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cadalyst



CAD Manager's Newsletter

STRATEGIES AND SOLUTIONS FOR THE REAL WORLD

By Robert Green

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CAD Manager Pleas to CAD Software CEOs

Dear CAD Software CEO, Please help make my job easier!

I hear a lot of griping about CAD software companies and, to be honest, I even gripe a lot. What I hear most from CAD managers is that it seems that nobody at CAD companies listen to them. CAD manager complaints have become more pointed in the last few years as prices have gone up, licensing has become more complex, and managing remote workers has become even more difficult.

In this edition of the CAD Manager's Newsletter, I'll try to sum up the general gripes into a cogent message and target it to the only people at the CAD companies that can really change things — the CEOs — in hopes they might read it and act. Here goes.



Image source: JonAndersWiken/stock.adobe.com.

Dear CEO, Understand Our Plight

As CAD managers, we toil in the trenches trying to make your software work. We operate in stressful conditions that include long hours, irritated users, limited budgets, and we have inadequate authority, yet we're expected to make your CAD/BIM software tools work. It isn't an easy or glamorous job, yet we do it because we love CAD technology and want our companies to succeed.

If it sounds like we're just griping, we're not. Remember we're your fans and we want your software to work so we can get our jobs done. But, the more we struggle to use your tools, the worse you look by extension. What would help us most — and would help you build better customer relationships — would be for you to listen to us, understand our problems, and help us. If you would do this, we'd be happy to spread the word.

How can you help? Here are a few things you could do.

Dear CEO, Drop the Marketing Double-Speak

Remember when everything was about a "paradigm shift in design?" Remember when every other word in CAD marketing seemed to be "collaboration?" Remember when the word "cloud" had to be in every other sentence? Now everything is "BIM-BIM-BIM" or "digital twin." And, when you put them together in today's marketing environment, phrases like "synergistically moving towards a digital twin collaborative infrastructure" start to pop out. Trust me when I say that we CAD managers read things like this in your marketing, roll our eyes, and say, "That's just a bunch of marketing nonsense." I don't need to hear about "cloud-based collaboratively optimized BIM," I need to learn how to design buildings better using your tools. I don't need glossy pictures or snazzy phrases, I need knowledge.

So, could you please drop the glitzy marketing materials and spend that money producing materials that help my users use your tools better? Rather than trying to persuade us to buy something from you using buzzwords, teach us to use your tools better. Chances are we'll recommend your tools more if you help us make them work.

Dear CEO, Quit Telling Us What We Need

As I think back through my own career, I recall that CAD companies have always tried to tell CAD managers what kind of software we needed. We've been told we need Internet extensions, proprietary viewing and CAD formats, cloud applications, rental software, and the like. To be fair, some of these needs have come to pass (such as, Internet-enabled CAD), but it took years for the changes to permeate the marketplace and show up in our day-to-day workflows. On the other hand, many of the changes advocated, like the need for proprietary file formats and cloud-based tools, were never able to overcome our company's needs to use industry standards — which explains why so many of us still manage standalone CAD tools and work with DWG and PDF files.

Moral of the story? Customer data requirements determine the software we use and the file types we deliver, not your marketing department.

Dear CEO, Give us Speed and Stability

In addition to learning to use your tools better, we need software that is lean, fast, and stable — not bloated, slow, and buggy. No one has ever been yelled at because their software rendered too quickly, plotted too fast, or performed design functions without crashing.

If you want to really get CAD managers on your side, focus on providing software updates that are more compact, install faster, crash less, and run faster than the previous version. Do this and I'll stand over my boss's desk until he signs the purchase order for your updates and will install it the minute I receive it. Don't do this and I'll recommend sitting out the updates.

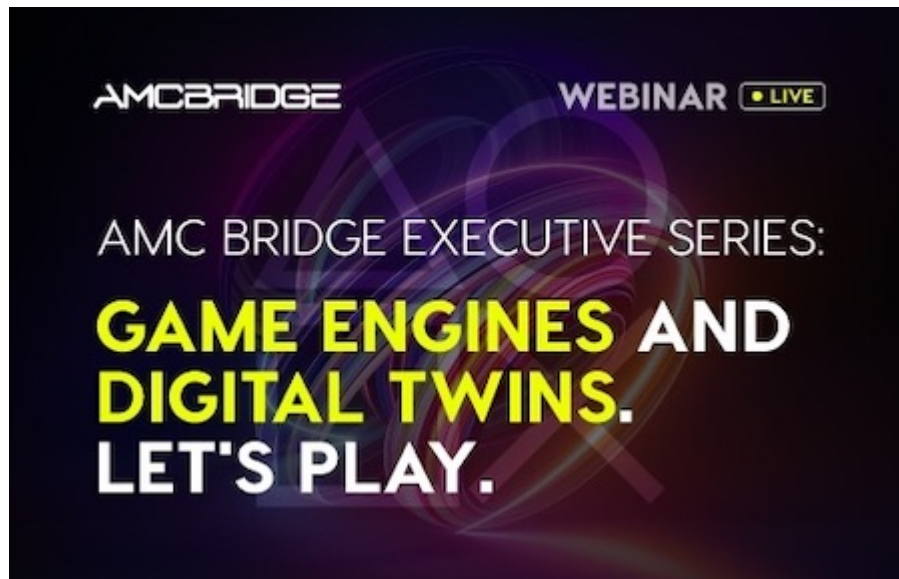
Dear CEO, De-clutter and Add Functionality

As software tools become more mature we invariably see more icons, floating dialog boxes, and system tray components in the user interface. In fact, sometimes there are so many UI components, causing my workspace to be so small that I have to compensate by working across multiple monitor. If the user interface of the software were minimal and worked well, my users would have less to learn and more space to work in.

Many CAD managers believe CAD companies change their software interfaces just to make us think the latest update is more substantial than it really is. Please remember that every change in the user interface generates user questions, and user questions means more training. If I must spend time training, I'd rather focus on topics that facilitate better design rather than how to navigate an updated interface. So, please cut the interface bloat and focus on functionality and performance.

What else would be helpful? How about simplified maintenance and licensing? Find out how CAD managers can be software CEO's secret weapon. [Read more >>](#)

Tools & Resources

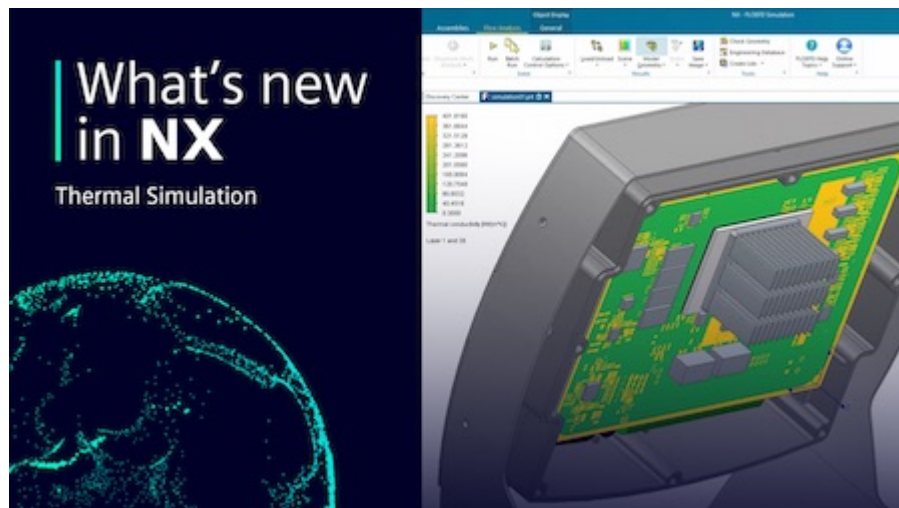


Webinar: AMC Bridge Executive Series: Game Engines and Digital Twins

22 September, 2022, 11 am –12 EDT. How and when to use game engines in 3D applications? How do digital twins improve the way companies design, engineer, and operate today's products and buildings? AMC Bridge is hosting a new session focusing on the game engines and digital twins. Learn more from the players in the gaming and construction markets—creators of interactive, real-time 3D content and game engines and contractors in Europe and the USA—to share their vision on the topic and discuss best practices during the webinar. [Register for webinar >>](#)

Blog Watch: Drop-By-Drop: A Thorough Approach to Stopping Leaks, Conserving Water, and Reducing Costs

In this month's Innovyse blog, Perrine Parrod discusses how aging and decaying infrastructure is leading water utilities around the world to rethink how they manage leakage. Find out how "Implementing water distribution modelling and asset management solutions can help water utilities find and reduce water leakage, pipe breaks, and water theft, and prioritise damaged pipes to be replaced while minimising the impact on communities and infrastructure." [Read the blog >>](#)



Blog Watch: What is New in NX | Thermal Simulation

This blog from Siemens outlines the new features to help you run comparative thermal simulations. To help set the stage, the example referred to is a rear cover design with and without cooling holes. Start by finding out what CFD is all about.

[Read the blog >>](#)

3D Experience World 2023

12–15 February 2023, Nashville, Tennessee

At 3DEXPERIENCE World 2023, SOLIDWORKS users, product designers, engineers, manufacturers, and students can explore the technologies and trends.

[Read more >>](#)

What's New from Our Sponsors



Secure funding for your hardware upgrade.

Time has passed and now your hardware is lagging during day-to-day design use. You're ready to implement new technology but you need a more powerful system to run it. Finding a reason to invest in new technology is easy, but conveying the value of these investments to your superiors is more difficult.

Follow these tips — including how to translate time savings into financial terms and speak the right "language" to reach upper management — to help you get the backing you need for any implementation project.

The Equipped Architect: How to Ask for Tech Funding

With generative design (GD), AEC software is undergoing a time of powerful transition. Cadalyst and Z by HP joined forces to bring you a series to help you find how to break into this tech, get the hardware you need, and to get your upper management excited about the possibilities. Find out how to secure funding for your hardware upgrade. [Read more >>](#)

What's New at Cadalyst



MCAD Solutions:

The Power of Simulation-Driven Design for Additive Manufacturing

DfAM methodology brings product designs forward that work better, last longer, and are more environmentally sound. *By Cadalyst Staff* [Read more >>](#)

CAD Manager's Column: How to Audit Your Office CAD Use

Use this process to fix problems and errors throughout your organization to keep work moving. *By Robert Green* [Read more >>](#)

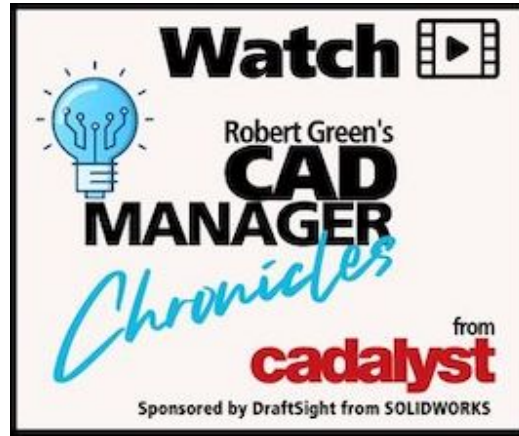
CAD Cartoon



— By [Roger Penwill](#)

[Keep on Laughing!](#)

Free Resources

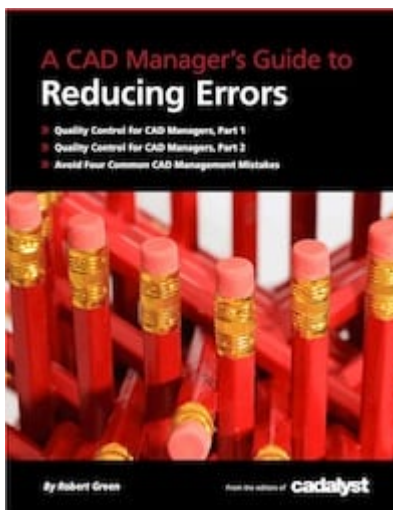


CAD Manager Chronicles Video Series

Episode 2: CAD Management Plan

Having a plan is your first step towards success. Watch this easy-to-follow introduction on how to streamline your process, ensure you have the right software and hardware, keep your team up-to-date with training, and save money. *By Robert Green*

WATCH NOW



A CAD Manager's Guide to Reducing Errors

Whether your problems stem from users who ignore standards, a company culture that doesn't prioritize quality, or self-sabotaging management techniques, this guide will set you on the path to greater efficiency, fewer mistakes, and better results. *(Compiled from Robert Green's CAD Manager's Column.)*

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