



**TechniCom, Inc.**

*A leading market research and consulting firm founded in 1989, TechniCom, Inc., focuses on the forces and dynamics surrounding the mechanical engineering design and manufacturing marketplace. Its principals are recognized authorities who have a solid, fundamental understanding of the marketplace, the leading products, and the vendors producing these products.*

## **BACKGROUND INFORMATION**

*A description of our company,  
specializing in Mechanical CAD/CAM/CAE consulting and market research*

TechniCom specializes in the mechanical CAD/CAM industry, performing consulting for both users and vendors. Our staff consultants are well versed on the capabilities of mechanical CAD/CAM systems and how to put them to productive use. The areas shown below are only a sample of where we can be effective in assisting users.

### **STRATEGIC PRODUCT AND VENDOR SELECTION**

Our consultants can be particularly effective when you are considering a new or upgraded CAD system. Because we specialize in the CAD/CAM field, we constantly keep up to date with the CAD vendors, where they are going, and how they compare versus their competitors. You can short circuit your buying cycle by allowing us to work with you to understand your needs, develop effective business and technical selection criteria, and help you limit your choices to the best of the breed. Then making the decision is fast, painless, and profitable.

Recently a company contacted us because they were about to begin a new product design, and wanted to make a decision on a new system in two, rather than the usual ten months. In several

days we were able to analyze their needs, determine the most important selection criteria, and isolate the bidding process to only two vendors. During the following few weeks we helped them put together the bidding procedures and a simple benchmark that reflected their needs. They met their schedule!

### **COMPANY OFFERINGS**

- CAD/CAM Vendor Program
- CAD/CAM Watch Industry Newsletter
- Targeted Market Research Reports
- Consulting Programs for users and vendors
- CAD/CAM Audit, an evaluation and recommendation program for constant improvement
- Consultants in organizing for concurrent Engineering
- On site workshops investigating best practices in product design

### **ANALYSIS OF ENGINEERING DESIGN TOOLS**

Many companies feel they can put this last; it belongs first! How can you make a strategic technical decision without first making the corresponding long term business decisions? We help translate long term objectives into selection criteria so your CAD/CAM tool will support, not hinder, your business. If you are considering replacing your CAD/CAM system, you should consider our design review program, where we review the design engineering department procedures and support tools, and make long term improvement suggestions. Many firms

blithely assume that the latest tools will translate into shorter design cycle times. Not so! Often the process itself needs to be completely re-engineered. Facilitating the re-engineering can best be done by an outside party. Many of our past assignments have produced dramatic results.

## EXPERTS IN THE MECHANICAL CAD/CAM/CAE INDUSTRY

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In a recent audit of the design tools used by one large company, we discovered that having two design systems caused duplicate work and a longer than needed design cycle. Our recommendation of a single system was adopted by management. The result? Improved cycle time and lowered costs!

### DEVELOPMENT OF DATA MANAGEMENT STRATEGIES

Too often critical engineering data is not coordinated. Projects may have CAD data, test data, specifications, and analysis data (to name just a few) stored in different forms. These may be paper, computer readable data, microfiche, etc. New computing technologies using low cost, large scale storage devices and flexible data management systems, for the first time, make practical — company wide data management system. Such systems have enormous potential to lower engineering costs and reduce design cycle times. Are CAD vendors or data management suppliers the right choice?

### OTHER SERVICES

#### *CAD/CAM Watch*

Our industry newsletter, *CAD/CAM Watch*, published six times per year, focuses on the Mechanical CAD/CAM/CAE/CIM industry and its supporting technologies.

#### *User Reports*

*Selecting Mechanical Design Automation Software - An Evaluation and Benchmarking Template*, 63 pages, published Mar. 1994, price \$195.00, includes diskette.

*Evaluating the Effectiveness of CAD/CAM Systems - A How to Guide for Internal Audits*, 55 pages, published Nov. 1993, price \$595.00 including our analysis of the responses.

*Variable Driven Solid Modelers: An Overview and Product Guide*, 149 pages, published Feb. 1995, price \$99.00

#### CAD/CAM Industry Reports Vendor Program

TechniCom's Programs offer vendors strategic analyses of CAD/CAM products and the marketplace. Designed to provide up to date competitive information, the programs deliver excellent price/performance in these cost conscious times. Our princi-

pals provide unique insight into the dynamics of the markets, each having many years of experience with leading vendors of hardware and software.

Our most widely read report, *An Analysis of Terms and Conditions of Principal Participants in the Mechanical CAD/CAM Industry*, annually compares the offerings of leading players at the "high end" of the mechanical CAD/CAM market. Basing our conclusions on sample customer requirements allows us to review comparable offerings by vendors. A five year, life cycle purchase analysis is used to compare like systems. Previous versions included at least twelve vendors. Annually, new software prices and hardware offerings change the order and price disparities. Summary sections compare hardware as well as software offerings.

A ground breaking study, initially published in 1992, the *Parametric, Variational and Feature Based Modeling Study* reported the results of an extensive benchmark comparing the parametric, feature based, and variational modeling design features of CADD5, I/EMS, I-DEAS and Pro/ENGINEER. Ten test scripts, with hundreds of steps exercise each system and range from simple parametric sketching to complex surfacing to assembly management and, as a finale, the design of a complete system using engineering and geometric constraints.

Our initial 400 page report is constantly being updated as systems change and new ones compete for market share.

### PRINCIPALS OF THE FIRM

**Raymond Kurland**, President and Cofounder of the firm specializes in understanding the competitive positioning of products in the mechanical CAD/CAM industry. He has Engineering Degrees from Rutgers University and New York University. He leads the vendor programs.

**Daniel P. Lavery**, Senior Consultant leads the user consulting practice. He has thirty years of experience, seventeen in the management of high technology companies and thirteen in consulting. He holds a B.S. degree from Manhattan College, an M.B.A. from Rutgers University, and is a Certified Management Consultant (Institute of Management Consultants).



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