

Pro/Engineer Wildfire 3.0

ME 265

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I. History

Computer Aided Design software eases up the design process and helps eliminate inaccuracy and imprecision. Out of all the different CAD software that are well established and are being used by different types of users all over the world, Pro/Engineer Wildfire 3.0 is one of the latest and most used CAD software there is in today's world. Pro/Engineer was created in Massachusetts by a company name PTC which was founded in 1985. Pro/E was then launched by PTC three years after the company was founded, in 1988, as solid modeling software. This software quickly becomes popular and earns the name "technology of the year" given by Industry weekly in 1992. Shortly after, in 1996 pro/E was even better known and had an increase in the number of users. Some of Pro/E's well known users included John Deree and Caterpillar. In 1996, according to Daratech, Pro/Engineer became the number one supplier of CAD/CAM/CAE software after only 6 years of having been in the market. Finally after the big dotcom boom in the year 2002, Pro/Engineer wildfire was released and it was known to be the first CAD system to fully support Web services. In the Year 2003 Pro/E takes the name of "Technology of the year" for the second time. Pro/E wildfire 2.0 was released in March of 2004. This version of pro/E had more capabilities and allowed users to increase modeling speed and reduced unnecessary menu picks through a process called "direct modeling". Nearly two years later Pro/E Wildfire 3.0 Was made available to the public in march 2006. . Pro/E Wildfire fully featured packages are priced beginning at \$4995. Pro/E wildfire 3.0 focused on over coming challenges the design engineers face in today's market. Design engineers are required to shorten the time-to-market by compressing the development process without compromising the results.

II. Product capabilities

Pro/E wildfire gives the engineers the capability to cut the lengthily process of development short without compromising end results. Wildfire 3.0 has been known to improve personal productivity by making a few changes to the program, such as fast sketching, drawing, assembling, fast sheet metal and fast CAM. This modification was done by simply reducing the number of menu picks from the sketcher, the ability to add shaded views to the drawings, optimizing assembly workflow, the ability to interpret design intents and enhancing the manufacturing user interface. Some of the other new features and capabilities of the 3.0 version that improve process productivity consist of; the process wizard that can be customized by companies in order to helped them leverage their best practices; the Smart model, which helps the user design for manufacturability, smart sharing that facilitates offline CAD access for better work-space mobility and finally the Smart Interoperability with Wind-chill, which helps with the automatic reporting of bulk items. Every couple of years, improvements are made to Pro/Engineer wildfire in order to simplify the usage of the software along with the simplification of the design process.

III. Customer Base

The use of Pro/E expands through various markets and different customers in those markets. Evidently, the education market is one the biggest, where students use Pro/E to design and analyze various projects and ideas. San Jose State University is a good example of an educational market where using Pro/E is an essential part of most mechanical engineering projects. Aside from the education market, there are also other markets where customers use Pro/E in their everyday business, such as the ones listed below;

- Aerospace and Defense

- Automotive
- Education
- Electronics and High Tech
- Federal & Civil Government
- Industrial Equipment
- Life Sciences
- Publishing
- Retail Footwear & Apparel
- Small and Medium Business

Some major customers that operate within those markets using Pro/E include:

- 3M
- Sandia National Laboratories
- US Navy
- Audi
- Volkswagen
- Olympus
- Dell
- Westinghouse

VI. Last 5 Years Revenues

- Year 2006: \$855 Million
- Year 2005: \$721 Million
- Year 2004: \$660 Million
- Year 2003: \$672 Million
- Year 2002: \$742 Million

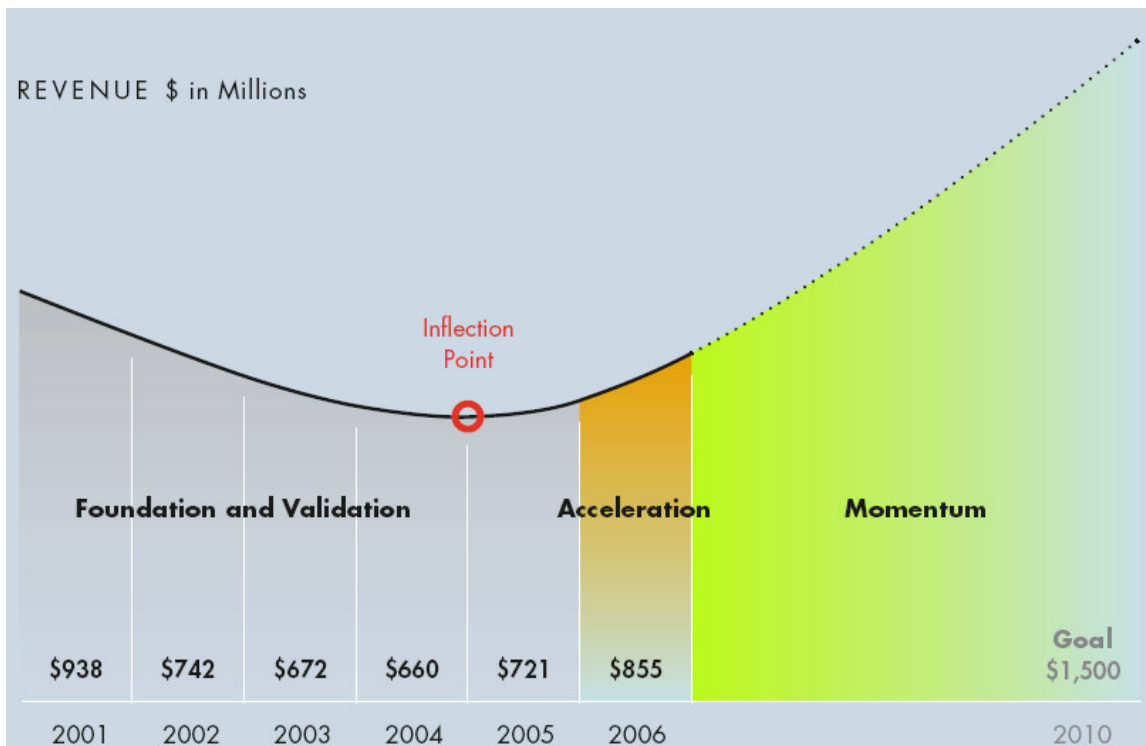


Figure 1. The future forecast of PTC's revenue in upcoming years.

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