

Ashlar-Vellum Channel Partner Newsletter August 2012

Cobalt's Organic Workflow VS. The Competition

Ashlar-Vellum's Organic Workflow[™] is not so much a feature of our software, but an entire paradigm or philosophy upon which our total work environment is based. It's because we consider the designer's environment as a whole that Ashlar-Vellum software is so much more productive for many product developers, particularly, non-linear visionaries who tend to think outside the box.



In fact, one of the most important tenants of this concept is that a designer can enter the project at any point in the product development cycle and actively contribute.

Organic Workflow by it's very nature:

- Starts anywhere and goes anywhere.
- Moves freely in any direction.
- Sustains change while maintaining integrity.
- Fosters illumination from within the ordinary.

To support an Organic Workflow, product design software must have these five features:

- **A Non-linear Workflow:**
This fosters flexibility, spontaneity and free-play within the software's work environment.

- **Parametric History on Demand:**

Both a blessing and a curse, if a designer is free to use parametric history when needed, yet ignore it when it's not, parametric history greatly increases the creative process.

- **Transparent Tools:**

Product design software should disappear into the background, becoming an automatic extension of the designer as he or she concentrates on their project without thinking about how to run their software.

- **Holistic Tool Palette:**

This integrates engineering and design tools including wireframes, solids and surfaces into one interface without having to switch from one mode to another. Freely sketch, develop the model, create photo-renderings and precision engineering drawings all from the same program.

- **Continuous Cross-team Communication:**

Because product design is an organic process, different deliverables are required by different people all along the way. Any type of data must be able to be passed along to the team at any point in the process.

Ashlar-Vellum Cobalt[™] uniquely supports these five requirements. On the following page you'll see specifically where the other major players fall short in light of each one of these five features.

| | Non-linear Workflow | Parametric History on Demand | Transparent Tools | Holistic Tool Palette | Continuous Cross-team Communications |
|--|--|--|--|--|--|
| Ashlar-Vellum Cobalt | Yes | Yes | Yes | Yes | Yes |
| Alibre with Moment of Inspiration (Moi) | No <ul style="list-style-type: none"> • No associativity • Not “true” solids • Many commands only work on one type of object and/or don’t have equivalent commands for the various types of objects • Difficult to verify dimensions • Impossible to verify volumes, center of gravity, etc. • Above functions are in other programs, which breaks the workflow, and it is impossible to flow data with history back and forth across these programs | No <ul style="list-style-type: none"> • History only one level deep • Only on some objects • No constraints / equations | Some <ul style="list-style-type: none"> • Very modal tools palettes | No <ul style="list-style-type: none"> • No rendering • No animation • No drafting • Above functions are in other programs, which breaks the workflow | No <ul style="list-style-type: none"> • Not “true” solids • No drafting • No rendering • No control of stereo-lithography exports across adjacent surfaces in a “solid” – this leads to the inability to print the 3D design • Limited direct data exchange |
| SpaceClaim | No <ul style="list-style-type: none"> • No associativity • No independent surfacing | No | Yes | No <ul style="list-style-type: none"> • No surfacing • Drafting is modal • No rendering • No animation | No <ul style="list-style-type: none"> • No rendering |
| KeyCreator | No <ul style="list-style-type: none"> • No associativity | No | Yes | No <ul style="list-style-type: none"> • No rendering • No animation | No <ul style="list-style-type: none"> • No rendering |

| | Non-linear Workflow | Parametric History on Demand | Transparent Tools | Holistic Tool Palette | Continuous Cross-team Communications |
|-------------------------------|---|--|--|---|--|
| Altair's SolidThinking | No <ul style="list-style-type: none"> • No associativity • Not "true" solids • Impossible to verify volumes, center of gravity, etc. | No <ul style="list-style-type: none"> • No constraints / equations | Yes | No <ul style="list-style-type: none"> • No "true" solids | No <ul style="list-style-type: none"> • No "true" solids • No control of stereo-lithography exports across adjacent surfaces in a "solid" – this leads to the inability to print the 3D design • Limited direct data exchange |
| Autodesk Inventor | No <ul style="list-style-type: none"> • Different modes for everything | No <ul style="list-style-type: none"> • All history required to make edits | No <ul style="list-style-type: none"> • Excruciatingly modal tools palettes | No <ul style="list-style-type: none"> • Everything is in different modules or programs | Yes |
| Autodesk Alias | No <ul style="list-style-type: none"> • No "true" solids • Impossible to verify volumes, center of gravity, etc. | No <ul style="list-style-type: none"> • No constraints / equations | Yes | No <ul style="list-style-type: none"> • No "true" solids | No <ul style="list-style-type: none"> • No "true" solids • No control of stereo-lithography exports across adjacent surfaces in a "solid" – this leads to the inability to print the 3D design • Limited direct data exchange |
| Dassault SolidWorks | No <ul style="list-style-type: none"> • Requires a linear workflow • Different modes for everything | No <ul style="list-style-type: none"> • History required at all times to make edits | No <ul style="list-style-type: none"> • Excruciatingly modal tools palettes | No <ul style="list-style-type: none"> • Everything is in different modules | Almost <ul style="list-style-type: none"> • However, it is very difficult to pass useable 2D data to 2D production processes |

Featured Designer

The Ashlar-Vellum home page changes every few weeks with a new featured designer. This keeps things fresh and raises our search engine ratings. So far we've featured Xenon user Michael Golino and Cobalt user Kevin Quigley. Coming up next, Celso Santos.



Celso Santos of Rio 21, Brazil.

Summer Sale

Ashlar-Vellum is offering 30% off all new licenses and upgrades of Cobalt™, Xenon™, Argon™ and Graphite™ until close of business on August 31st, 2012. The sale is going well, bringing in business from those who have been wanting to buy but are hesitant to spend the money in this economy.



Meet Jueri Svjagintsev



A new success story was posted this month featuring custom furniture maker Jueri Svjagintsev of Deep Eddy West. He uses Xenon to design and virtually build furniture pieces before he gets to the workshop, saving him time and often avoiding mistakes. Jueri tells us:

"When I go through the process of drawing I'm also actually building the piece, virtually. And I then I'll take it to the layout function and lay it out and I'll have my shop drawing. I can go from a rendering, which is great for selling an item, to a shop drawing in the same program, and with very few mouse clicks I've got a shop drawing. That's very versatile for me."

Enjoy [the rest of Jueri's story](#) and listen to sound bites from his interview on our website.

Coming next week are two new stories from Blair Hopper of FreeStyle Systems.



Above: decorative shell designed by Jueri Svjagintsev for Matt Gordon & Associated and the Greenwood Library.

Below: Jueri's design for an oval entertainment center in lacewood and aluminum.

