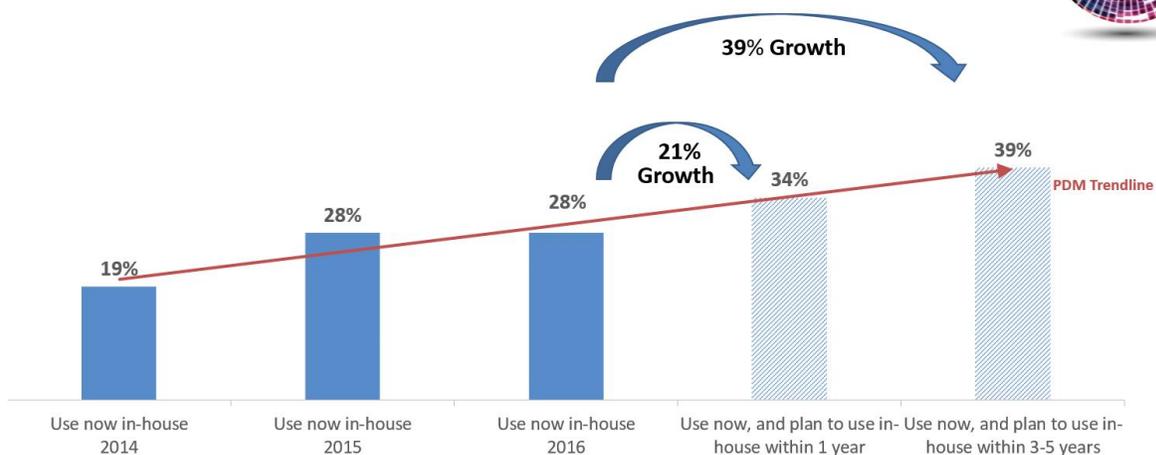# MEDIA RELEASE

June 28th, 2016

For immediate release:

The Business Advantage Groups Worldwide CAD Trends 2016 Results
Growth Predicted in Both PDM and PLM

The IT, software and telecom industry research specialist, The Business Advantage Group recently announced the results of its annual Worldwide CAD Trends 2016 Survey, and today released more details specific to two of the top trends, the PDM and PLM.


Product Data Management (PDM)

39% Growth

21% Growth

19% 28% 28% 34% 39%

PDM Trendline

Use now in-house 2014 | Use now in-house 2015 | Use now in-house 2016 | Use now, and plan to use in-house within 1 year | Use now, and plan to use in-house within 3-5 years

"PDM (Product Data Management) is the third most important trend in our annual CAD Trends Survey with Awareness of PDM increasing year over year from 47% to 51%, while Usage remained level at 28%. There is higher Usage in large companies (37%) compared to medium (30%) or small (16%) companies. There is predicted growth in both the short and longer term; Usage is predicted to grow from 28% this year to 39% over the next 3-5 years. Regionally there is significantly higher usage in the Americas (36%) than EMEA (24%) or APAC (20%)." said Chris Turner, CEO/Managing Director of Business Advantage.

Product Lifecycle Management (PLM)
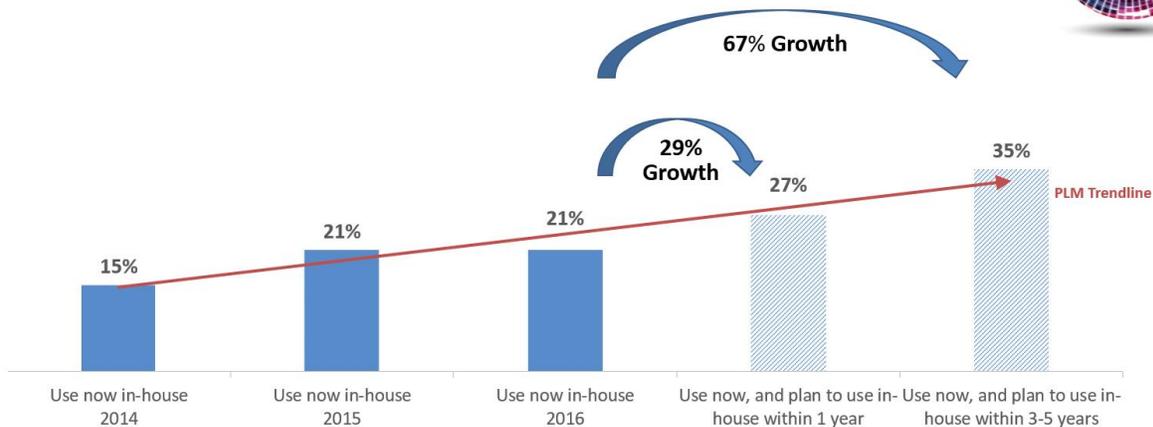
PLM (Product Lifecycle Management) is the fifth most important trend in the survey. PLM Awareness increased from 46% to 54%, but Usage remained level at 21%. PLM has higher current Usage in large companies (39%) than medium (16%) or small (10%) companies. Regionally Usage is lower in APAC (13%) than the Americas (26%) – although short term growth is more likely to come from APAC or the Americas than EMEA.

In market share terms Siemens' Teamcenter (25%) and PTC Windchill (20%) continue to be the main products in use. Perceived benefits of PLM are:

- Savings on design time (43%)
- Design improvements (38%)
- Cost savings (30%)
- Faster time to market (28%).

Where is the growth potential? As expected use of PDM and PLM is much higher in Manufacturing than in other sectors such as AEC but there is growth potential in most sectors. Across all sectors, PDM Usage (28%) leads PLM Usage (21%) but more detailed analysis by sector and size of company highlights some growth opportunities:

- **In the Manufacturing Sector** (including Process and Power) PDM and PLM Awareness is 61% and 66% respectively, Importance is 7.4 and 7.0 respectively and PDM Usage (40%) leads PLM Usage (33%). in 3-5 years **PDM Usage is forecast to increase from 40% to 51% (28% growth) and PLM Usage is forecast to increase from 33% to 50% (51% growth).**

- **In the AEC Sector** (including Utilities) PDM and PLM Awareness is 35% and 39% respectively, Importance is 6.1 in both and PDM Usage at 15% leads PLM Usage at 8%. In 3-5 years **PDM Usage is forecast to increase from 15% to 25% (67% growth)** and **PLM Usage to more than double from 8% to 21% (262% growth** - although this is from a low base).
- **By size of company**: In large companies Usage of PDM and PLM is similar at 37% and 39% respectively but the smaller the company the more likely they are to use PDM rather than PLM. In medium sized companies PDM Usage (30%) is nearly twice (88% higher) than PLM Usage (16%) and in small companies PDM Usage (16%) is 60% higher than PLM Usage (10%).

The annually published Worldwide CAD Trends Report is a high level summary of insights gained from the data gathered in the annual CAD Trends Survey. If you are interested in a more detailed analysis or insights, such as information on a specific trend by region, industry or software vendor, then please feel free to contact us for more information.

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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.

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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