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# Cyon Research 2011 Survey of Engineering Software Users

## Executive Summary

Last year we asked “Is there light at the end of the tunnel?” Based on Cyon Research’s latest survey the answer seems to clearly be yes.

Respondents of the 2011 survey of engineering software users were generally optimistic about business expectations. About 67% expected revenue growth during the second half of 2011 and 70% expected to see measurable revenue growth by the end of 2012. Nearly 46% expect that their firms will be hiring engineering and design personnel. Not only were the numbers more positive than last year but the comments Cyon received were also more upbeat in general.

This trend towards a more optimistic outlook is clear—levels of expectation for growth are up and expectation for decreases in revenue are down. Results have shifted from previous surveys and current respondents see 2012 in a particularly favorable light.

Not surprisingly, there is an emphasis on the need to achieve more, but to do so with fewer people, by leveraging engineering software more intensively. While 60% percent indicate that they were planning or considering buying more software modules and 65% are planning or considering purchasing software upgrades, only 35% feel the same about adding new seats of software. There is a high possibility that more intensive use of technology is one reason that reducing unemployment is proving to be so difficult.

Examining these economic attitudes was just one aspect of the Cyon Research survey, which received more than 600 responses from validated users employed around the world. These individuals utilized a mix of CAD, CAE, and PLM software. Over the past several years, Cyon Research has refined its survey technique to explore in depth why companies change software vendors (software stickiness), whether they prefer best-of-breed or tightly integrated solutions, plans for implementing emerging technologies and how these companies might spend additional funds.

We explored these issues based on industry sectors, manufacturing versus AEC, size of firm, the management level of the respondent, number of seats of CAD and CAE software, the degree to which the respondent uses this software and the person’s involvement in the procurement process.

The data regarding best-of-breed versus best integrated solutions is too extensive to comment on in this summary. Suffice it to say that there are large groups on both sides of the issue as well as a significant portion who are basically ambivalent.

The above data are merely a sample of the vast amount of information Cyon Research has acquired during the 2011 survey. The Survey of Engineering Software Users is an ongoing project, intended to capture market trends early. Cyon Research customers on annual subscription receive this and other updates as part of their subscription.