

# ***Dassault Systèmes 2008 Analyst Day***

***June 5, 2008***



***Bernard CHARLES  
President & CEO  
Dassault Systèmes***





*See what you mean*

[www.3ds.com](http://www.3ds.com)

# Dassault Systèmes identity

## Market Share

\$ 3.3 bn

**7,450**  
Employees

**#1**  
on PLM Market

**100,000** customers  
**11** industries  
**1 Million** users

**3,500**  
Ecosystem  
partners



# Contents

**1**

***Mega Trends***

**2**

***Reachable Market***

**3**

***New Generation Solutions with PLM 2.0 & V6***

**4**

***Reaching The Market***



# ***Mega Trends***

- 1. Virtualization***
- 2. Communities***
- 3. Global Sourcing***
- 4. IP Trading***
- 5. People & Environnement Friendly***

# Contents

**1** *Mega Trends*

**2** *Reachable Market*

**3** *New Generation Solutions with PLM 2.0 & V6*

**4** *Reaching The Market*

# PLM, the Fastest Growing Enterprise Software Market

©2001 DASSAULT SYSTEMES-R2

Operational  
Excellence

Digital Enterprise Market



Source: Industry consultants

Growth and Business Transformation

# Growth Drivers

REACH

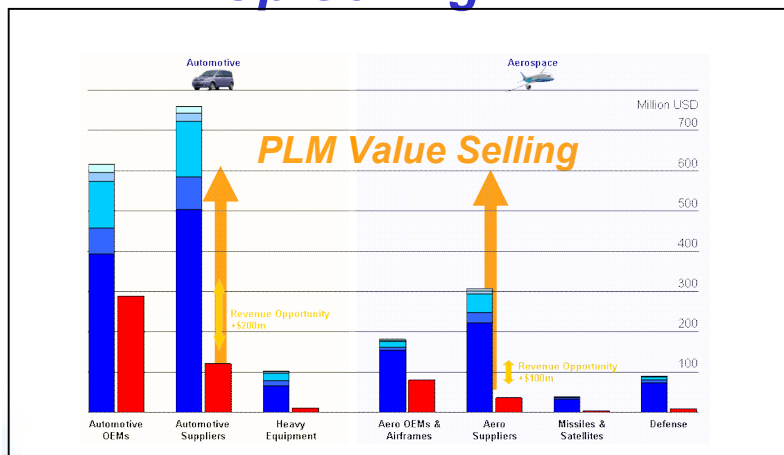
&

EXTEND

2-Up Selling

4-New Users

New



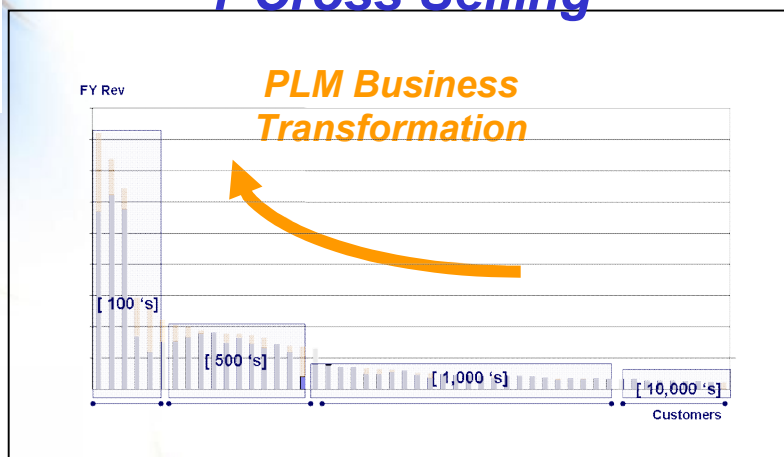
3D for 3C



1-Cross Selling

3-New Industries

Existing



PLM Everywhere



Within

Distance From Core

Adjacent

- Customer Base
- Competitor Set
- Product Offerings

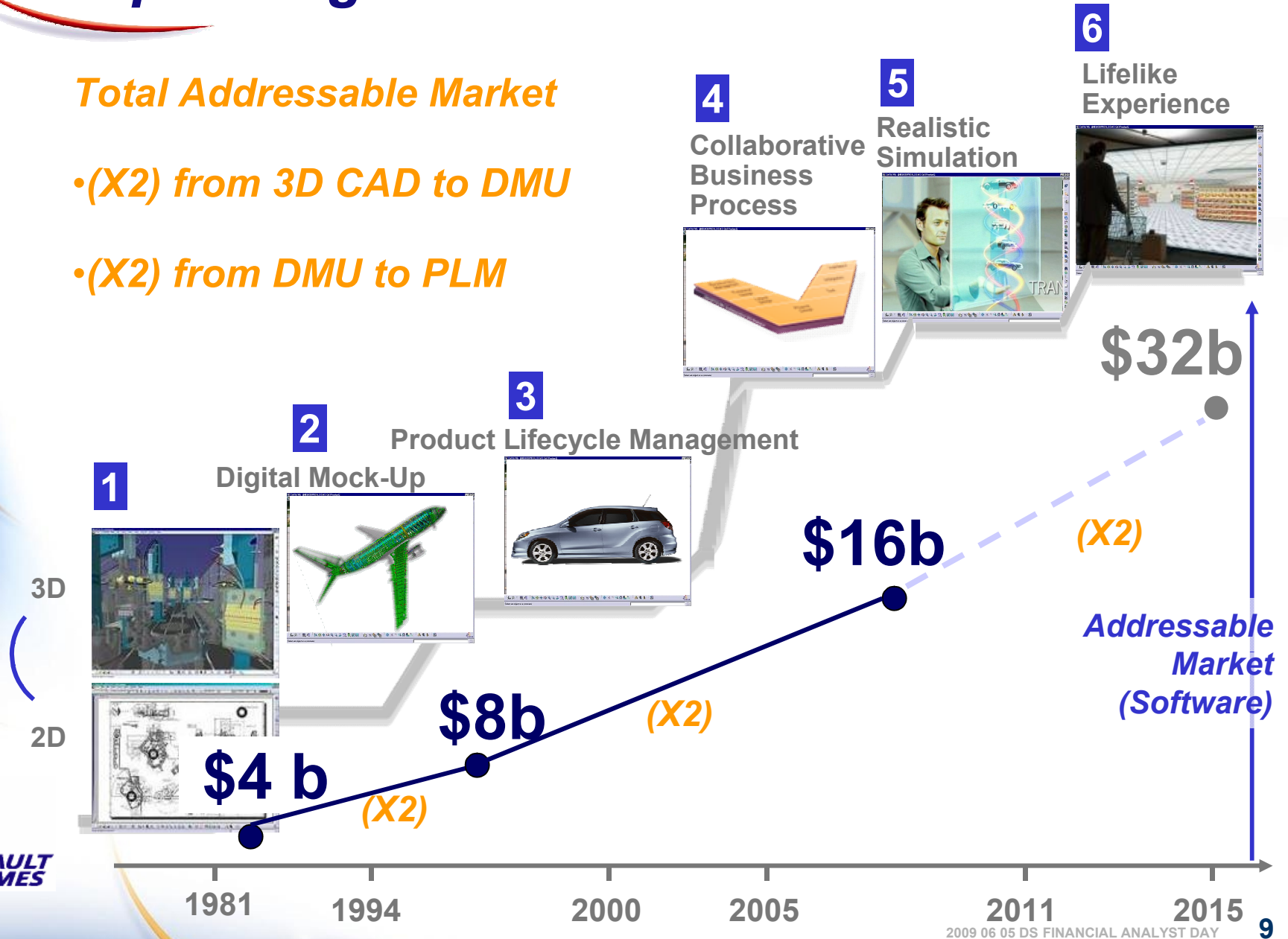




# Expanding the PLM Market

## Total Addressable Market

- (X2) from 3D CAD to DMU
- (X2) from DMU to PLM



# Contents

**1** *Mega Trends*

**2** *Reachable Market*

**3** *New Generation Solutions with PLM 2.0 & V6*

**4** *Reaching The Market*

# Together towards V6

## *Taking Engagements with our Customers*

**SOA**

**Lifelike  
Experience**

**3D as a Media**

**DS  
Unveils  
PLM 2.0  
on V6  
Platform**

**Dassault Systèmes  
Introduces V6 to the  
Market**

**V6R2009x**

May 06



May 07



Jun 07



Oct 07

Nov 07



Jan 08

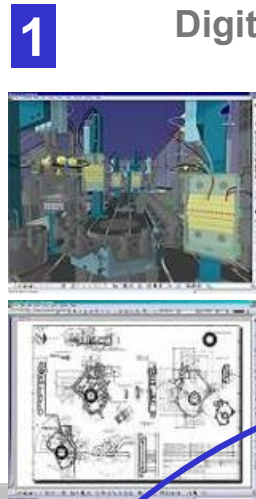
May 08

Oct 08



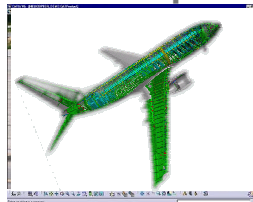
# DS Strategy: PLM2.0, the PLM Online for All

***“Online environment for virtual experience in 3D from anywhere”***



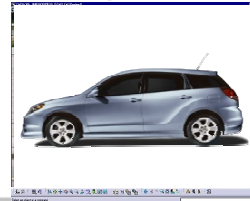
**1**

**Digital Mock-Up**

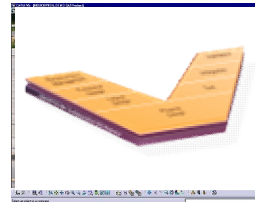


**2**

**Product Life Cycle Management**

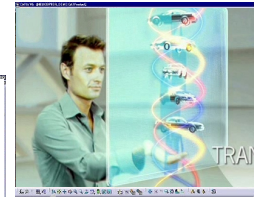


**3**



**4**

**Collaborative Business Process**



**5**

**Realistic Simulation**



**6**

**Lifelike Experience**

**PLM 2.0**

- All Users
- Users' Interactions
- Generate IP
- Experience in 3D
- Online

**PLM 1.0**

*Progress of Virtual Knowledge*

1981

1994

2000

2005

2011 12



# V6 Values for PLM 2.0

©2001 DASSAULT SYSTEMES-R2



## 1. Global collaborative innovation

- 3D as a media

# V6 Values for PLM 2.0

©2001 DASSAULT SYSTEMES-R2



## 1. Global collaborative innovation

- 3D as a media
- Communities

# V6 Values for PLM 2.0



1. Global collaborative innovation

2. Lifelike experience

- "First Life": *V*irtual + *R*eal
- Lifelike user experience, fun to use





# V6 Values for PLM 2.0

©2001 DASSAULT SYSTEMES-R2



1. Global collaborative innovation

2. Lifelike experience

3. **Single PLM platform for IP management**

- *Harness collective intelligence*



# V6 Values for PLM 2.0

©2001 DASSAULT SYSTEMES-R2



1. Global collaborative innovation

2. Lifelike experience

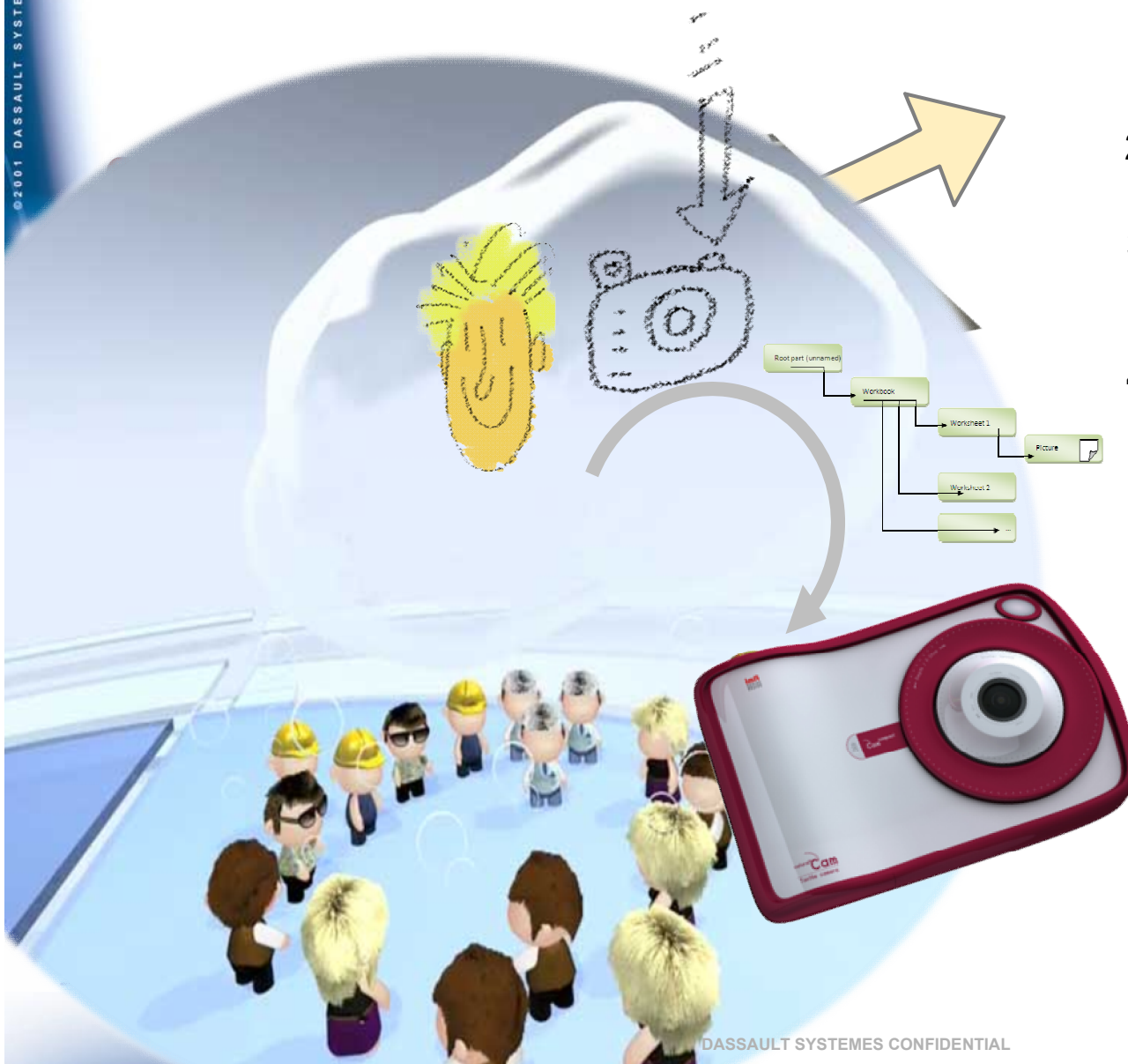
3. Single PLM platform for IP management

**4. Online creation and collaboration**

- *Online product authoring*

# V6 Values for PLM 2.0

©2001 DASSAULT SYSTEMES-R2



1. Global collaborative innovation

2. Lifelike experience

3. Single PLM platform for IP management

## 4. Online creation and collaboration

- Online product authoring
- Requirements  
Functional  
Logical  
Physical

# V6 Values for PLM 2.0

©2001 DASSAULT SYSTEMES-R2



1. Global collaborative innovation
2. Lifelike experience
3. Single PLM platform for IP management
- 4. Online creation and collaboration**
  - Online product authoring
  - Requirements Functional Logical Physical

# V6 Values for PLM 2.0

©2001 DASSAULT SYSTEMES-R2



Auto



Aerospace



Shipbuilding



Industrial Equipment



High Tech



Consumer Goods



Consumer Packaged Goods



Life Sciences



Energy



Construction



Business Services

1. Global collaborative innovation

2. Lifelike experience

3. Single PLM platform for IP management

4. Online creation and collaboration

5. Ready to use PLM business processes

- Breadth of industry-specific business process applications



# V6 Values for PLM 2.0

©2001 DASSAULT SYSTEMES-R2



1. Global collaborative innovation
2. Lifelike experience
3. Single PLM platform for IP management
4. Online creation and collaboration
5. Ready to use PLM business processes
- 6. Lower cost of ownership**
  - Simple, Scalable, Open
  - Easy path to V6

# PLM 2.0 |



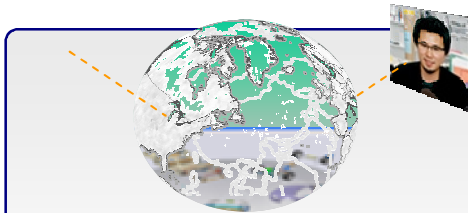
Devices



People



*Lifelike Experience*



*Collaborative Innovation  
for Product Life Cycle  
Management (I-PLM)*



(time)

Tomorrow

Today

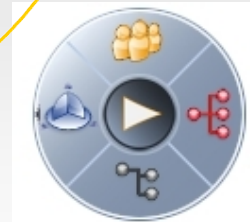


*IP Modeling & Simulation*

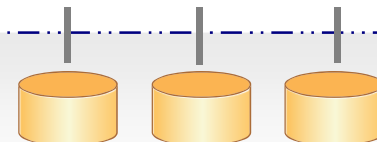
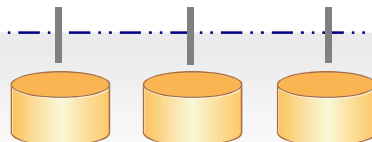
Virtual  
Design

Realistic  
Simulation

Digital  
Manufacturing  
& Production



*Platforms*



# Contents

**1**   *Mega Trends*

**2**   *Reachable Market*

**3**   *New Generation Solutions with PLM 2.0 & V6*

**4**   *Reaching The Market*

# Serving Customers & Partners



**3ds.com**

**3ds.com**

3dvia

4

Internet

DS  
ENOVIA

1

DS PLM BT –with IBM as Premier Partner

DS  
CATIA

2

DS PLM Value Channel with Partners

DS  
SIMULIA

DS  
DELMIA

3

DS Professional Channel

DS  
SolidWorks

11 Industries

Customers



***Thank You***



[www.3ds.com](http://www.3ds.com)

***See what you mean***