

Ashlar-Vellum Channel Partner Newsletter

September 2009

The Value of Organic Workflow™

Question:

Dear Ashlar-Vellum Sales Department:

Why should I buy Ashlar-Vellum 3D Cobalt, Xenon or Argon, when other CAD companies have a \$99 special promotion for their entry-level package? Granted you run natively on both Mac and Windows, but in this economy why don't you offer a similar pricing structure?

Thank you,
A Potential Customer



Answer:

Dear Customer:

The business model of many other CAD companies is built on two pillars:

1. Being as much of a clone of Solidworks as possible.
2. Low prices on entry level software and strong upgrade sales efforts into their higher priced offerings.

Neither one has any bearing a customer's productivity.

The Ashlar-Vellum business model is built on providing an alternative approach. Our Organic Workflow™ empowers our customers to change the game and achieve spectacular results.

For about 70% of the 3D end-user population, the traditional 2D extruder workflow found in Solidworks, Alibre, Inventor, Solidedge, Pro-E, and Unigraphics meets their needs. If your personal workflow fits this paradigm, consider one of these.

For about 30% of the 3D end-user population, the 2D extruder workflow found in Solidworks, Alibre et al. wastes between 10% and 90% of their time compared to Ashlar-Vellum's Organic Workflow.

Depending on your work methods and desires, the Ashlar-Vellum Organic Workflow is more appealing and the difference in your results is dramatic.

The following anecdote was related to Robert Bou, president of Ashlar-Vellum on two separate accounts by both Burt Rutan of [Scaled Composites](#), and by Jeff Ray, president of SolidWorks. In the words of Burt Rutan, whose company owns both Cobalt and Solidworks, when speaking candidly to Jeff Ray on the golf course several years ago, "If we'd used Solidworks on the Spaceship One project, the entire project would have taken twice as long and cost three times as much."

The value of Ashlar-Vellum software is not in the price of our products compared to the price of our competitors, but rather in the results our users achieve with the freedom we grant them to work the way they want.

Like Apple Computer, we realize that we can't deliver the necessary user experience with simply an also-ran product. We provide an innovative and much more productive way to work, and for certain users it's worth the investment.

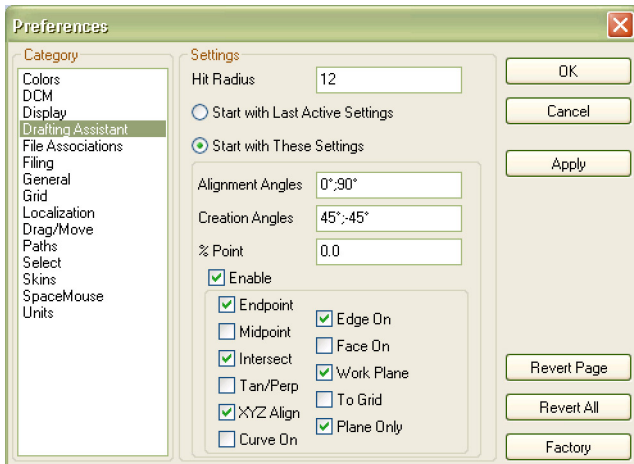
News on v8 SP2 for Cobalt, Xenon and Argon

Our team continues to enhance the value of Cobalt, Xenon and Argon with the advent of v8 SP2. In addition to features talked about in previous issues, including sketch rendering, layer sets, and stroke shortcuts, we've also added several new enhancements:

- Enhanced Drafting Assistant Preferences
- Revised Model-to-Sheet Dialog Box
- Help>Tutorials
- File>Samples

Enhanced Drafting Assistant Preferences

It is now possible to save the preference settings for the Drafting Assistant with two options. One way tells the software to always open the program with the last settings specified. The other way tells the software to always open the program with a standardized set of user-specified preferences.



Revised Model-to-Sheet Dialog Box

The dialog box supporting Model-to-Sheet has been improved to allow better use of predefined templates that are included with the program. It also provides an explanation of where to find these templates that are stored on the system.

Help>Tutorials

Easy access to our 3D modeling tutorials has been added to the Cobalt, Xenon and Argon through the Help menu.



File>Samples

A new command has been added to the File menu making it easier for users to find sample files.

