



## Press Release

For immediate release

# bd Systems Selects NEiNastran

## bd Systems selects NEiNastran to win ROCKETPLANE contract

Noran Engineering, Inc. (Westminster, CA; [www.NENastran.com](http://www.NENastran.com)) a leader in developing Computer-Aided Engineering (CAE) software today announced that bd Systems has made a major purchase to support their engineering collaboration with Rocketplane.

bd Systems was in the final stages of preparing their proposal to Rocketplane. It required that a number of their engineers obtain standalone copies of high performance analytical software to meet the requirements of the contract. While evaluating the software packages and cost models of the well known vendors, they immediately determined that the overall cost of the software could eliminate any opportunity to secure the contract. They then looked to Noran Engineering to provide the solution they needed.

Joseph Clayton, Vice President of Advanced Technology Division, put it this way: "Our immediate challenge was to find a finite element package that would give us an alternative to the major vendors, whose stronghold on the market over the years has created over-priced and under-supported products. We looked at Noran Engineering's NEiNastran and discovered a breath of fresh air. Not only did we find that their product is every bit as good as the competition, but their support is superior, all at a fraction of the cost. bd Systems requires extremely high performance from their analytical software, and everything our engineers need from a finite element code was provided by NEiNastran. Plus, the cost savings not only helped us win the follow-on to our contract, but may have actually been the deciding factor in allowing it."

"Noran Engineering, Inc. has always understood the dynamics in small, medium and large consulting firms," says Dave Branch, vice president of sales. "The challenges in bidding such contract work are the same. The cost of software needed to perform the job can become a difference maker in both winning the contract and completing it profitably. It factors heavily along with upfront capital purchases, maintenance revenues, staffing, and delivery dates. We at Noran Engineering, Inc. met with the management team at bd Systems and immediately determined that our overall cost model and flexibility would turn this into a win, win situation. While others in the industry might see this as an opportunity to make a quick sale, Noran Engineering, Inc. understands that it is a partnership."

**About bd Systems Advanced Technology Division**

The Advanced Technology Division provides engineering and information technology services to NASA, DOD and industry. Disciplines of in-depth expertise include structural dynamics, stress and thermal analyses; guidance, navigation and control; robotics; and space experiment/payload development, integration and operation. The Division also specializes in multi-body modeling and simulation and computerized animation. Website: [www.bdsys.com/AT/MAIN.htm](http://www.bdsys.com/AT/MAIN.htm)

**About Noran Engineering, Inc.**

Noran Engineering, Inc. (NEi), a leader in computer-aided engineering (CAE) software, provides a complete suite of analysis tools for structural, thermal, dynamic, fluid flow, fatigue, and optimization to the aerospace, automotive, maritime, military, medical, and consumer product industries. The core product, NEiNastran, runs on Windows, Linux, and UNIX platforms in both stand-alone and networked configurations. NEi's latest product, NEiWorks in SolidWorks, breaks new ground in engineering analysis software by integrating Nastran with CAD to remove long standing barriers between design and analysis. Website: [www.NENastran.com](http://www.NENastran.com)  
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