

THE 3DEXPERIENCE® PLATFORM

Powering sustainable innovation in the Age of Experience



“You’ve got to start with the customer experience and work back toward the technology - not the other way around.”
– Steve Jobs

SUSTAINABLE INNOVATION BEGINS WITH CUSTOMER EXPERIENCE

Researchers from Brigham Young University, who work with Forbes magazine on its annual lists of the most innovative companies, have identified common traits they call the “Innovator’s Method”. It starts with deeply exploring the customer need—the functional, social, and emotional job to be done. Sustainable and successful innovation often takes the form of an experience. In today’s Experience Economy, companies are turning to experiences to build emotional bonds that produce customer loyalty.

They understand that consistently reinforcing key customer values with the right emotional, social, and sensory experiences is the only sure path to sustainable product and business success.

Dassault Systèmes’ **3DEXPERIENCE® platform** is collaborative business platform provided on-premise or on-cloud that brings together people, ideas, and knowledge on a common mission of innovation. With virtual technologies and social innovation, the platform and its applications enable you to imagine, shape, and deliver powerful, personalized experiences and give you unprecedented, clear insight into the impact of your choices. Let’s see how the **3DEXPERIENCE® platform** can work for you.

THE POWER OF THE VIRTUAL WORLD TO SHAPE EXPERIENCES

Advanced digital design, modeling, and simulation were born in engineering, but are now opening doors to breakthrough innovations in all spheres of business, science, and government. They enable rapid and virtually limitless prototyping without using precious material resources. Realistic simulation can help achieve highly accurate understanding of the real-world impacts of a product, process, or service on consumers and the environment before release, and then monitor and analyze impacts after implementation using advanced data visualization.



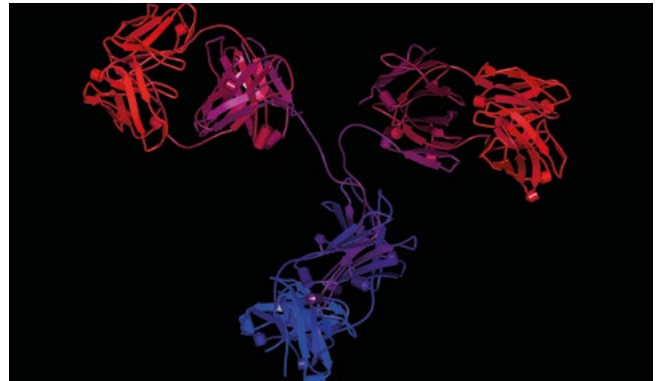
Virtual technologies can also be an integral part of the experience itself, and not just for development and analysis. This mingling of the real and the virtual offers an unprecedented opportunity to imagine, shape, and deliver powerful, personalized experiences that evolve in real-time. For example, Dassault Systèmes' Virtual Garage Industry Solution Experience enables companies to leverage existing CAD data to create stunning automotive sales and marketing materials, and dynamic digital product promotions and customer engagement activities online and in showrooms. This interplay of the real and virtual worlds can mutually reinforce the depth and quality of the customer experience.



As a leading provider of virtual design, modeling, simulation, and visualization software, Dassault Systèmes has seen our customers use our virtual technologies in all these ways. We have also seen the Product Lifecycle Management (PLM) tools we originally evolved for engineering used to manage the complex governance and orchestration challenges that are part of bringing these experiences to life in every industry.

Consequently, we have dedicated ourselves to building holistic solutions with our Industry Solution Experiences delivered through our **3DEXPERIENCE platform**, specially designed to support the collaborative innovation experience.

BRINGING COLLABORATIVE INNOVATION TO ALL INDUSTRIES



To unite talent across geographic and organizational boundaries, it became clear that cloud technology would be essential for a platform designed to bring people, ideas, and knowledge together on a common mission of experience-centered innovation. We also felt that the platform should be natively social and mobile-accessible to support anytime, anywhere collaboration. And, the platform would need to be able to evolve over time to leverage more and more of the cloud's computing power as it developed to support growing data- and processor-intensive activities, like digital design, modeling, and simulation.



At Dassault Systèmes, we designed our innovation platform with an eye toward both taking PLM to its next logical evolution and enabling the cross-disciplinary collaboration required to achieve sustainable innovation in the Age of Experience. The very nature of products and product design are evolving. Our **3DEXPERIENCE platform** therefore takes the must-have essentials of cloud, mobile, and social, adds the computing power needed for digital modeling, simulation, and big data visualization on the cloud, and weaves in four essential ingredients for sustainable, experience-centered innovation:

Knowledge Discovery

Users can populate a personal dashboard on the platform as they wish with content from inside and outside the enterprise. A pre-configured social media utility lets users create a complete dashboard for social listening, while a powerful, integrated search engine enables users to find information across the platform with simplicity and discover and learn as they explore topics automatically generated from their search results.

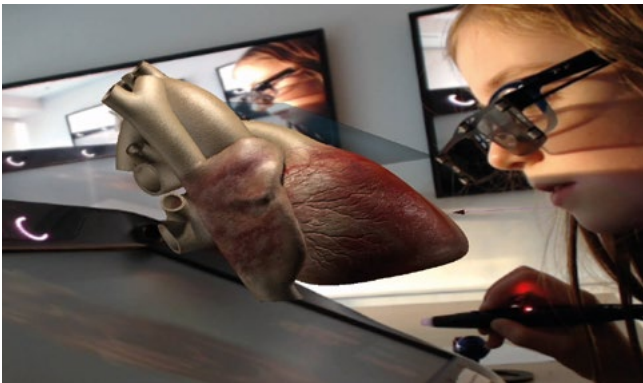
Knowledge Capitalization

In these collaborative spaces, manufacturing users will recognize the PLM heart of the **3DEXPERIENCE platform**, with a common system for storing engineering and manufacturing data. We built user tagging into dashboard and search utilities, and incorporated a tool for creating collaborative spaces where authorized users can add, access, and share assets pertinent to any experience or related project.



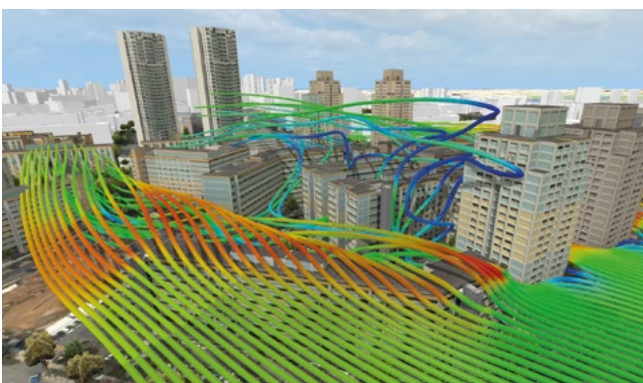
Community Building

Our goal with the **3DEXPERIENCE platform** is to help customers build true communities of innovation, so users can form their own communities of interest around any topic or idea. Through dedicated blogs, wikis, iQuestions (similar to forums), idea boards, member profiles, and community analytics, communities can engage in the deep knowledge sharing and mutual inspiration that brings new ideas to life, with the most promising ideas capable of being captured as requirements.



The Universal Language of 3D

If a picture is worth a thousand words, a 3D model that you can flip, turn, and zoom around is worth five, simple, priceless words: "I see what you mean." The platform integrates an easy-to-use tool to generate and share 3D representations.



To create a great experience, you bring together diverse people from different disciplines, and we help our customers facilitate that conversation through the universal language of 3D.

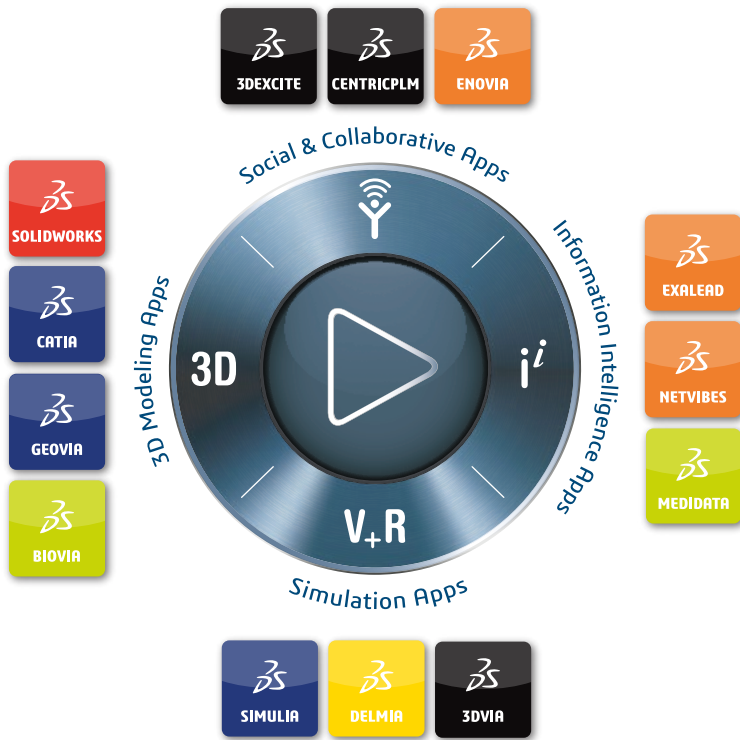


BUILDING SUCCESS IN THE AGE OF EXPERIENCE

No matter how you measure product and business success, the power of the virtual technologies delivered through the holistic approach of Dassault Systèmes' **3DEXPERIENCE platform** can help you achieve sustainable innovation. This collaborative business platform helps you imagine, shape and deliver powerful, personalized experiences for your customers. You bring together all the elements of your business operation—from engineering to marketing to manufacturing to sales—and gain unprecedented insight into the impact of your decisions.



To learn more about how the **3DEXPERIENCE platform** can help you succeed in the Age of Experience, visit our website at www.3ds.com.



Our 3DEXPERIENCE® platform powers our brand applications, serving 11 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the 3DEXPERIENCE® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 250,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com.

Europe/Middle East/Africa

Dassault Systèmes
10, rue Marcel Dassault
CS 40501
78946 Vélizy-Villacoublay Cedex
France

Asia-Pacific

Dassault Systèmes K.K.
ThinkPark Tower
2-1-1 Osaki, Shinagawa-ku,
Tokyo 141-6020
Japan

Americas

Dassault Systèmes
175 Wyman Street
Waltham, Massachusetts
02451-1223
USA

©2020 Dassault Systèmes. All rights reserved. 3DEXPERIENCE® the Compass logo, the 3DS logo, CATIA, BIOVIA, GEOVIA, SOLIDWORKS, 3DVIA, ENOVIA, EXALEAD, NETVIBES, MEDIDATA, CENTRIC PLM, 3DEXCITE, SIMULIA, DELMIA, and ENVE are commercial trademarks or registered trademarks of Dassault Systèmes, a French "société européenne" (Versailles Commercial Register # B 322 306 440), or its subsidiaries in the United States and/or other countries. All other trademarks are owned by their respective owners. Use of any Dassault Systèmes or its subsidiaries trademarks is subject to their express written approval.