

MAKING PRODUCTS MORE COMPETITIVE BY

EMPOWERING DESIGN ENGINEERS

Engineering decisions can make or break a product. How can you empower design engineers to make more informed decisions that can help you set your products apart from the competition?

What will make products most competitive over the next 5 years?

58 %
Cost

67 %
Reliability

42 %
Brand Reputation

80 %
Quality

42 %
Innovation

Percent of companies reporting these qualities are important for competitiveness

76 %

Of respondents rate design decisions that impact these qualities as 'somewhat hard' to 'extremely difficult'

63 %

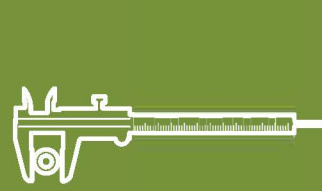
Say immediate insight into the impact of design decisions will help engineers make better decisions to improve product competitiveness

95% of respondents agree that when design engineers use simulation, the company benefits because they:



65 %

Catch problems sooner



46 %

Produce fewer prototypes



40 %

Do less rework



37 %

Develop more innovative designs

Percent of companies reporting these qualities are important for competitiveness

BUT 65 %

Of respondents believe design engineers do not conduct as many simulations as they should



58 %

Lack the expertise



36 %

View simulation tools as too hard



34 %

Find simulation takes too long

What holds them back?

96 %

Of respondents agree that if simulation results were immediate in the modeling environment and design engineers could conduct the ideal amount of simulation, the company would benefit:



59 %

Fewer late-stage problems



55 %

Faster time to market



54 %

More optimized designs



48 %

More innovative designs

Percent of companies reporting this benefit.

Source: Revolutionizing Simulation for Design Engineers, Tech-Clarity, 2019

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Revolutionizing Simulation for Design Engineers

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Tech-Clarity

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