

## CAD Subscriptions: Get What You Need, When You Need It

If you're like most business owners, you're focused on cash flow—what's coming in, what's going out—and ensuring that the two are in balance to meet the fluctuating needs of your business. If you're an engineering or design manager, you also need to make sure that your team is ready: do you have enough people to do the work? Do they have the tools they need?

Software subscriptions are emerging as one way to address both sets of concerns. Subscriptions provide access to technology at an affordable entry point and make it easy to adjust the number of software licenses up or down. **Siemens PLM Software** recently introduced subscriptions of **Solid Edge**, its mainstream 3D design solution, to ensure that your team has access to Solid Edge in flexible, one-month commitments. Subscriptions offer flexibility, cost-effective licenses, and a way to easily level up and down between the Solid Edge Design and Drafting, Foundation, Classic, and Premium packages.

### Weighing the Options

You're probably used to buying perpetual licenses of your CAD software, and you can certainly continue to do that. But subscriptions are an option worth considering. For example, now you can also go to the Solid Edge online store, either by clicking through from a reseller site or directly at [www.siemens.com/plm/buy-solid-edge](http://www.siemens.com/plm/buy-solid-edge), make your purchase and download the software. In minutes, you're up and productive.

#### Your Solid Edge subscription

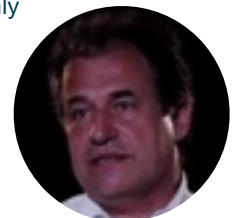
- software is identical to the perpetual version of the same package
- files can be shared with other Solid Edge users
- runs locally, on your desktop, *not* in the cloud
- includes support from a qualified engineer at your local reseller, backed by Siemens Technical Support
- provides access to integrated, web-based learning tools and the Solid Edge online user community
- is easy to level up or down within the Solid Edge package structure, and
- can be canceled at any time.

Four Solid Edge subscriptions are currently available: Design and Drafting, Foundation, Classic, and Premium. A subscription winds up costing roughly the same as a perpetual-plus-maintenance arrangement at about the three-year mark. In other words, if you keep a subscription for three years, it costs the same as if you buy a perpetual, pay maintenance and keep it for three years. But there are differences: Under the perpetual model, you pay a larger fee upfront and then annual maintenance payments. With a subscription, you make more modest, identical monthly payments which makes it easier to manage your cash flow. Subscriptions may also be easier for you to buy because their smaller, monthly amounts often come from operating (not capital) budgets, which may speed up your approval process.

### Scaling Up, Leveling Up

Solid Edge subscriptions let you add and subtract seats, and move up and down between the packages as your business changes, as often as monthly. If you're a startup, you can stop using evaluation and student versions that watermark your drawings and upgrade to a professional product at an affordable monthly price. Established businesses can benefit from quickly adding and releasing licenses — you can stop paying maintenance on seats that are used periodically, by temporary contractors or interns who only join you for a few months at a time. If you're a Solid Edge customer whose perpetual licenses have dropped off maintenance, subscriptions are an affordable way to get the current version, with support.

Subscriptions are also a great way to try Solid Edge before buying perpetual licenses. For a monthly fee, you can experiment to see which Solid Edge package best suits your design needs. Since the cost differential is minimal, you



*Subscriptions allow us to put people on temporary projects. It's a pay-on-demand system, which gives us cost control. I have a machinist who has made it his passion to really learn the software and he is now using it almost exclusively. Without the subscription option I would have never given him a seat. Now his seat is one of the most productive ones we have.*

-- Oliver Kuttner, Edison2

could try a higher tier subscription —for example, to try out the simulation in the Premium package—to see if it's right for you.

## Transacting In A Secure Environment

Buying a Solid Edge subscription is easy and safe. The Solid Edge store is run by Digital River, which builds and manages online businesses for more than 40,000 companies. Siemens PLM Software selected Digital River because its platform is secure, detects and prevents fraud, and smoothly processes thousands of transactions a day.



*As a new enterprise, I could never have afforded professional CAD software. Subscriptions let me use Solid Edge when I need to.*  
— David Hutton, Hutton Technologies Ltd.

In the Solid Edge store, you select the package that works best for you: Design and Drafting, Foundation, Classic, or Premium. Next, you complete the secure order form and enter payment details for either a credit card or PayPal account. Digital River processes the transaction and forwards you to a page where you'll see download links and installation instructions. Soon after, you'll receive an email from Solid Edge that

confirms your order and provides contact information for your services partner.

That's it. You can be working with Solid Edge in minutes.

## Subscriptions Help You Build An Agile Business

Solid Edge subscriptions let you ramp up at a moment's notice, smooth out your cash flow and deal with the peaks and valleys of your business. Subscriptions are a great addition to a base of perpetual licenses or can be the core of your design department. You can quickly gain access to the latest technology and, for a one-month commitment, try a different package or evaluate Solid Edge on a new project.

Solid Edge subscriptions add flexibility to your business, while giving your designers immediate access to the technology they need.

*Renting Solid Edge licenses for interns, contractors and other temporary workers is the perfect solution for us - we don't have to move anyone to another shift or buy perpetual licenses for short-term use. Subscriptions let us buy just as we need them.*

— Ricardo Espinosa, Kimball International



*I own a small company that would not be able to afford a perpetual license and the less expensive programs all came with compromises. The Solid Edge subscription allows me the ability to design with the best of them.*

— Steve Triplett, Trinity Frame & Fab

To learn more about Solid Edge and Solid Edge subscriptions, contact your reseller, visit the online store at [www.siemens.com/plm/buy-solid-edge](http://www.siemens.com/plm/buy-solid-edge), or go to [www.solidedge.com](http://www.solidedge.com).