



The Collaboration Imperative

How leading organizations are adopting the Cloud to accelerate innovation

Faced with the increasing challenges of a remote workforce due to COVID-19, many companies are re-examining legacy technologies to ensure employees can stay connected and collaborate regardless of physical location. The shift to remote work has also caused many companies to realize the barriers to collaboration imposed by outdated software. Firms are now turning to digital, cloud-based solutions to address their needs. In fact, McKinsey & Company found in a recent global [survey](#) that **85%** of firms polled have “somewhat” or “greatly” accelerated adoption of digital technologies to improve collaboration between employees.

Nowhere is collaboration more important than in the development of new products. Designers and engineers require tools that enable them to share ideas, challenge assumptions and innovate. Unfortunately, traditional file-based CAD software, with dedicated on-premise workstations, was simply not designed for collaboration. Invented prior to the widespread adoption of the internet, file-based CAD is little more than a digitized version of the paper-and-pen design process. Users must waste valuable time sending copies of design files by email to colleagues and then incorporate comments manually. These work-arounds to collaboration often result in misunderstandings and errors.

As a result, many firms are turning to cloud-based product development. Onshape, a cloud-native product development platform, enables real-time collaboration between users. Multiple designers and engineers can now work together on the same design document at the same time - sharing and iterating on ideas and accelerating product development.

● Improving Creativity and Innovation

One firm using cloud-based product development to empower their remote design teams is [Delta Development](#). Delta Development specializes in designing and manufacturing lifesaving cooling and heating systems used in extreme environments for military applications. The firm’s Autonomous Portable Refrigeration Unit (APRU) addresses a critical need by providing constant cooling of blood products, vaccines, virus samples, and temperature-controlled medications in military operations and disaster relief response.

With Onshape, Delta Development enables engineers in locations ranging from Arizona to Michigan to Montana, to collaborate simultaneously on the same 3D CAD model in the cloud.

“The ability to do mechanical design reviews remotely has been critical for us,” says Robert Futch, CTO of Delta Development. “When the COVID-19 pandemic forced us to work at home, we were able to continue as normal with our design process. Whenever I describe Onshape to anybody I say, ‘It’s like the Google Docs of CAD,’ and they’re instantly like, ‘Oh, that makes so much sense. Why haven’t they (the CAD industry) done that already?’”





◆ Accelerating Time to Market

Firms adopting cloud-based product development are also realizing accelerated review and approvals by internal company stakeholders. Today, many product timelines grind to a halt when needed reviews of product designs are sent in unclear or illegible emails with notations to key stakeholders. With cloud-based CAD, design teams can easily review designs with key operations, supplier, or sales stakeholders just by sending a web link. The result is more efficient collaboration and faster approval of designs.

One firm successfully using the cloud to accelerate internal stakeholder collaboration is **Doris Dev**, an on-demand, full-suite product development agency. The company also creates its own brands of consumer products, including most recently the *Canopy* humidifier, billed as the “World’s Cleanest Humidifier.”

The company relies on cloud-based Onshape to improve collaboration with members of its design team and also enable seamless sharing of product designs with stakeholders across the company to incorporate their feedback into new designs more quickly.

“In Onshape, we are able to quickly make design changes with input from multiple designers at the same time because we’re all able to share design documents,” says Lucas Lappe, Head of Product. “We’re able to preview the designs with nine technical team members and the marketing and branding teams who can see the product and provide feedback without ever needing a CAD license or the ability to download a CAD file and open it up.”

◆ Building Customer Alignment

When it comes to developing innovative products, product designers must be more responsive to the high expectations of their increasingly digital customers. Cloud-based CAD is proving essential to early communication and alignment. One company using the cloud to improve customer collaboration is Australia-based **Bespoke Engineering**.

Bespoke Engineering develops its own brands of motors and components for the automotive and aviation industries. The firm’s high-performance Radial Motion engines are customized for motorsport enthusiasts and custom car builders around the world.

“Every custom engine we make is going into a different vehicle or aircraft,” notes Nick Mebberson, Bespoke’s founder and managing director.

“So we need to closely interact with our customers and show them how everything fits. We can easily share the CAD model of an engine and say

‘here you can have a look at it in 3D.’” “Our customers can watch our progress on a project in real time in Onshape and it makes them feel really involved in the whole process,” he adds.

Today, as firms seek to adapt to the new reality of remote work and ensure productivity and collaboration, cloud-based product development solutions are proving essential. The examples of these three firms really only begin to scratch the surface of the transformation that is taking place as companies use cloud-based solutions to empower teams to work together better, improve operational efficiencies and build stronger relationships with their customers.



Interested in learning more about how Onshape improves collaboration and innovation with the cloud?

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