MEDIA RELEASE

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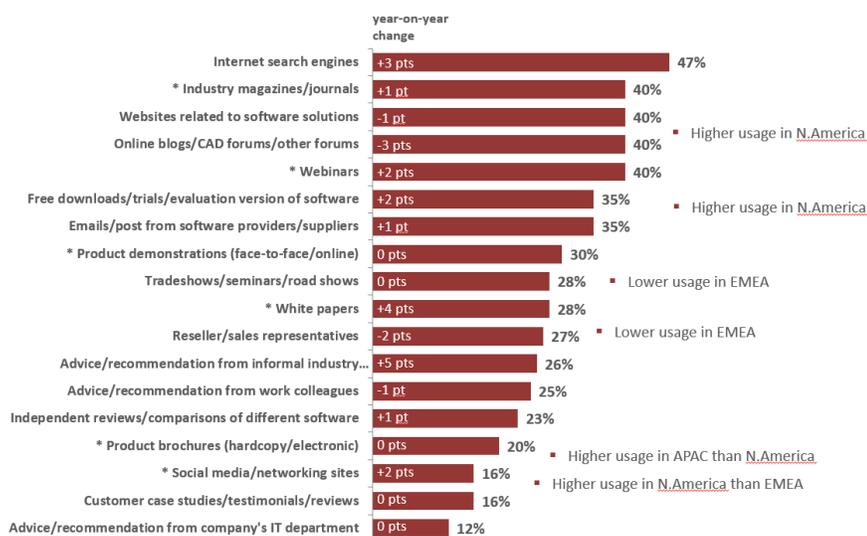
For immediate release:

The Business Advantage Group's Worldwide CAD Trends 2016 Results

How CAD Decision Makers and Users Value Different Sources of Information?

- Each Group has Different Preferences for Staying Up-to-Date with CAD -

The IT, software and telecom industry research specialist, The Business Advantage Group this week announced more details, from its Worldwide CAD Trends 2016 Survey, specific to CAD user's and manager's preferences for staying up to date with the latest CAD industry developments.

The survey results are based on responses from CAD users, Designers, Engineers and Professionals including managers and senior executives. For CAD professionals it's interesting to know peer preferences but for CAD suppliers it is vital to know their target audience's preferences for staying up to date – in order to plan effective marketing.

Popular Sources of Information on CAD Software

Source	year-on-year change	%	
Internet search engines	+3 pts	47%	
* Industry magazines/journals	+1 pt	40%	
Websites related to software solutions	-1 pt	40%	■ Higher usage in N.America
Online blogs/CAD forums/other forums	-3 pts	40%	
* Webinars	+2 pts	40%	
Free downloads/trials/evaluation version of software	+2 pts	35%	■ Higher usage in N.America
Emails/post from software providers/suppliers	+1 pt	35%	
* Product demonstrations (face-to-face/online)	0 pts	30%	
Tradeshows/seminars/road shows	0 pts	28%	■ Lower usage in EMEA
* White papers	+4 pts	28%	
Reseller/sales representatives	-2 pts	27%	■ Lower usage in EMEA
Advice/recommendation from informal industry…	+5 pts	26%	
Advice/recommendation from work colleagues	-1 pt	25%	
Independent reviews/comparisons of different software	+1 pt	23%	
* Product brochures (hardcopy/electronic)	0 pts	20%	■ Higher usage in APAC than N.America
* Social media/networking sites	+2 pts	16%	■ Higher usage in N.America than EMEA
Customer case studies/testimonials/reviews	0 pts	16%	
Advice/recommendation from company's IT department	0 pts	12%	

* Shows significant difference between regions @95% levels

Overall, usage of information sources in 2016 has remained stable from 2015, after increases in 2014. The above chart has already been published in the full results and shows consolidated results for all job types – but favoured media differs considerably by job title, therefore marketing to reach senior managers, CAD managers or engineers should use different strategies. Similarly, different preferences are seen within industry sector, again requiring different approaches.

All three job function groups use internet search engines as their most popular source of CAD information. Of course, search engines are more a method of finding information rather than a source of information but this emphasizes the huge importance of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) for all suppliers of CAD systems, software and services.

Popular Sources of Information on CAD Software by Job Function

CAD TRENDS 2016 - Senior Decision Makers' use of Information Sources vs. Mid Management vs. User

Popular Sources of Information CAD Software based on 610* respondents who answered this question	Senior Decision Makers (n=25 caution low base)	Mid Management (n=254)	Users (n=307)
Internet search engines (Google, MSN, Bing, etc.)	52%	47%	46%
Websites related to software solutions	48%	45%	36%
Webinars	44%	39%	36%
Industry magazines/journals	44%	44%	39%
On-line blogs/CAD forums/other forums	40%	44%	37%
Free downloads/trials/evaluation version of software	36%	37%	36%
Tradeshows/seminars/roadshows	36%	30%	23%
Advice/recommendation from work colleagues	36%	28%	22%
Emails/post from software providers/ suppliers	32%	38%	31%
Independent reviews/comparisons of different software	28%	32%	19%
White papers	28%	28%	25%
Product brochures (hardcopy/ electronic)	28%	24%	19%
Reseller/sales representatives	24%	32%	22%
Social media/ networking sites	20%	19%	15%
Product demonstrations (face to face/ on-line)	16%	30%	28%
Customer case studies/customer testimonials/customer references/customer reviews	16%	17%	12%
Advice/recommendation from other informal contacts in the industry	12%	30%	21%
Advice/recommendation from company's IT department	8%	16%	9%

Legend
High score

Low score
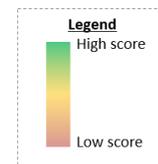
*24 gave "other" job title – not coded in these groups

"For vendors it is obviously very important to know which sources of CAD information are preferred by different audiences so they can most effectively in reach each target group," said Chris Turner, CEO/Managing Director of The Business Advantage Group.

HIGHEST RANKING PREFERENCES OF INFORMATION SOURCES BY JOB FUNCTION

	Senior Decision Makers	Mid. Management (inc. CAD Mgrs)	CAD Users
Highest	Internet search engines	Internet search engines	Internet search engines
	Websites for s/ware solutions	Websites for s/ware solutions	Industry magazine/journals
	Industry magazine/journals	Industry magazine/journals & Blogs	Blogs/CAD forums
	Blogs/CAD forums	Blogs/CAD forums	Websites, webinars & trials
	Webinars	Webinars	Mail/email from s/ware suppliers

LOWEST RANKING PREFERENCES OF INFORMATION SOURCES BY JOB FUNCTION

	Senior Decision Makers	Mid. Management (inc. CAD Mgrs)	CAD Users
	Product brochures, reviews, white papers	Recommendations from informal contacts	Resellers/Sales Reps. & recommendations
	Resellers/Sales Reps.	White papers and recommendations from work	Advice from industry contacts
	Social Media	Product brochures	Product brochures & reviews
	Case studies & product demos	Social media	Social media
	Advice from industry contacts	Case studies	Case studies
Lowest	IT Department advice	IT Department advice	IT Department advice

The Worldwide CAD Trends 2016 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 CAD managers' preferences by region, industry or software vendor, then please feel free to contact us.

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