

Autodesk Inventor Strengthens Market Lead as it Reaches 800,000 Milestone

[Autodesk](#) has just shipped the 800,000th licence of [Autodesk Inventor](#), the world's top-selling 3D manufacturing design software. This means that Inventor - launched nine years ago - has significantly outsold all other 3D manufacturing design tools, including those that have been on the market more than twice as long.

In the UK, Richard Blatcher, manufacturing head of Northern Europe reported that, defying current economic trends, the first quarter of 2008 was the best yet for Autodesk manufacturing resellers. "It's evident that manufacturers are seeing investment in Inventor as essential to continuing to be both innovative and competitive," he says.

"As the most affordable and risk-free solution on the market – and the natural choice for AutoCAD users – Inventor has become the industry standard for manufacturers of all sizes and in all sectors," says Blatcher. "We predict even further exponential sales success as an increasing number of manufacturers identify the benefits of digital prototyping and being able to experience – by visualisation, simulation and analysis – their ideas on screen before they are real."

West puts Inventor's escalating success down to a range of factors. For those used to designing in AutoCAD, its familiar look and feel means they can take advantage of advanced functionality quickly and seamlessly, without too much downtime. As more people use the software, the skilled pool of users grows giving employers more choice of higher-calibre staff. Plus, as an increasing number students emerge from the schools and universities now teaching using Inventor, this will continue to grow.

Added to this, a burgeoning number of component suppliers are now using Inventor 2009 to design and publish their products on Autodesk Inventor Supplier Content Library, where hundreds of thousands of Inventor-modelled components are readily available for download. True DWG compatibility then enables fast collaboration with both clients and the supply chain helping to smooth workflow and speed time to market.

"Our reseller channel reports that the reputation of the latest versions of Inventor – especially now it incorporates further digital prototyping tools – is enticing not just AutoCAD users, but also those using other 3D CAD solutions.

"This new milestone shows that Inventor is now racing ahead of the competition – and looks set to stay in this position as manufacturers continue to recognise the advantages of digital prototyping. We look forward to hitting the one million mark very soon," concludes Blatcher.

About Autodesk

Autodesk, Inc. is the world leader in 2D and 3D design software for the manufacturing, building and construction, and media and entertainment markets. Since its introduction of AutoCAD in 1982, Autodesk has developed the broadest portfolio of state-of-the-art digital prototyping solutions to help customers experience their ideas before they are real. Fortune 1000 companies rely on Autodesk for the tools to visualise, simulate and analyse real-world performance early in the design process to save time and money, enhance quality and foster innovation. For additional information about Autodesk, visit www.autodesk.co.uk.