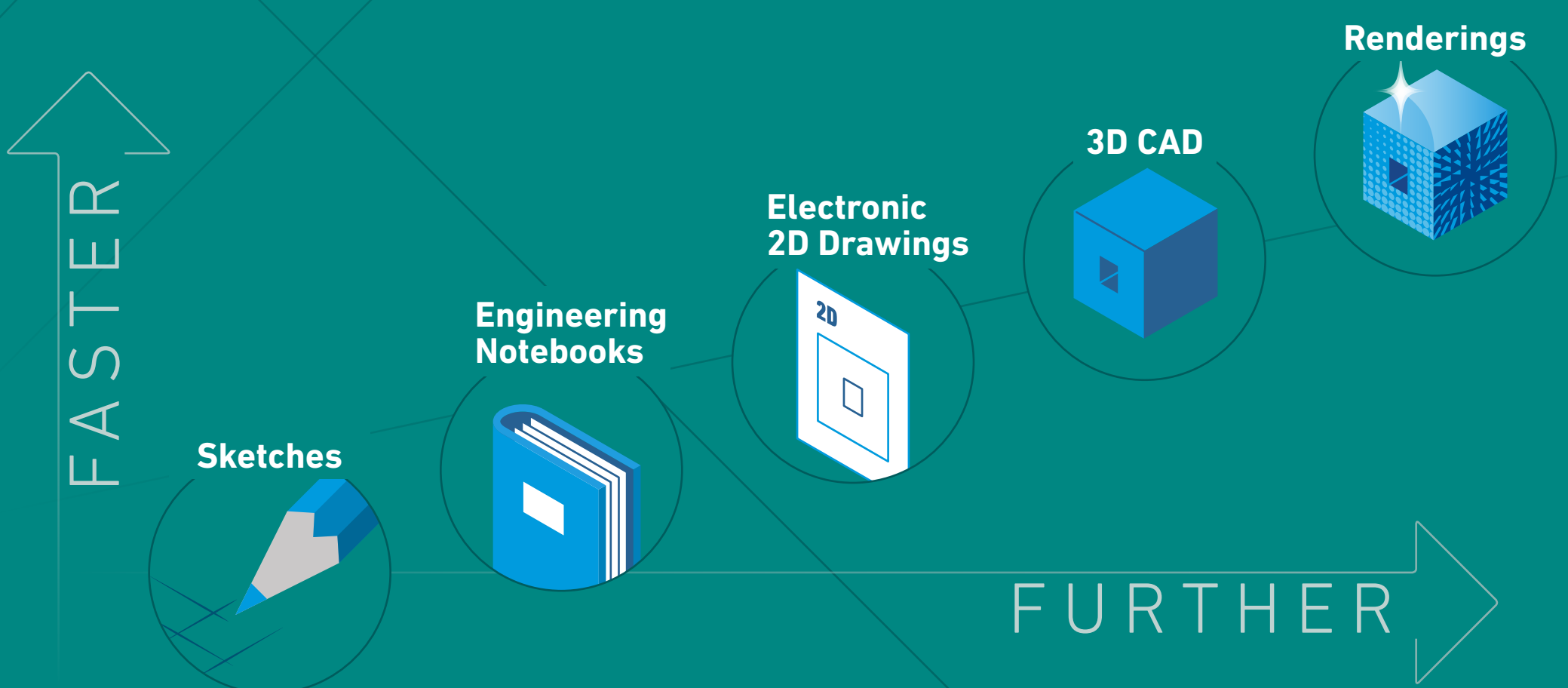# Concept Design

ptc

Does your process shortchange your product?

Your customers expect more: more product choices, more customized options and more exciting technology. Delivered faster than ever.

Option **D**

Option **C**

Option **B**

Option **A**

What do you need to meet this challenge?

Concept design tools that can keep up with you, so you can evaluate more concepts in the time you've got and take them further.

FASTER

FURTHER

Sketches

Engineering Notebooks

Electronic 2D Drawings

3D CAD

Renderings

A lot is at stake...

Start with the wrong concept, and you might as well not continue.

86%

86% agree the product will fail if you don't start with a good concept.

Start with the right concept, and much of your work is done.

98%

98% agree that innovative new products require good concept design.

Designers want to explore more concepts in the time they have.

3 : *Average number of designs explored.*

That's not enough!

81% say the schedule cuts concept design SHORT. And that means fewer concepts.

81%

92%

92% say they'd benefit from exploring more design alternatives.

PTC® Creo®

How can you do more with the time you have?

Toss that napkin
Try the intuitive, and free-for-life

PTC® Creo Sketch®

Seamlessly move designs
into 3D with

PTC® Creo Parametric®