

**Topic:**  
MCAD

## **Paying Your Way**

### **A round-up of the channel, e-sales and subscription options available from a selection of mechanical design solution vendors**

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#### **MCAD Delivery Options**

Finding new ways to get customers to part with their money has been a hot issue for many CAD/CAM developers in recent years, and Autodesk's new subscription programme has focused the debate over the merits of one of these options. To get a feel for how the widespread use of e-stores and subscription options are becoming, we contacted a selection of vendors producing mechanical design solutions to find out how their products are available in Europe and the US.

The table below summarises the situation for 17 vendors. For the sake of simplicity we've boiled down the options to the following:

- whether channel partners are used to distribute/sell products
- the availability of purchased licenses direct from the vendor's website, with software either downloadable from the site, or shipped in box
- the availability of a subscription option direct from the vendor's website
- the availability of software via application service provision (ASP), the specific type of subscription option by which software is run over a live Internet connection.

	Channel:		Direct via vendor website:					
	Europe	USA	Europe			USA		
			Purchase	Subscription	ASP	Purchase	Subscription	ASP
<u>Alibre, Inc.</u>	No	No	Yes	Yes	No	No	Yes	No
<u>Ashlar-Vellum, Inc.</u>	Yes (France, UK & Sweden)	Yes	Yes – for all EU countries (downloadable & box shipment)	No	No	Yes – downloadable & box shipment	No	No
<u>Autodesk (UK site)</u>	Yes (all countries)	Yes	Yes – for certain products only e.g. AutoCAD LT. Box shipment only.	No (this option is available through Autodesk's channel partners)	Yes – Autodesk Streamline	Yes – for certain products only e.g. AutoCAD LT. Box shipment only.	No (this option is available through Autodesk's channel partners)	Yes – Autodesk Streamline
<u>CADKEY Corporation</u>	Yes	Yes	Yes – for new seats, software CD is always shipped; license file to activate it can be downloaded, as can patches and updates)	No	No	Yes – for new seats, software CD is always shipped; license file to activate it can be downloaded, as can patches and updates)	No	No
<u>CAD Management Group, Inc.</u>	Yes	Yes	Yes – all products downloadable. Box shipment by special request only	Yes – all products	No	Yes – all products downloadable. Box shipment by special request only	Yes – all products	No

	Channel:		Direct via vendor website:					
	Europe	USA	Europe			USA		
			Purchase	Subscription	ASP	Purchase	Subscription	ASP
<u>CoCreate</u>	Yes	Yes	No	Yes – all products	Yes – for OneSpace Adviser & OneSpace Select	No	Yes – all products	Yes – for OneSpace Adviser & OneSpace Select
<u>Delcam</u>	Yes	Yes	No – but free evaluation version of CAD software is downloadable	Yes – translation software downloadable for pay-per-use	No	No – but free evaluation version of CAD software is downloadable	Yes – translation software downloadable for pay-per-use	No
<u>EDS</u>	Yes	Yes	No	No	No	No	No	No
<u>Gestel</u>	Yes – Austria, Germany, France, Italy, Spain, Sweden, Switzerland, UK, Turkey.	Yes	Yes – solidThinking LT, solidThinking DESIGN, & solidThinking VANTAGE all available via box shipment. solidThinking LT also downloadable.	No	No	Yes – solidThinking LT, solidThinking DESIGN, & solidThinking VANTAGE all available via box shipment. solidThinking LT also downloadable.	No	No

<b>IronCAD</b>	<b>Yes</b> – Denmark, Norway, Sweden, Finland, Benelux, Germany, Switzerland, Italy, Turkey, GB.	<b>Yes</b>	<b>Yes</b> – software downloadable for evaluation; licenses can be sent via email to activate it on purchase.	<b>No</b>	<b>No</b>	<b>Yes</b> – software downloadable for evaluation; licenses can be sent via email to activate it on purchase.	<b>No</b>	<b>No</b> – but software is available via subscription, using Application Service Provision via US resellers.
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	Channel:		Direct via vendor website:					
	Europe	USA	Europe			USA		
			Purchase	Subscription	ASP	Purchase	Subscription	ASP
<u>Mecasoft</u>	<b>Yes</b> – Italy, Switzerland, France, Belgium, Netherlands, Germany, UK, Austria, Denmark.	<b>Yes</b>	<b>No</b>	<b>No</b>	<b>No</b>	<b>No</b>	<b>No</b>	<b>No</b>
<u>Mechanical Dynamics, Inc.</u>	<b>Yes</b> – Germany, UK, France, Italy, E. Europe, Spain, Portugal, Scandanavia	<b>Yes</b>	<b>No</b>	<b>No</b>	<b>No</b>	<b>No</b>	<b>No</b>	<b>No</b>
<u>PTC</u>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b> – Box shipment for intial purchase, and then additional licenses via electronic activation code.	<b>No</b>	<b>No</b>	<b>Yes</b> – Box shipment for intial purchase, and then additional licenses via electronic activation code.	<b>No</b>	<b>No</b>
<u>Solidworks Corporation</u>	<b>Yes</b>	<b>Yes</b>	<b>No</b> – but several web-based products are downloadable from web after purchase through reseller.	<b>No</b>	<b>No</b>	<b>No</b> – but several web-based products are downloadable from web after purchase through reseller.	<b>No</b>	<b>No</b>

<b>VariCAD</b>	<b>Yes</b> - in Austria, Italy, Portugal and Czech Republic.	<b>No</b>	<b>Yes</b> - all products available via box shipment or download.	<b>No</b>	<b>No</b>	<b>Yes</b> - all products available via box shipment or download.	<b>No</b>	<b>No</b>
<b>VX Corporation</b>	<b>Yes</b> - UK, Germany, Austria, Switzerland, Turkey, Greece, Netherlands, Belgium, Italy, Poland, Yugoslavia.	<b>Yes</b>	<b>Yes</b> - all products available initially via box shipment, then new releases are downloadable.	<b>No</b>	<b>No</b>	<b>Yes</b> - all products available initially via box shipment, then new releases are downloadable.	<b>No</b>	<b>No</b>

How willing are your existing/potential customers to adopt new methods for purchasing and accessing their software? Our [market research services](#) can provide the answer.

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