

Open Design Alliance – planning for the future

The mission

To gain a thorough understanding of the target markets available and to develop a long term product development strategy for Teigha®, the open source platform for developing engineering applications. In particular, it was essential to determine which CAD tools the platform must integrate with in different geographies to support robust worldwide positioning and growth.

The solution

An analysis of global markets to understand prevalence of various CAD platforms in the AEC and Manufacturing sectors, based on the *Cambashi Product Observatory* market sizing and growth data by major solution provider and product family.

The customer

“Market sizing data is available from any number of sources but the nature of Cambashi’s focussed research and their long term relationships with the leading providers in the CAD industry delivers more than data. Cambashi delivers market knowledge to form the basis for making real business decisions.”

Arnold van der Weide, President, Open Design Alliance

The Open Design Alliance (ODA) is a member-driven, non-profit organization dedicated to the promotion of open industry-standard formats for CAD. Software development is the core activity of the ODA and since 1998 it has worked to provide its members with a best-in-class platform for the development of engineering solutions.

Members of the ODA are committed to open industry-standard formats for the exchange of CAD data and to the maintenance of valuable data stored by legacy design systems. Building on their collective expertise and experience in data analysis, drafting, design, solid modelling and rendering, ODA members now develop and use engineering applications across all areas of business, science and education.

To support the membership, the ODA has developed an open source platform for developing engineering applications – Teigha® – that provides a range of components to enable native

viewing of CAD data formats. This leaves Teigha® users free to focus on their specialist functionality and leave the mechanics of manipulating external data to the tools from the ODA.

Understanding the markets where its clients operate is important to the ODA's ability to provide the right development tools. To support this, the ODA licensed the *Cambashi Product Observatory*, which provides comprehensive intelligence on technical application software sales, enabling clients to establish their strategic and tactical positions at both macro and micro levels. In the current Observatory, key metrics are presented on 74 product lines from 34 global software providers to support competitive analysis, global and regional planning, and strategic investment decisions. This unique market intelligence enables the ODA to look at growth trends of technical applications providers worldwide, comparing the predominance of different software providers in different regions and different market segments. Having licensed the *Cambashi Product Observatory* in full, the ODA is able to use it again and again to support a range of research projects.

“We were able to slice the Observatory data by manufacturing and AEC segments to see which of the providers were dominant across all regions,” reported Arnold van der Weide, “this supported our decisions about continuing format support.”