



March 2002

Topic: CAD/CAM System Sales - Reseller Views

CAD/CAM Resellers

The 2002 UK CAD/CAM Reseller Database is now available for purchase. It contains in-depth information on over 200 of the UK's most active and successful resellers addressing the CAD/CAM market. See below for more information.

Was 2001 a good year for CAD/CAM system sales for resellers? Business Advantage has been gathering information from UK CAD/CAM resellers for 10 years. During our interviews this year with 174 of the most active and successful of them, we took the opportunity to ask how sales levels last year compared with 2000, and to make their predictions for 2002.

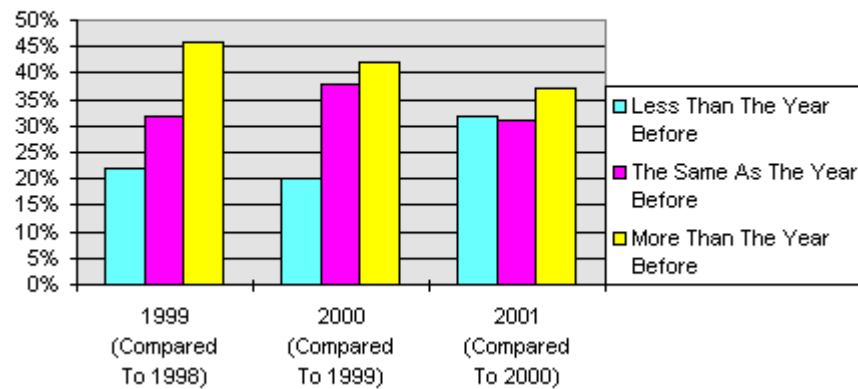
iCAD is produced by Business Advantage, a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunication sectors.

2001 Revisited

Last year brought roughly equally mixed fortunes for resellers in terms of CAD/CAM system sales; 37% said they had sold more than in 2000, 32% said sales were about the same, and 31% said they had sold less.

The chart below compares the responses to this question from the last three surveys.

How Did CAD/CAM System Sales Compare With The Year Before?



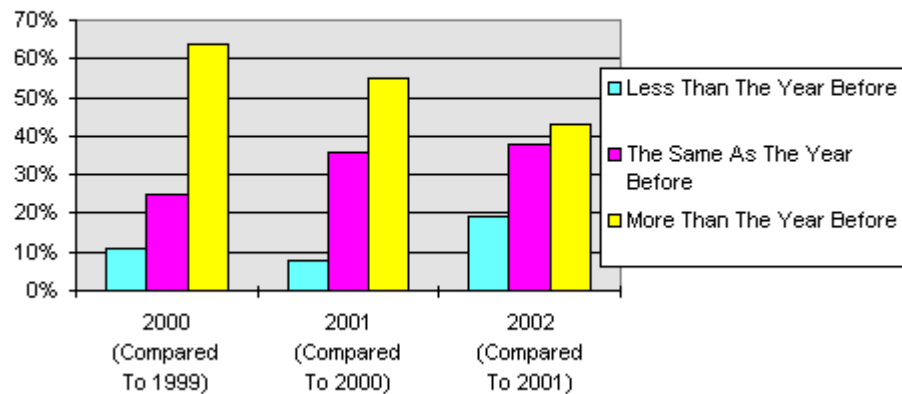
In 1999 46% of resellers said that CAD/CAM system sales were up compared to the previous year; the proportion experiencing an increase has dropped to 37% when 2001 is compared to 2000. In 2000 only one in five resellers reported selling fewer systems compared to 1999; however in 2001 the proportion in this category increased to one in three.

If you missed the February issue of *iCAD* find out what CAD/CAM resellers think about market trends, threats and opportunities.

2002 Forecast

With an increasing number of resellers finding they are selling less CAD/CAM systems, a less optimistic outlook for the current year is to be expected. There are still 43% however who predict that they'll sell more systems this year than in 2001. Although a third experienced an actual fall in system sales in 2001, only one in five are prepared to contemplate that this situation will persist in 2002. The chart below compares the forecasts of resellers made in the last three years.

How Will CAD/CAM System Sales This Year Compare To The Year Before?



Conclusion

While we can't draw any conclusions about the overall volume of CAD/CAM system sales in 2001, the findings hint at the ongoing changes in the reseller arena. An increasing proportion of resellers are selling fewer systems than in previous years, either because they're simply struggling to maintain sales, or because they're focusing on other products/services. Meanwhile the proportion of resellers who increased their CAD/CAM system sales last year compared to the year before has dropped to around two in five.

We saw in the last issue of *iCAD* that the majority of resellers see expansion into different services/vertical markets as the major opportunity this year; the number who can continue to increase market share of CAD/CAM system sales is set for further consolidation.



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The CAD/CAM RESELLER DATABASE is the product of in-depth telephone interviews with over 200 of the most successful resellers. It enables resellers to be targeted from a wide range of criteria, and for products to be channelled through the most appropriate and active companies. The information on each reseller includes:

- Full contact details, including company name, address, Tel & Fax numbers
- Web site address
- E-mail addresses
- Senior decision-makers and job titles
- Type of Reseller
- CAD/CAM Software sold
- CAD/CAM hardware sold
- CAD/CAM peripherals sold
- CAD/CAM application expertise
- Value added services offered
- Size of company by number of employees
- Size of company by turnover
- Size of company by number of CAD/CAM systems sold per year
- When company first started
- When company first started in CAD/CAM sector

The UK CAD/CAM Reseller Database costs £995 + VAT and includes a 50-page report on the CAD market and an analysis of the reseller survey. The report is available on its own for £250. For more information, or to order, please email us at info@business-advantage.com or call +44 (0)1689 873636

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