

Make products, not excuses!

Five reasons to move your design team to a next-generation design solution.

1. The way design teams work must change – pave the way

Don't wake up one morning to say, we didn't see that coming! Your job relies on your company's survival and its ability to compete in a radically changing industry. The forces of globalization and changing design technology mean that your company is at risk of not being competitive now, and worse still in the future, unless it changes the way design is done.

As the person who understands the process of product design, you have the opportunity to lead the way by discarding the traditional and outdated approach to design that's based on loosely-coupled point tools. These systems allow design complexity to thrive, and stifle the main asset of your design teams – engineering innovation and creativity.

Companies that survive and prosper will be those that adopt a holistic approach to design that focuses on the whole product and the end user experience. You can lead the charge by adopting this new way to design, which requires a platform-level unified solution that embraces all aspects of electronics design in a single environment.

2. Set design engineers free

There are thousands of design teams in the world that can create products like your company's. Remaining, or becoming, a leader in the market relies on your team creating products that are unique. And that means removing the barriers to electronics design innovation in your company and in your design teams.

For this to be possible you need an electronics design solution that embraces a holistic approach to design and removes the obstacles to that crucial innovation. This cannot be provided by traditional design solutions that rely on a loosely coupled collection of point tools, because this divide and conquer approach (dividing complexity into manageable chunks to conquer design complexity) kills innovation.

What's needed is a unified design environment that brings the whole design process into one sphere, eliminates low-level complexity, and frees engineers to focus on the final product while exploring new design concepts and ideas.

3. Make your job easier

We think you should have time to relax. A truly unified design environment make this possible by providing a coherent way to stay on top of project issues across all design disciplines.

A unified electronics design architecture lets you manage the synchronization of multiple domains, access all design information, and prepare your design for manufacture with one click of the mouse.

Unlike integrated systems that purport to be unified, a design environment that is unified at the platform level uses a single model and data store for the design information. This unified approach vastly simplifies design data management and the links to external systems such as company product and managing systems. Less stress, less data mess, and management will be impressed.

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4. Make the engineering jobs easier

Design teams are one of your company's most valuable assets, and the key to competing in future markets. A unified design environment allows teams to work towards the final product in a holistic and unified way, without the barriers imposed by a traditional disconnected and sequential process. (Why waste effort managing data transfers from peer to peer. Why not simply give everyone a single view of everything?)

A holistic solution removes low-level complexity, raises the abstraction of the design process, and automates hack work. It not only makes the system easy to learn and use, so that your designers become productive in less time, but also lets engineers expand their existing skills to work in new ways.

You free your design teams to create more innovative product designs, and then rapidly take them to the prototype and deployment stages.

5. Get products out the door, smoothly

We also think everyone should be less stressed. A unified, holistic approach to design lets you manage the increasing pressure to bring products to market on time and within budget.

The single nature of the design environment and data model means that everyone involved can plug into, and draw data from, one coherent source, so designs can be moved to board layout and manufacturing stage in an easy and structured way.

You can manage and control design changes in a single system, then rapidly move them to the prototype stage and on to manufacturing within that one application. You'll get where you need to go faster.