, CEO of Business Advantage, commented, “in order to identify opportunities in the CAD and adjacent markets (including CAE, PLM, BIM, etc.), CAD Trends 2016 ranked the trends by their growth potential over the next 5 years;

- Pay As You Go – 240%
- Cloud based CAD – 164%
- Augmented/Virtual Reality – 140%
- Mobile access to CAD – 118%
- Advanced real time rendering – 88%
- 3D Printing – 75%



## Looking to the Future

### PREDICTED FUTURE USAGE



CAD Trends which are ranked as the most important by the 610 respondents, such as 3D modelling and 2D drafting, are likely to be reaching market saturation at least in some markets, as they have very high current usage and therefore relatively little scope to further expand their reach”.

Business Advantage’s team of specialist researchers has undertaken B2B market research and consulting on a worldwide basis and has successfully completed over 1,500 assignments for information and communications technology clients in over 100 countries, spanning five continents. The annually published CAD Trends report is high level and many deeper insights are available from the full data set. If you are interested in more detailed analysis, for example by region, industry or software vendor, please contact us.

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## **Notes for Editors**

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**Business Advantage:** Formed in 1992, **Business Advantage** 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 has undertaken B2B market research 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 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.

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