

LEDAS re-branding reinforces the launch of new business directions

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Facing new market challenges, the LEDAS group extends its market activity in several new business directions nowadays focused on consulting and distribution. LEDAS updates its positioning as follows.

LEDAS core business is the development of computational software components used by the company's customers for building end-user applications. Leading in constraint-based technologies, LEDAS is a well-known provider of PLM components:

- Geometric Constraint Solvers for CAD/CAM/CAE,
- Optimization Engines for Project Management, Work Scheduling and Meeting Planning
- Interval Technologies for Knowledge-Based Engineering and Collaborative Design

LEDAS proposes both licensing its components and the development of proprietary customer's components (outsourcing). The business schemes proposed by LEDAS take into account the interests of both the clients and LEDAS itself and are specially designed to avoid any possible competition with the customers but rather to strengthen the joint efforts for all CAD, CAM, CAE, PLM, and ERP solutions.

The LEDAS new business initiative is PLM/ERP services:

- Consulting
- Outsourcing
- Reselling
- Education

This part of the LEDAS business is based on:

- Competence in development of PLM/ERP components
- Many years cooperation with the leaders in PLM/ERP
- Experience in hosting several PLM forums in Novosibirsk (isicad-2004, DS seminar in 2005, isicad-2006).

Taking into account the company's capabilities to combine its skills in software development, integration, education, training, maintenance, system analysis, reselling etc, LEDAS positions itself as a leading competence center of PLM/ERP solutions in central Russia.

LEDAS provides PLM/ERP services primarily to Siberian manufacturing enterprises and national corporations and invites cooperation from all interested parties.

The rapid growth of industry in Russia in the last few years supported by recent Government decisions to invest in techno-parks (www.regnum.ru/english/) allows top-level managers to consider upgrading technical equipment, use of which requires further staff qualifications. This target market has already confirmed its willingness to be involved through an interest to participate in the **forthcoming forum isicad-2006** (isicad.ru/2006). For a fast and effective transition to new technologies in modern enterprises most manufacturers are ready to outsource qualification-demanding development and employee training to such companies as LEDAS and this market has just started to increase.

Meeting the obvious demands of the regional market, **LEDAS is purposely investing in education and training**. The list of the company's courses is rapidly expanding; today it includes about ten specific topics (for more details see www.ledas.com/consulting/education/). Some of the courses are intended to illustrate how various market solutions and products in PLM and ERP can be integrated into the IT-environment of modern enterprise. **A work by Dmitry Ushakov, LEDAS CTO, 'Introduction to the mathematical background of CAD/CAM/CAE/PLM'** has recently been published; the book was written based on lectures organized jointly by Novosibirsk State University and LEDAS. The course materials can also be useful for CAD/CAM/CAE/PLM developers, scientists, engineers and anyone interested in the modern trends of computer-aided industry. It is also planned for the book to be published in English. More information is available from www.ledas.com/new/consulting/publications.

"In correspondence with the launch of the new services re-branding of the company will help our customers to understand how we see the company ourselves. We are not changing our corporate identity but are strengthening our position in the market via new business directions", said Alexey Rasskazov, Sales and Marketing Director of LEDAS. The involvement of international vendors in the distribution network in central Russia means using broader sales-geography for all concerned. The most perceptible impulse has been made in the direction of consulting services, through which LEDAS provides, along with purely academic courses, extensive commercial courses for enterprises in the region and worldwide by means of publishing and consulting.

The trends of the LEDAS development are now reflected on its corporate website www.ledas.com.

The new layout features up-to-date sections about the company itself, in-house technologies, products and solutions as well as consulting and training. For more information please contact the Sales and Marketing Department at sales@ledas.com.

About LEDAS

LEDAS Ltd. is an independent software company founded in 1999 and is based in Novosibirsk, Russia. LEDAS is a leader in constraint-based technologies and is well-known as a provider of PLM components: geometric constraint solvers for CAD/CAM/CAE, optimization engines for Project Management, Work Scheduling and Meeting Planning interval technologies for Knowledge-Based Engineering and Collaborative Design. The company also provides services for PLM and ERP markets: software development, consulting, reselling, and education. Information on LEDAS is available on the Internet at: www.ledas.com.

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