



3DEXPERIENCE®

High-Tech Industry Redefining Consumer Experience

December 2, 2016
Olivier Ribet | VP High-Tech Industry
@oribet

Our Purpose

“

Dassault Systèmes provides business & people with **3DEXPERIENCE** universes to imagine sustainable innovations capable of harmonizing product, nature and life.

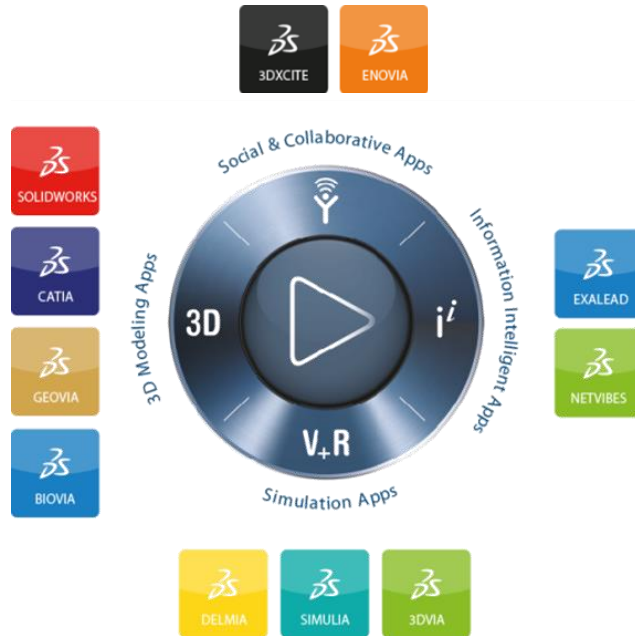
”



High-Tech Industry | Market Opportunity

The 3DEXPERIENCE Powers...

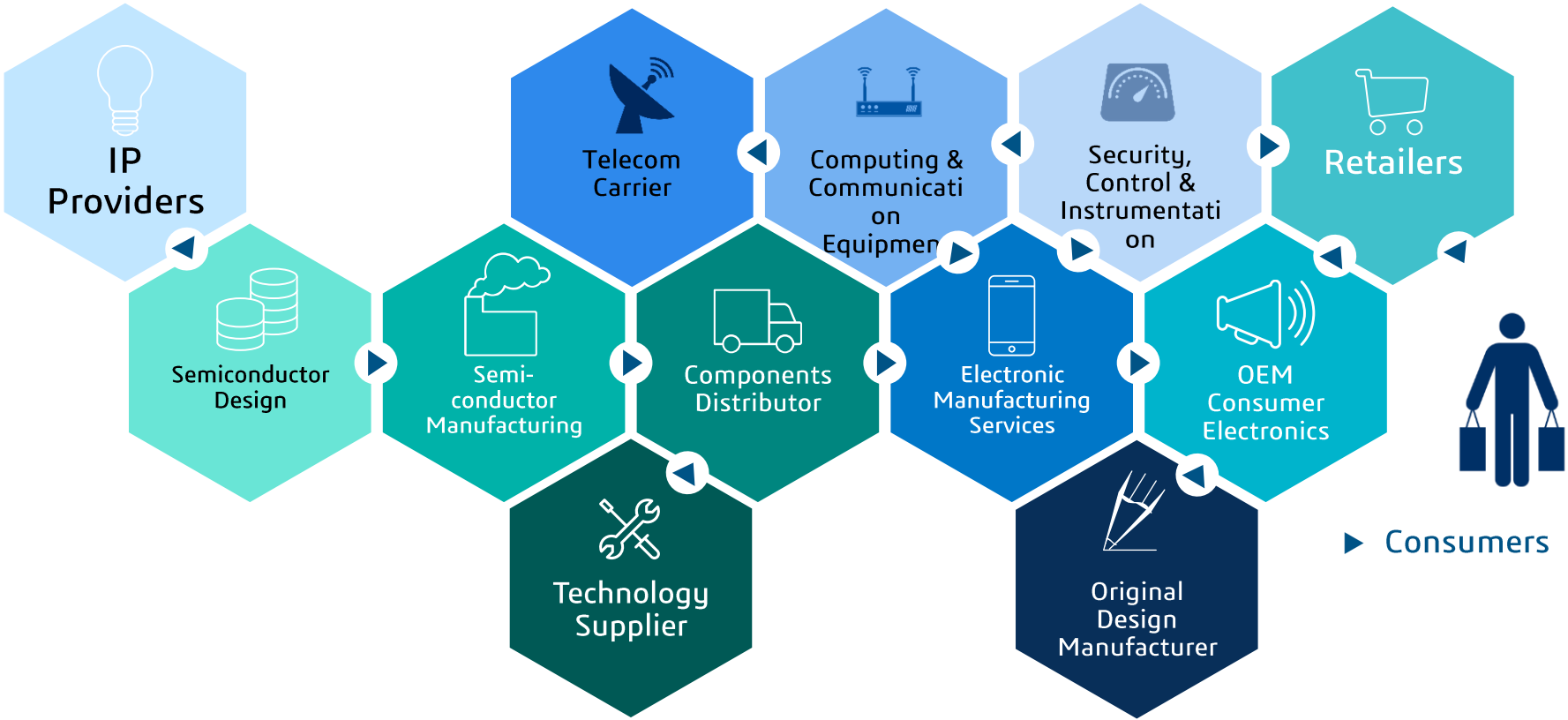
...our Brand Applications...



...for 12 Industries



High-Tech Industry Value Chain at a Glance



Acquisitions Relevant to High-Tech Companies

Going beyond PLM with the 3DEXPERIENCE Solutions

Our 3DEXPERIENCE Solutions leverages our world-leading 3D software applications to **transform the way products are designed, produced, and supported**, enabling companies to craft delightful customer experiences.



High-Tech | Segment Highlights

OE

- ▶ **29,000** companies
- ▶ 148 companies > 5,000 FTE
- ▶ **Growth drivers:** IoT, Wearables, Robotics
- ▶ **Hot topics :** Shorter lifecycles, Continuous innovation, Customization, Modularity



5.1 Consumer Electronics

- ▶ **49,000** companies
- ▶ 101 companies > 5,000 FTE
- ▶ **Growth drivers:** Home Automation, IoT, Smart Cities, Industrial IoT, Robotics
- ▶ **Hot topics :** Intelligence, Reliability, Compliance



5.2 Security, Control & Instrumentation

- ▶ **119,000** companies (including Software Cies.)
- ▶ 284 companies >5000 FTE
- ▶ **Growth drivers:** Network speed, SDN, NFV, IoT / IIOT, Security, OTT, Cloud, ADAS, City
- ▶ **Hot topics :** 5G, Profitability, Vertical offerings, Customer 360°



5.3 Software, Computing & Communication Equipment

SU

- ▶ **2,200** companies
- ▶ 1 big player, (Hon-Hai), 29 companies > 5,000 FTE
- ▶ **Growth drivers :** Automation, Climbing up the value chain, Diversification
- ▶ **Hot topics :** Costs, Broadening scope, More variants, Smaller series, 3D Printing



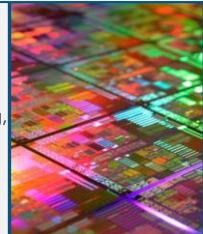
5.4 Contract Manufacturing Services

- ▶ **70,000** companies
- ▶ 330 companies > 5,000 FTE
- ▶ **Growth drivers:** Smarter, faster, longer lasting equipment, Connected Cars
- ▶ **Hot topics:** Balance between costs and technology, supply chain trustworthiness



5.5 Technology Suppliers

- ▶ **2,000** companies
- ▶ 53 companies > 5,000 FTE
- ▶ **Growth drivers:** Sensors, Connectivity, Automotive, Security, Quicker V&V
- ▶ **Hot topics :** Exploding R&D and Manuf. Costs, Reinventing Moore's Law, IP, 3D Stacking



5.6 Semiconductors

High-Tech Industry | Accelerating Industry Momentum

Ericsson PLM Business Transformation Program



Joakim Cerwall,
PLM sponsor and Head of
PLCM operations

“We are talking about a
business transformation.”

“What we are trying to do
is create an **end-to-end
digital thread** and the
choice of Dassault
Systèmes’ **ENOVIA V6** and
3DEXPERIENCE platform is
a reflection of this.”



<http://www.engineering.com/PLMERP/ArticleID/12122/TV-Report-Ericssonss-CIO-on-PLMs-Big-Bang-and-Why-They-Chose-Dassault-Systemes-3DEXPERIENCE.aspx>



Johan Torstensson, CIO, Ericsson

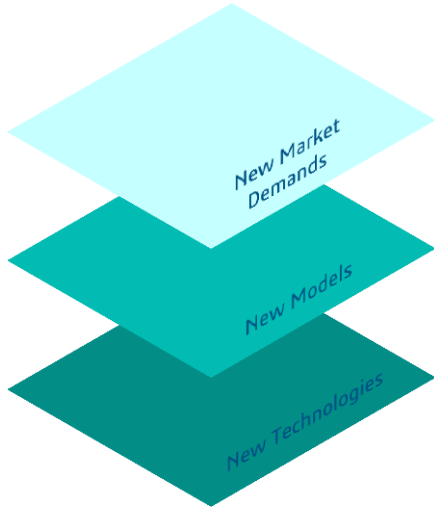
What were Ericsson’s main reasons
for choosing 3DEXPERIENCE?

“Well, this is a business change
program,”...“the road map of
Dassault Systèmes, specifically
regarding the digital transformation
we will carry through at Ericsson.”

“We conduct a **change program for
25,000 people** in the company and
the GUI, the interface, is crucial.”

High-Tech Industry | Addressing Industry Transformation and Market Demand

From Uncertainty to a World of Radical Innovations...



Web Page Reader - Werables



Web Page Reader

WAREABLE
 News Reviews Smartwatches Fitness trackers Running VR Smart Home Forum Sign In

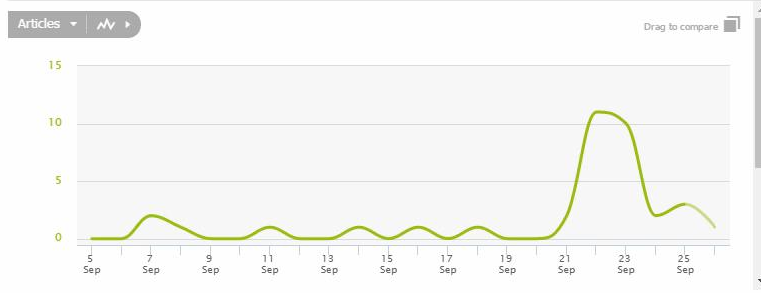
Smartwatches



NETVIBES - Feed Reader - Technology - The Huffington Post

NETVIBES - Feed Reader - WSJ.com: WSJD

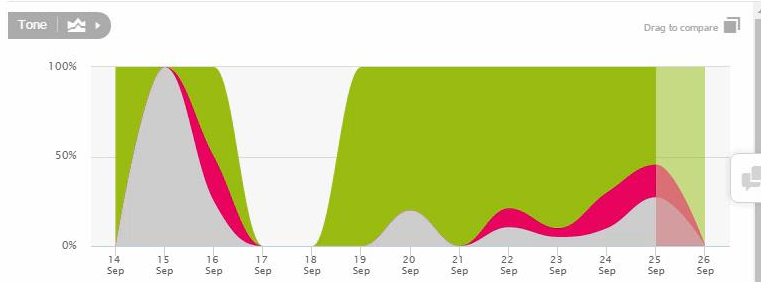
NETVIBES - Social Analytics - What is said about 'smartwatch'



NETVIBES - Social Analytics - What is said about 'smartphone'



NETVIBES - Social Analytics - How is 'wearables' perceived



High-Tech Industry | Redefining Consumer Experience

Redefining Consumer Experience

A tidal wave of industry wide innovations and business transformations

Competitive



Design, Digital, Durable
Experiences.

Connected



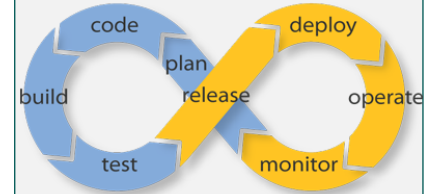
New networks to access rich
content, apps and services.

Contextual



Always on smart adaptive,
safe and intuitive
experiences.

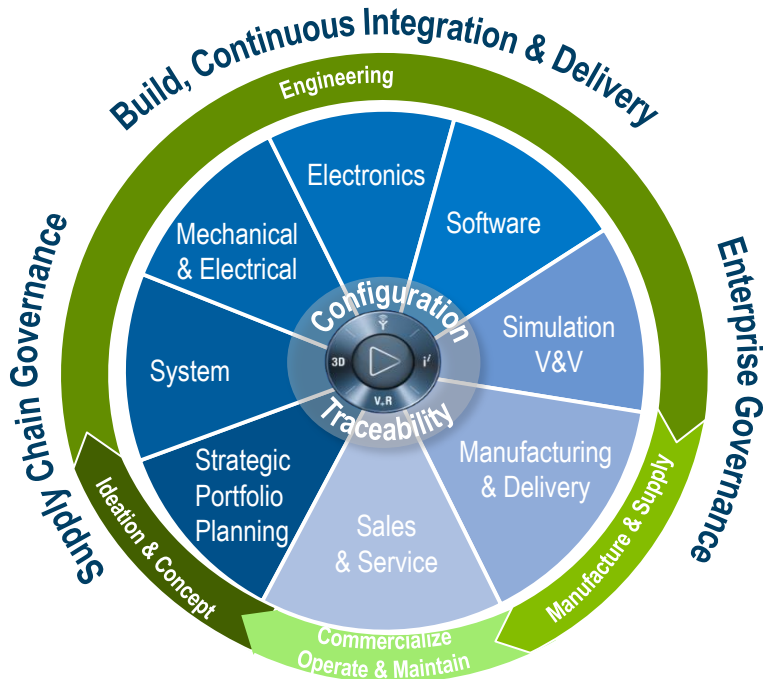
Continuous



Evergreen software-driven
experiences.

Image Credit Galileo software

High-Tech | Delivering Transformative Solutions for a Fast Changing Industry



Engineering Challenges

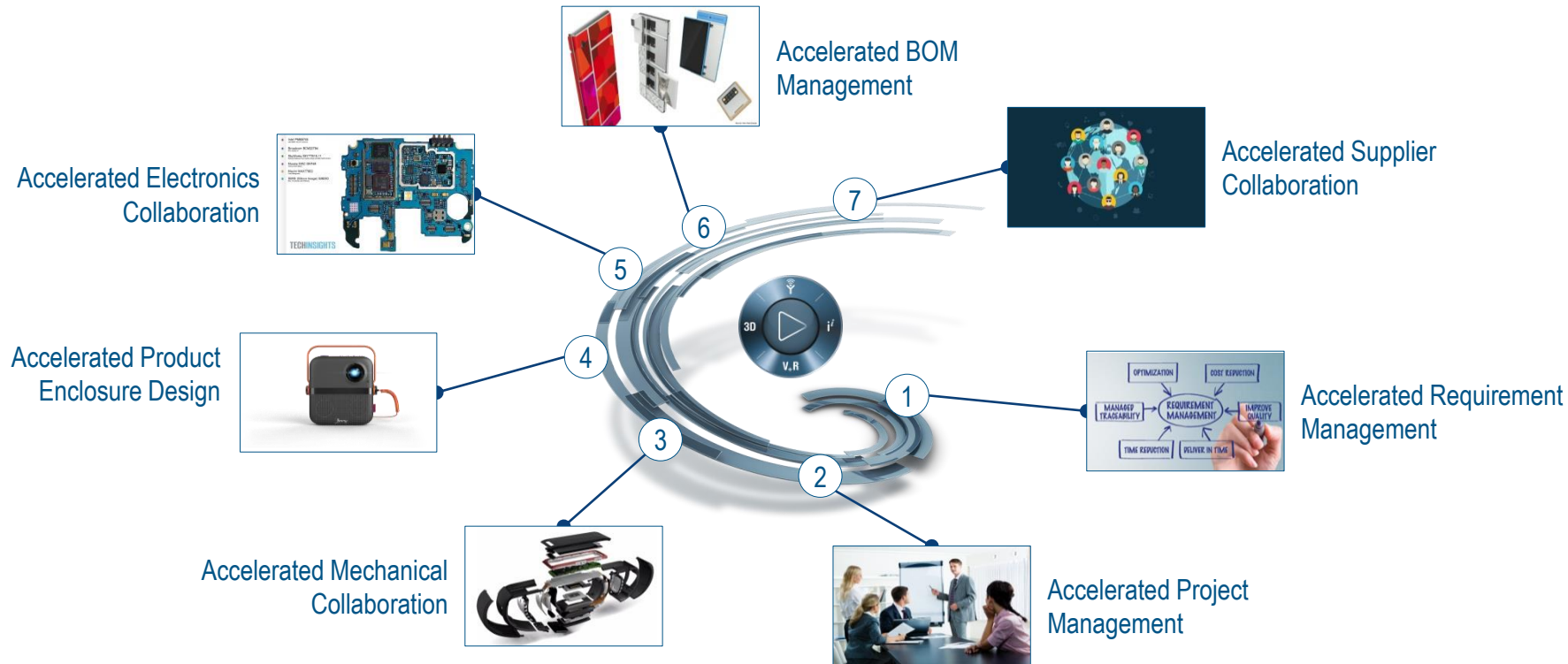
- Mastering complexity of Electronics and Software
- Break information systems silos
- More customers (eg auto), more variants
- Supply chain complexity

3DS Solutions

- Enterprise Governance & Open Innovation
- Continuous Integration & Delivery
- Design to Supply Chain to Manufacturing continuity
- Systems Model / Physical model co-simulation
- Traceability & Reuse (Design and IP)

Accelerated Device Industry Solution Experience

Be the first to market



Accelerated BOM Management

Visual BOM makes it faster and easier to navigate the product structure.

3D BOM comparison helps engineers and product managers rapidly understand the differences between two BOMs.

Change impact analysis keeps projects on time and on budget.

The screenshot displays a software interface for BOM comparison. At the top, there are two 3D views of a mobile phone, labeled 'Part A-0000314'. Below the views is a 'Complete Summary' section with tabs for 'Difference Only R...', 'Common Components...', 'Unique to Left R...', and 'Unique to Right R...'. A table below this section compares two BOMs side-by-side.

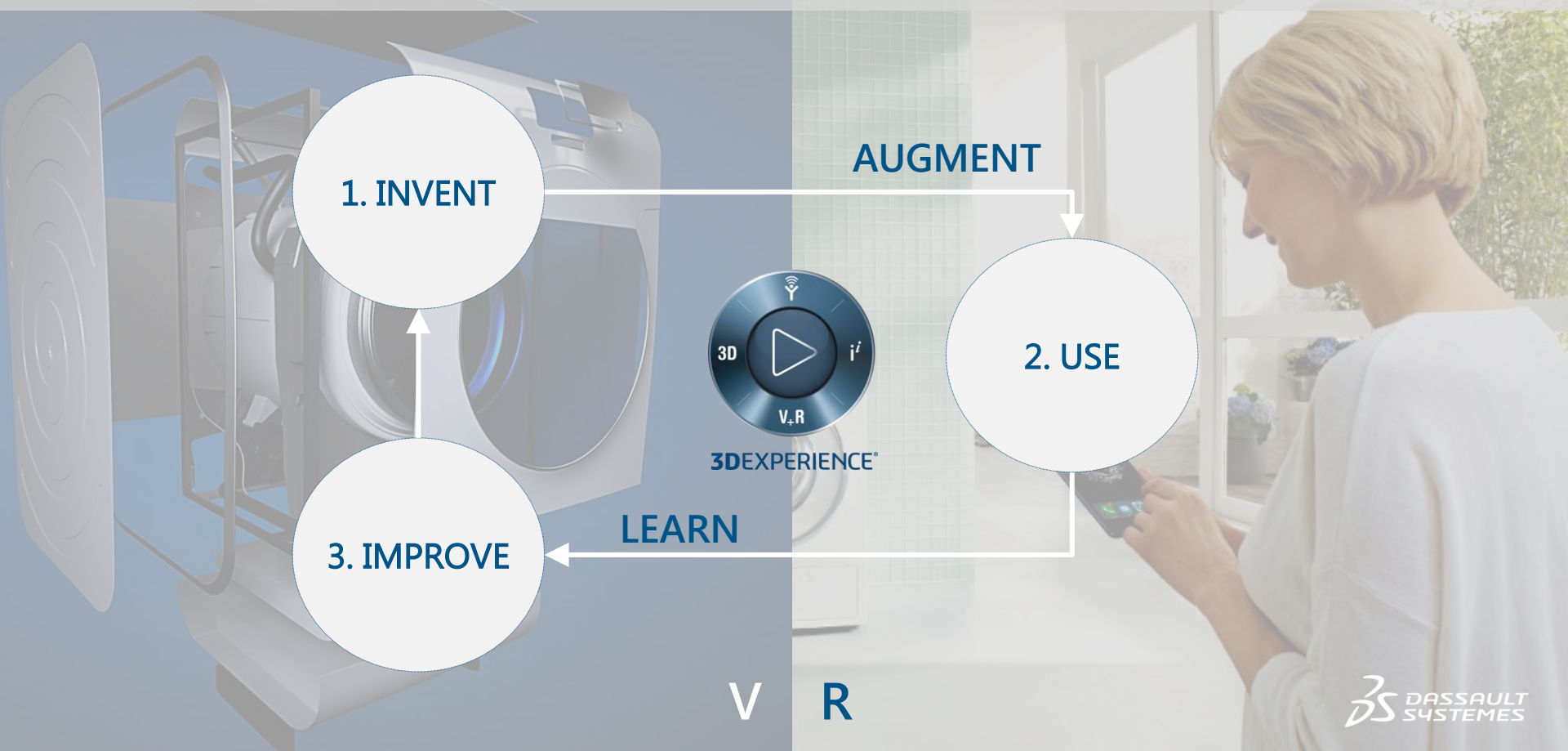
Part Name	Rev	Type	F/N	Ref Des	Component L	Description	State	Qty	U of M	Sub	Part Name	Rev	Type	F/N	Ref Des	Component L	Description	State	Qty	U of M	Substitute For	Us
REP	A-0000314	2					Preli...	EA (...)			A-0000314	1	Part					Rele...	EA (...)			
REP	A-0000102	1				1.0.0.0.0,...	Preli...	1.0	EA (...)		A-0000302	1	Part			0.1437893,...		Rele...	1.0	EA (...)		
REP	A-0000102	1				1.0.0.0.0,...	Preli...	1.0	EA (...)		A-0000309	1	Part			1.0.0.0.0,...		Rele...	1.0	EA (...)		
REP	A-000754	1				1.0.0.0.0,...	Preli...	1.0	EA (...)		A-0000306	1	Part			1.0,-1.264,...		Rele...	1.0	EA (...)		

Below the table, a pop-up window for 'CR-0000102 Mobile Phone Product Improvement' is visible. It includes a 'Change Request' icon, state buttons ('Create', 'Evaluate', 'In Review'), owner information ('Owner: mmTSDE'), and a modification date ('Modified: 8/30/2014 2:25:18 PM').

Name	Description	Owner	State	Estimated Schedule Impact	Implementation Effort	Validation Effort	Impact Analysis Effort	Relative Cost	Relative Penalty	Relative Risk	Prioritization Benefit
Impact-0000003	Evaluate impact of carrier frame stiffener change	Testerozza, Mark	Create	3.0	8	4	5	3	4	3	7
Total				3	8	4	5				

High-Tech Industry | 3DEXPERIENCE Platform **in Action**

Bridging VIRTUAL & REAL Worlds



Design & Validate IOE-ready Experiences

DESIGN

1. INVENT

ENGINEER

SIMULATE

CONNECT

3. IMPROVE

2. USE

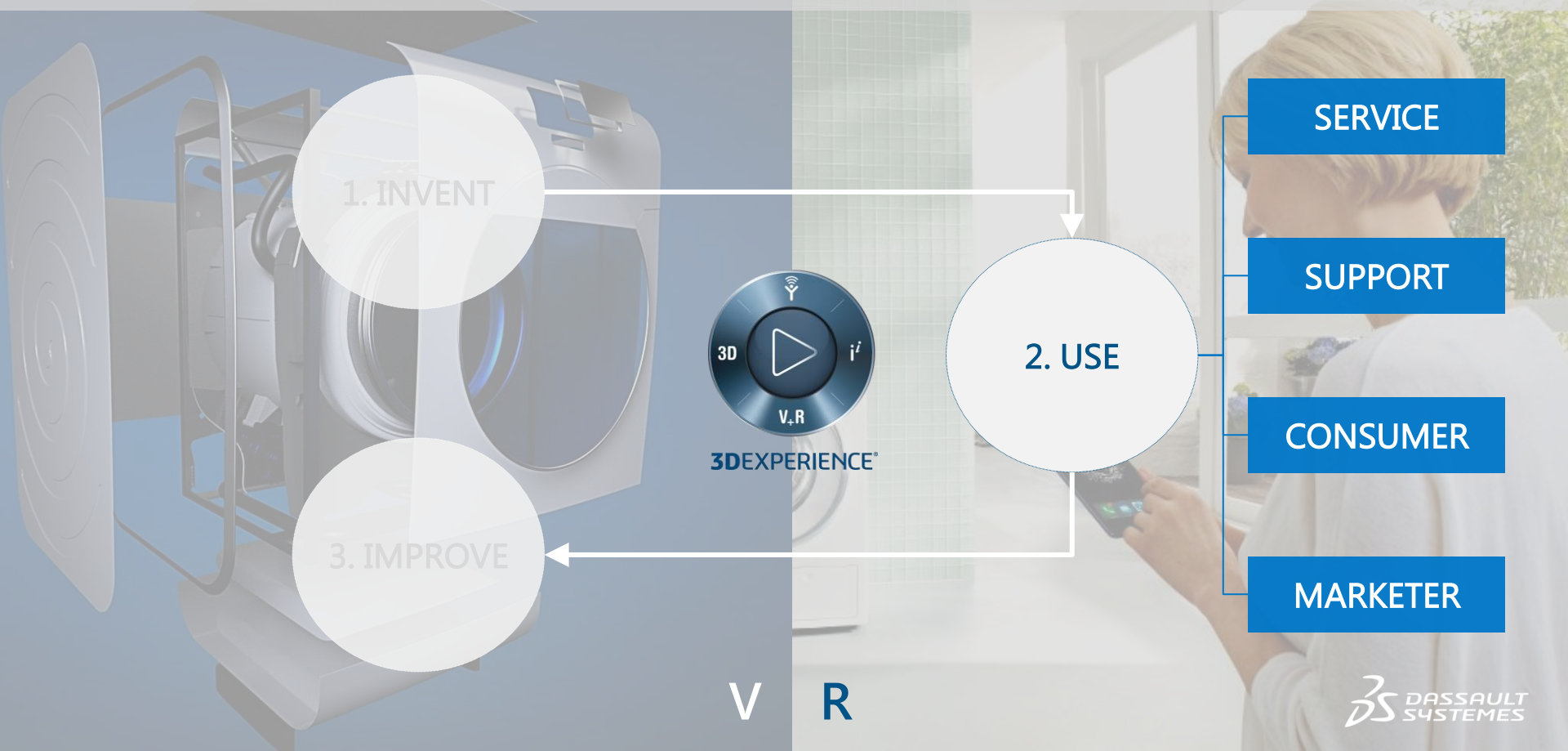


V R

It always starts from an idea...

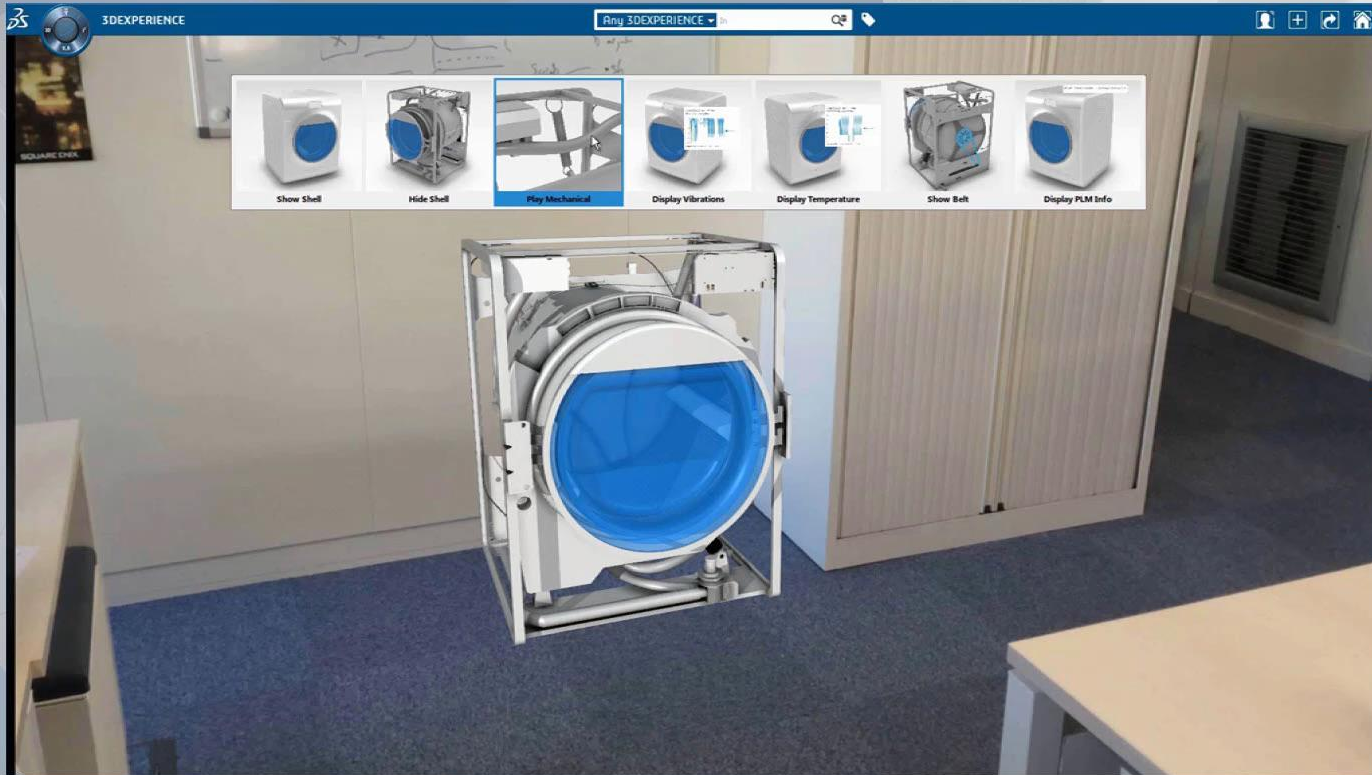


Imagine & Validate End-users Experiences



V R

Internet Of Experiences | Install & Maintain



SERVICE

SUPPORT

CONSUMER

MARKETER

V R

Microsoft

DASSAULT
SYSTEMES

Bridging VIRTUAL & REAL Worlds

1. INVENT

AUGMENT

2. USE



3DEXPERIENCE™

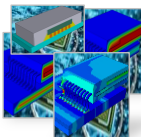
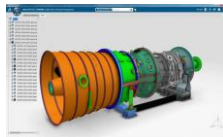
3. IMPROVE

LEARN

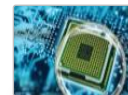
V R

IoE | Bridging “Digital” and “Physical” with a Design and Experience Platform

VIRTUAL



REAL



Multi-scale, IoT-aware
System Modeling &
Simulation of Connected
Experiences

Continuous
Experience
Value Creation

City

Plant

Line

Equipment

Sensors &
Controllers

Chips

High-Tech Industry | Redefining Consumer Experience

- Seizing market **opportunity**
- Accelerating our **momentum** across industries
- Addressing industry **transformation** and market demand
- Redefining consumer **experience**
- Demonstrating the 3DEXPERIENCE platform **in action**

