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**Lifecycle Insights kicks off study on supplier readiness for Model-Based Definition (MBD)**  
*Findings to empower engineering executives to make better decisions on MBD initiatives*

**Austin, TX:** Today, Lifecycle Insights announced the launch of a study that will quantify suppliers' readiness to adopt Model-Based Definition (MBD) processes. This survey-based research will evaluate suppliers' current operating state, current capability state and future plans for the use of MBD for quoting, machining, tooling design, inspection and engineering change functions. Armed with these findings, engineering executives can make better decisions on their organization's MBD initiatives.

Of the new study, Lifecycle Insights' Chief Analyst Chad Jackson said, "From past studies, we know that engineering executives know there is value in MBD efforts. Nevertheless, many hesitate to move forward with MBD because of the uncertainty around their supply base. Engineering organizations are certainly capable of developing MBD deliverables, yet if suppliers can't or won't use them, the process breaks down and the initiative fails to yield value."

More details on this research project include:

- Findings from the study will be published in a formal research report and presented at the [2018 3D CIC event](#) in Golden, CO, hosted by [Action Engineering](#).
- The study's scope, deliverables, background and research process are further disclosed on the [MBD Supplier Readiness page](#) at Lifecycle Insights' website.
- Companies that drive more than 50 responses to the survey will receive a personalized version of the findings comparing their suppliers to the general response population. Contact us at the [Get Involved](#) section of the MBD Supplier Readiness page.
- Those wishing to stay updated with the progress of the research, including the release of the research report, can sign up for notifications at the [Keep Up to Date](#) section of the MBD Supplier Readiness page.

**About Lifecycle Insights:** [Lifecycle Insights](#) is a research and advisory firm providing insights on technology-led engineering initiatives. Based on surveys of over 3,000 organizations, Lifecycle Insights' guidance enables engineering executives to make more informed choices, enabling their organization to adopt initiatives in less time, with more surety, and less disruption.

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