Ashlar-Vellum Channel Partner Newsletter
February 2013

Ashlar-Vellum Receives Frost & Sullivan Award

Remember that "stealth" award we told you we'd received back in October? The one that we were not allowed to even mention the name of the awarding firm unless we paid them $40,000 for the honor? Well, guess what, after four months they came back to us and gave us a "one time offer" allowing us to announce it for free. So here goes:

Ashlar-Vellum is proud to announce the receipt of Frost & Sullivan's 2012 Global Product Differentiation Excellence Award in CAD & Modeling Software from their Global Best Practices Research team.

A complete copy of the report is available upon request. Just send an email to Julie.bou@ashlar.com. Highlights from the report are included below:

"Ashlar-Vellum's Organic Workflow product suite has the unique quality of being not just a feature, but a philosophy—one that encapsulates the essence of a truly creative design process that engenders innovative product designs. This concept design phase has so far not been properly leveraged in other companies benchmarked by Frost & Sullivan competitive analysis, due to schedule and cost constraints and established product development workflows."

"In comparison to other market participants, Frost & Sullivan points out that what Ashlar-Vellum has accomplished in its Cobalt product with the Organic Workflow design process is true differentiation by providing design software that is modeled after realistic, human creative product development process. This solution does not impose a fixed design process on the user. Cobalt essentially behaves like an intuitive extension of a creative designer's internal thought process during conceptualization and design."

"Another key differentiating factor setting Ashlar-Vellum above the competition is that the firm offers rendering and animation in the same software, without even requiring users to switch the mode of use."

"Ashlar-Vellum's Organic Workflow enables an iterative design process in a non-linear workflow, so that a designer has the freedom to make changes freely and move in any direction without losing any parametric history, which is instantly available when the user requires it via the 'Parametric History on Demand' feature of the Organic Workflow. This creates a design process that is simple and flexible. Cobalt, Ashlar-Vellum's 2D and 3D modeling software, embodies the Organic Workflow philosophy comprehensively through a rich set of modeling tools."

"Ashlar-Vellum's Organic Workflow proves that the vendor genuinely understands its customers, which are concept designers, product development process and challenges. This is evident in its holistic, transparent, comprehensive, and, above all, flexible solution."

"The primary difference between Ashlar-Vellum's product and other solutions available on the market is not the depth of Cobalt's features, but the availability of all the features in a holistic, transparent way that enables the user to create concepts in an intuitive, unobstructed manner."

"Ashlar-Vellum offers one of the most accessible user-interfaces among CAD products. In addition to user-friendliness, Ashlar-Vellum has designed its Cobalt product to be "transparent" to the user, such that it disappears into the background and minimizes any obstruction to the user in focusing on the project itself."

Welcome Jane to AlphaCorr

Jane Zakharova has joined our AlphaCorr team as Account Manager. She'll be the organizational force behind AlphaCorr sales, keeping Mike Collins, Robert Bou and Vladimir Karpenko on track. Jane comes to us from Mobisoft. She's fluent in three languages and functional in three more. She is skilled at working remotely, having done so since her university training and on through her last couple of career moves. Always interested in trying something new, Jane's skills will be a welcome addition to our AlphaCorr team.

Welcome Les to Technical Assistance

Alexander Shcherbakov, better known at Ashlar-Vellum as Les, is moving into Technical Assistance, primarily focused on Cobalt™, Xenon™ and Argon™. He'll be using his experience as an Ashlar-Vellum developer to see that bugs are fixed and enhancements implemented effectively. We are glad to have Les' enthusiasm and expertise in a more customer-facing role as he helps us make our 3D modeling software even more productive for our customers around the world.

Robert Bou (right) works with Aleksander Shcherbakov to map out features for v9.

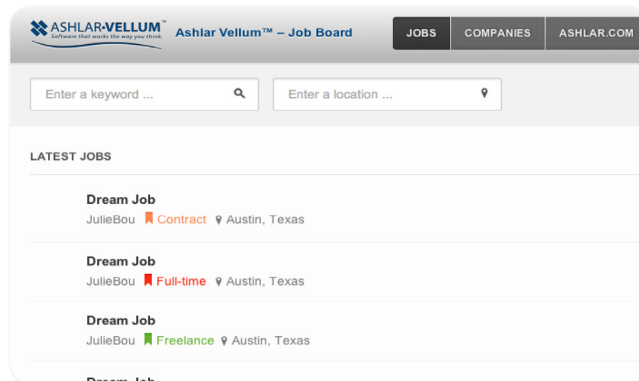# Graphite v8 SP4 Full Release

At the end of December we did a "soft launch" of Graphite v8 SP4 by posting it only on our Check Web for Update server.

Over the past two months we've found and resolved several minor issues and now the latest Build 8.9.12 is anticipated to be migrated to our Trial Version and Regular download servers as well.

Job Board Status

The long awaited job board is still making progress, though somewhat more slowly than web developer Andrey Simokav would like. The unfortunate delay is do to the phase of the moon. (No, I'm not making this up.)

More specifically, the custom enhancements necessary to some third-party software could not be undertaken until after the Vietnamese developers returned from their family celebrations of the Lunar New Year. Oh, the unexpected challenges of doing business globally.