

INTERGRAPH CADWORX & ANALYSIS SOLUTIONS (ICAS)

'We expect India to grow @ 35% year-over-year for the next five years'

Intergraph offers enterprise software to meet real-world challenges. These comprehensive software sets are chosen by the leading engineering companies from around the world. Intergraph *CADWorx* Plant Design Suite is an integrated, complete *AutoCAD*-based software series for plant design that provides intelligent drawing and database connectivity, advanced levels of automation, and easy-to-use drafting tools.



William (Billy) Rasco

William Rasco (WR): ICAS, formerly COADE, has a long and relevant history in the process industry. CAESAR II is one of the oldest PC-based pipe stress programs available. It is used by virtually every major owner operator and EPC on the planet to validate their piping designs and keep their employees and the environment safe. Because of this it has become the standard by which other such programmes are judged.

The comprehensive series of design tools includes structural steel, equipment, process and instrument diagrams, and design review, plus automatic isometrics and bills of material.

This suite will now be available in India through an arrangement that the ICAS Division of Intergraph has recently entered into with Houston-headquartered Ingenious Inc, through the latter's India operations.

In this exclusive interview, William (Billy) Rasco, Vice-President, Intergraph ICAS Division and Mr. Vibhu Sharma, CEO, Ingenious Inc, highlight the business potential they are eyeing and the relevance of the product to the Indian design and engineering industries.

Excerpts from the interview:

Can you comment on the relevance of ICAS to the process industry, especially in an Indian context?

The Indian ecosystem has always been one of change and modernization. This nuance has helped *CADWorx* our piping design programme, with its simple modern user interface expand throughout the Indian market space. Our pressure vessel analysis software, *PV Elite*, has helped large Indian manufacturing firms design and deliver some of the largest pressure vessels ever fabricated. In fact, *PV Elite* is so successful in India that we find its largest installed user base there.

I say all of this to let you know that our workplace is the process industry and we understand the pressures and schedules our clients face and the huge faith they place in us and our products. And we accept the responsibilities this faith places on us.

Vibhu Sharma (VS): Ingenious has been a leader in process simulation and engineering software, especially in India, and offering ICAS solutions,



Mr. Vibhu Sharma

which is a market leader, allows to offer lifecycle modelling solutions that Indian companies would need to excel in their industry.

What are the efficiencies gained through the use of this platform for design, and how have companies benefitted?

WR: The efficiencies found in modern computer aided design and analysis softwares are many, so let's focus on a single one that is easy to define. The ability to reuse content. Envision the simple copy and paste commands found on every PC. Then think about what those terms mean to an engineering process. I can design something very detailed and accurately one time and should be able to use that design over and over without having to revalidate it each time. We call this concurrent design and all of the products that I mentioned above allow for this to take place. Design once and reuse anywhere.

But we take this process one step further. As change occurs, and we

all know change is inevitable, this change can be shared across all disciplines. This one simple concept has allowed companies to benefit by saving time, reducing costs and most importantly maintaining accuracy.

VS: I would add that having the option of complimentary software from pipe stress, pressure vessel design, coupled with Ingenious solutions for process simulation, monitoring and training gives a one of a kind set of solutions for Indian clients to incorporate.

What are the specific products that will be available to Indian customers under this platform?

WR: ICAS offers a wide range of products to address the multiple disciplines found in a process engineering environment. In addition to the products mentioned above we have electrical schematic design and *CADWorx E&I*. As a matter of fact, *CADWorx* in itself is a full family of products – steel design, 2-D and 3-D piping design, Isometric and Orthographic deliverables can all be accomplished with the *CADWorx* products. Static storage tank analysis can be done with our *TANK* product and steel structural analysis can be performed with our latest product *GTSTRUDL*. Each of these products structure the idea that the easier the product is to use the more our clients will benefit.

Can you comment on the nature of the partnership with Ingenious?

WR: We continually search for

value-added resellers; these resellers are the core of our success as they are the local face of ICAS products around the globe. Resellers are often the first exposure of our products to our clients. It is crucial that we have the right persons filling this role.

VS: Ingenious is a leader in providing process engineering and soft-

“Ingenious as a reseller in India fit perfectly into this role. They are a knowledgeable and savvy consulting company that already serve the growing industrial complexes around India”

ware solutions, with 100+ clients in India itself. In particular, we have a strong market position in the process industry, which is poised for rapid growth.

What made you choose them as your partner in India?

WR: Ingenious as a reseller in India fit perfectly into this role. They are a knowledgeable and savvy consulting company that already serve the growing industrial complexes around India. They have an excellent technical support staff that has used our

“I expect ICAS products to be mainstays in every University across India and for students to enter the workforce capable of using these products”

products on real projects. Plus they have offices in Houston (Texas) so all of the meetings do not have to be it 12 midnight.

What can Indian customers expect from the partnership in terms of products, services, training & support?

WR: Indian customers can expect

the same great products ICAS provides in my hometown of Houston with the same level of knowledge, quick local response times to support questions, regional classes in local languages and consulting services as needed.

How can customers avail of these products? Are there options to lease, buy etc.?

WR: ICAS provides most products through our resellers in three ways. Products can be purchased as a per-petual seat, as a monthly short-term lease, or as an annual lease. Some products can be purchased in limited runs or even on the cloud. I would suggest you contact our resellers to get an accurate quote and explore the multiple licensing models we support. We strive to meet the needs of our client base.

Several large engineering companies now use India as a platform from which they offer services for regional markets. Is this an opportunity for your products?

WR: Absolutely, India is becoming a ‘to go to’ country for engineering and design services. This is because of the knowledgeable and plentiful workforce that exists in India. Because our products are easy, open and scalable they thrive in this type environment. Because ICAS products are the global industry standard in many other fields they will be defined as a product of choice to companies making use of the service.

VS: We already see all the major EPC and technology companies use ICAS and Ingenious and Chemsta-

tions software, and as more companies continue to grow we are seeing greater adoption of such solutions. Sectors of high growth include pharma and fine chemicals, and fabrication.

In terms of industries served, what would be some priority areas that the partnership would focus upon?

WR: Ingenious comes to us as a preeminent consulting company in the pharmaceuticals and chemicals industries. Both of these industries are in their infancy in India and as an ICAS VAR we expect these will be the perfect areas for Ingenious to focus on.

What kind of growth targets have you set for yourself in India? Where do you see the Indian business in five years from now vis-à-vis today?

WR: We have defined very aggressive growth targets for ICAS globally and India is a big part of that. I expect India to grow @ < 35% year-over-year for the next five years. I expect ICAS products to be mainstays in every University across India and for students to enter the workforce capable of using these products to benefit their employees specifically and mankind as a whole.

What is the infrastructure (offices, engineers, sales & support) available to meet these growth aspirations between you and your partner Ingenious?

WR: To help support our aggressive growth projections ICAS has hired sales managers and support technicians in Mumbai. These direct employees are here to help our dealer channel support the growth in number of clients and their needs in India.

As I said earlier the primary interaction is between our dealers and their clients. This is the defining factor for us bringing Ingenious on board as a dealer. With their existing team of engineers, designers and support staff across India, clients can partner with them for engineering consulting services and time-sensitive training needs.

We see Ingenious as a win-win in strategic business development for clients and ICAS alike.

VS: Ingenious has increased its staff to include experts in various ICAS products as well as a broader sales team that can address the technical needs of our clients. We sell value-based solutions where we support and hold the client's hands till they are comfortable with the software and can derive the most value out of their investment.