

Anything for a quiet life



Autodesk leaders' generation change does a good for the company: to the company's helm comes young and I would say desperate guys. As a result, Autodesk again looks at the CAD/PLM market like at the area of continuous battles – with the spark in its eyes and fighting squint. This is confirmed by the recent Autodesk achievements, by the series of important acquisitions

as well as leaders and analysts' attempts to redefine “the saint” – almost worldwide accepted PLM concept and existing MCAD systems classification.

Foretaste is a state of ferment and the spirit of intrigue beats in it. Half-year of agonizing suspense of PLM concept “transliteration” with Autodesk alphabet in the emotional sense has gave me incomparably more, than its recent promulgation. Promised alternate concept (in original text – mission), called **Digital Prototyping** (please do not mix with *Virtual* or all the more with *Rapid Prototyping*), in short has been stated by Autodesk responsible person – **Dr. Andrew Anagnost**. The article with expressive name “**Digital prototyping trumps PLM**” we offer for your attention in this issue. Unfortunately, it can hardly be called as a sensation. By analogy with political publications I would argue with the great please on the whole Russian CAD/PLM world: “Here it is, Mr. *Sarkozy* and Mrs. *Merkel*, the deserving American reply!” However, I must admit, I didn't understand the profundity of Mr. *Anagnost* thoughts and haven't managed the obvious and hidden threat for PLM business of Autodesk competitors – neither for French *Dassault Systèmes*, nor for German *Siemens PLM Software* (ex-UGS). I give my promise to the readers that I using my personal relations for the public good will obligatory ask the question to the responsible Autodesk persons concerning the principal distinctions of the mentioned concepts.

Truly speaking, the activity of “an alien” company *SAP* causes a bit more alarm for stability of CAD/PLM borders and preservation of market configuration (such conservative position I have today). Two articles in the current issue are devoted to *SAP* extraordinary plans and possibilities in the PLM sphere as well as to provoking by *SAP* the fundamental conflict between “manufacturing” and “operational” methodology of PLM. One cannot exclude the probability that *SAP* will start to create its “own” CAD platform, acquiring for this reason somebody from the current market players – advanced and available simultaneously. Among potential candidates are *CoCreate* and *PTC*.

Another courageous Autodesk initiative is the attempt with the very original way to redefine on

the market the positioning of its main products from *Manufacturing Solutions Division*. The company has “partly sponsored” respectable analytical agency *Cyon Research Corp.* with the aim its analysts would review the existing MCAD classification and would offer the new one, more modern and “relevant”. As we know, according to the existing classification all MCAD systems are categorized by three classes: high-end, middle range and low-end. Following such approach popular Autodesk CAD products belong to middle range (*Autodesk Inventor*) and low-end (*AutoCAD LT*) class. The new version of classification offers to call the former high-end systems like specialized, at the same time former middle range systems to call as the mainstream. More detailed on what *Cyon Research* has prepared as well as our review on this 18 pages White Paper, please read in the article “**On the “fresh look” at mechanical CAD system classification**”. The volume of this material appears to be substantial, that is why it is published in parts.

The central place and the First cover of the current issue rightfully belong to Mr. *Afanasyev*, deputy general director, responsible for *VAGONMASH* company development. It turns out that Mr. *Afanasyev* became the honored participant of both our projects at once – “**Portraits Gallery**” and “**The Success Formula**”. I am absolutely sure that most of our readers with the great interest would find out how it is possible on the technologically and organizationally outdated plant for only 1 year and 4 months to implement complex PLM-ERP system that includes products from *ASCON* (*KOMPAS-2D*, *KOMPAS-3D*, *CAPP* system *VERTICAL* and *PDM* system *LOTSMAN:PLM*) and *Microsoft Dynamics AX* (*MBS Axapta*). The achievements of Mr. *Afanasyev* and its team deserve not only praises but the reward. Company *ASCON* didn't let down as well and has proved to be not only a good software developer but also reliable partner and experienced integrator. This insightful interview with the respective name “**Effective management system instead of irreplaceable people**” opens current *Observer* issue.

I would like to emphasize another one analytical material. I suppose that CAE specs – engineers “blue blood” – will find interesting detailed review of High Performance Computing (HPC) market performed by our Editorial.

Speaking about the particular issue in general, I am pretty satisfied with its content, because it corresponds to the main Editorial internal criterion. So, this time again *Observer* will be **useful** to our readership, but not only interesting. However on the seventh year of magazine's life there must not be otherwise!

Youri Soukhanov
Editor-in-Chief