

# *Dassault Systèmes 2008 Analyst Day*

*June 5, 2008*



*Bernard CHARLES  
President & CEO  
Dassault Systèmes*





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

*See what you mean*

# 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



3DS.com

Virtual Production

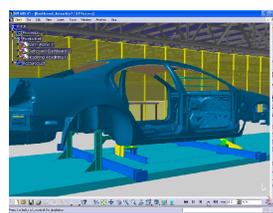
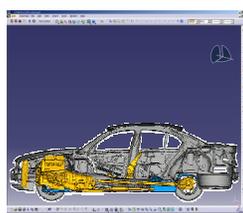
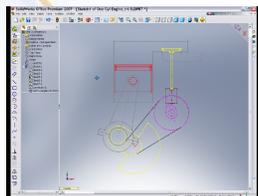
3D mechanical CAD

Virtual Product

Virtual Testing

PLM collaboration

Life experience



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*Mega Trends*

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*Reachable Market*

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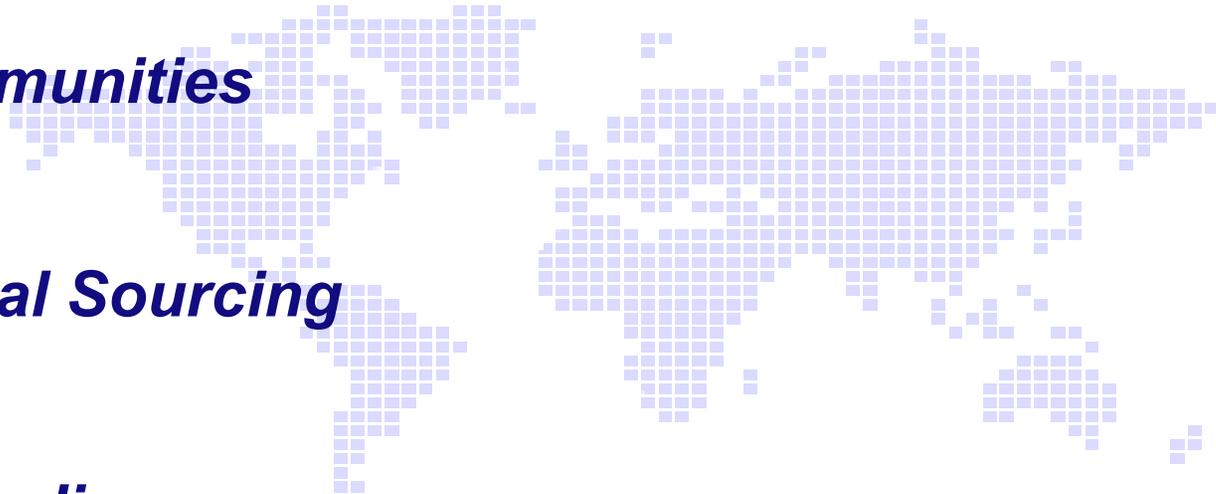
*New Generation Solutions with PLM 2.0 & V6*

4

*Reaching The Market*

# *Mega Trends*

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



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1 *Mega Trends*

2 *Reachable Market*

3 *New Generation Solutions with PLM 2.0 & V6*

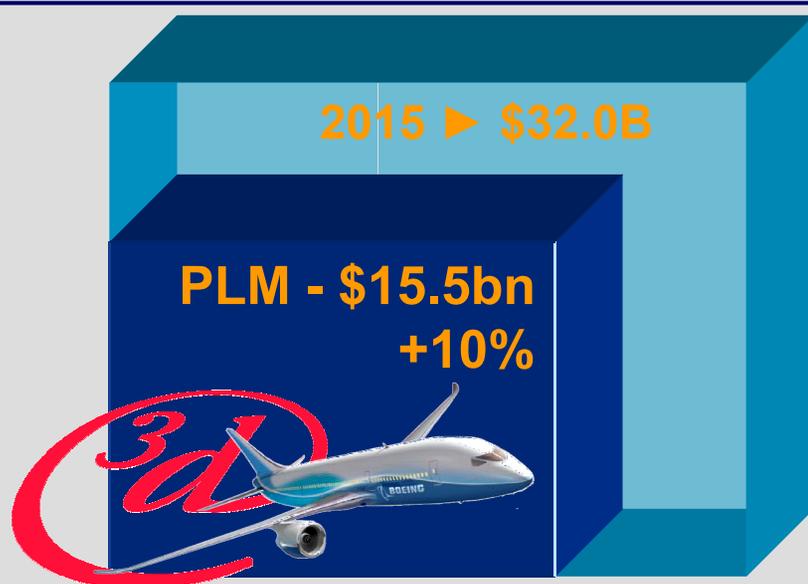
4 *Reaching The Market*

# PLM, the Fastest Growing Enterprise Software Market

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Digital Enterprise Market

Operational Excellence



Source: Industry consultants

Growth and Business Transformation

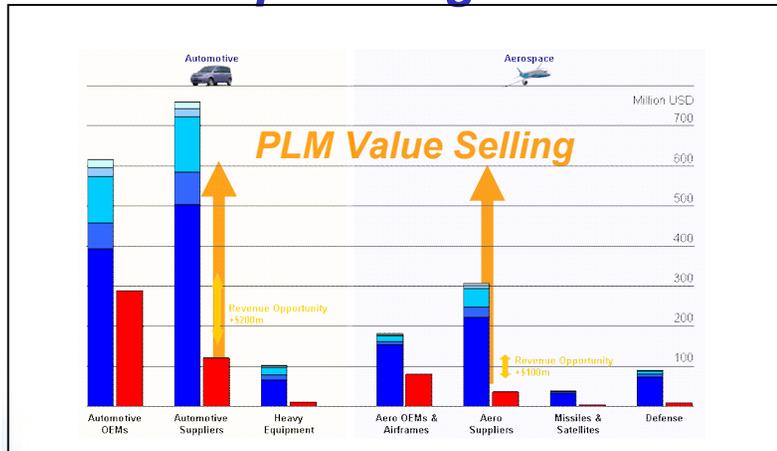
# Growth Drivers

REACH

&

EXTEND

## 2-Up Selling



## 4-New Users



## 1-Cross Selling



## 3-New Industries



**Business System**

- Pricing Model
- Value Chain Structure
- Brand Attributes

New

Existing



Within

Distance From Core

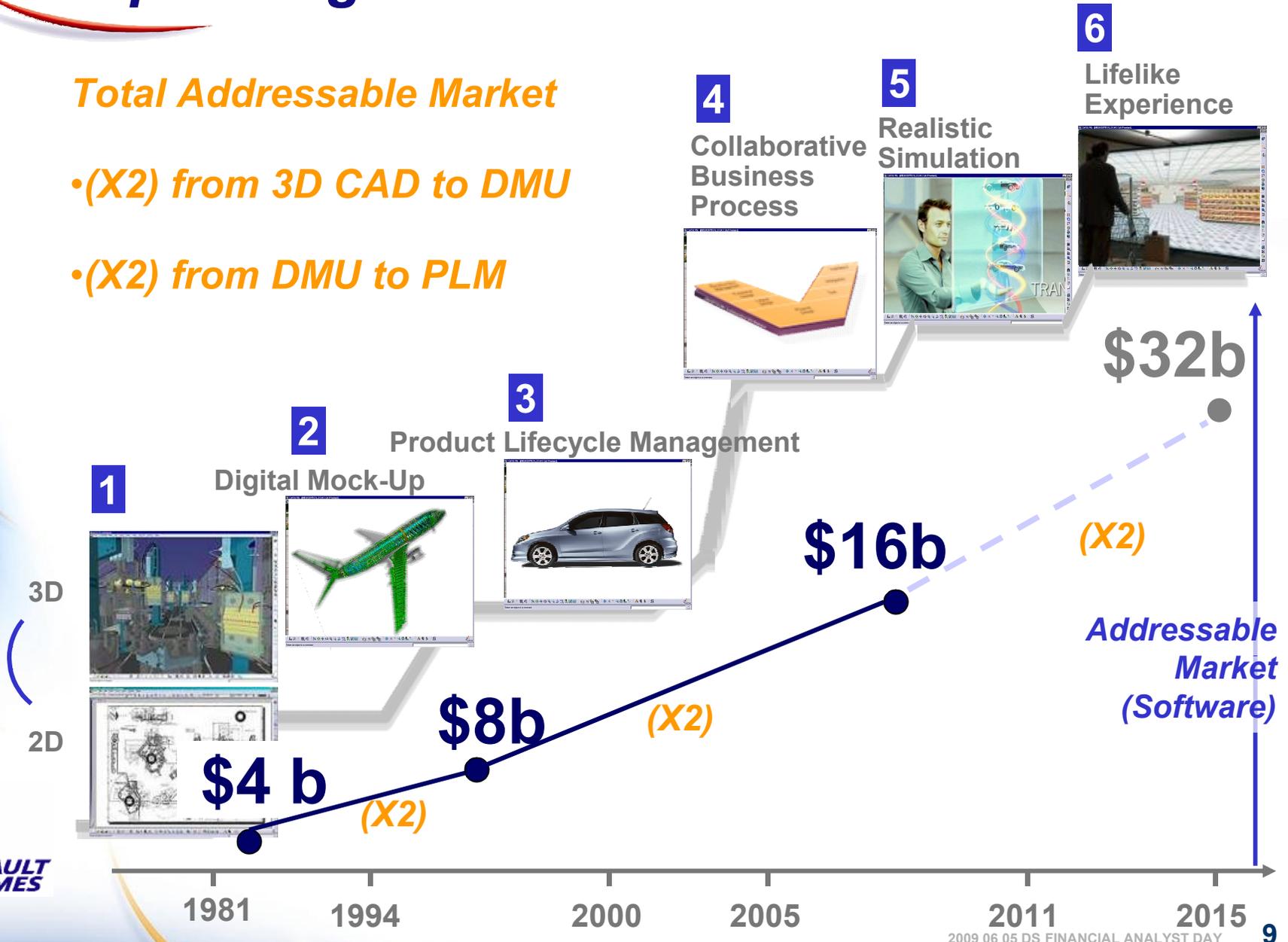
Adjacent

- Customer Base
- Competitor Set
- Product Offerings

# Expanding the PLM Market

## Total Addressable Market

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



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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

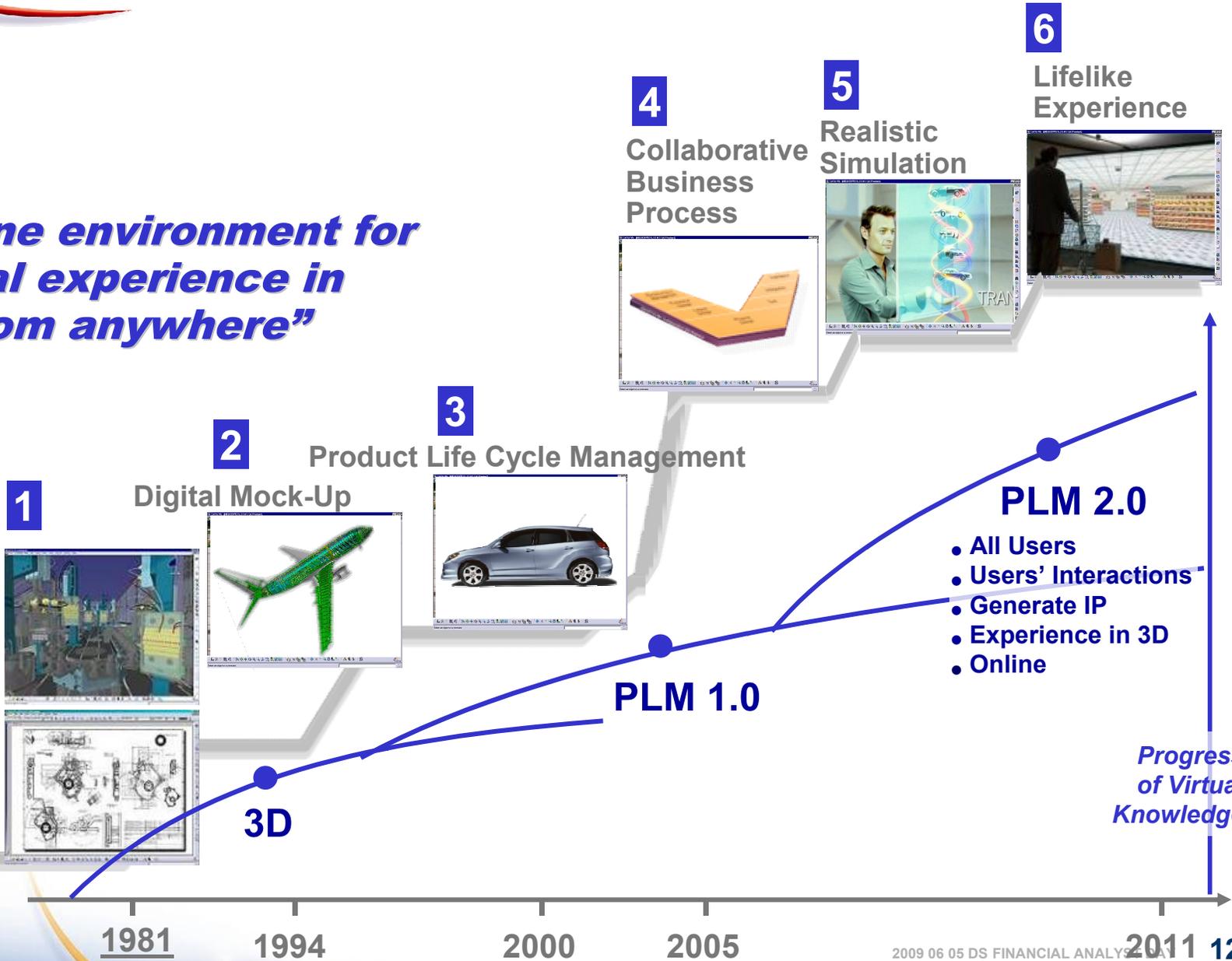
May 08

Oct 08



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

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



# V6 Values for PLM 2.0

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## 1. Global collaborative innovation

- 3D as a media

# V6 Values for PLM 2.0

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## 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

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1. Global collaborative innovation

2. Lifelike experience

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

- *Harness collective intelligence*



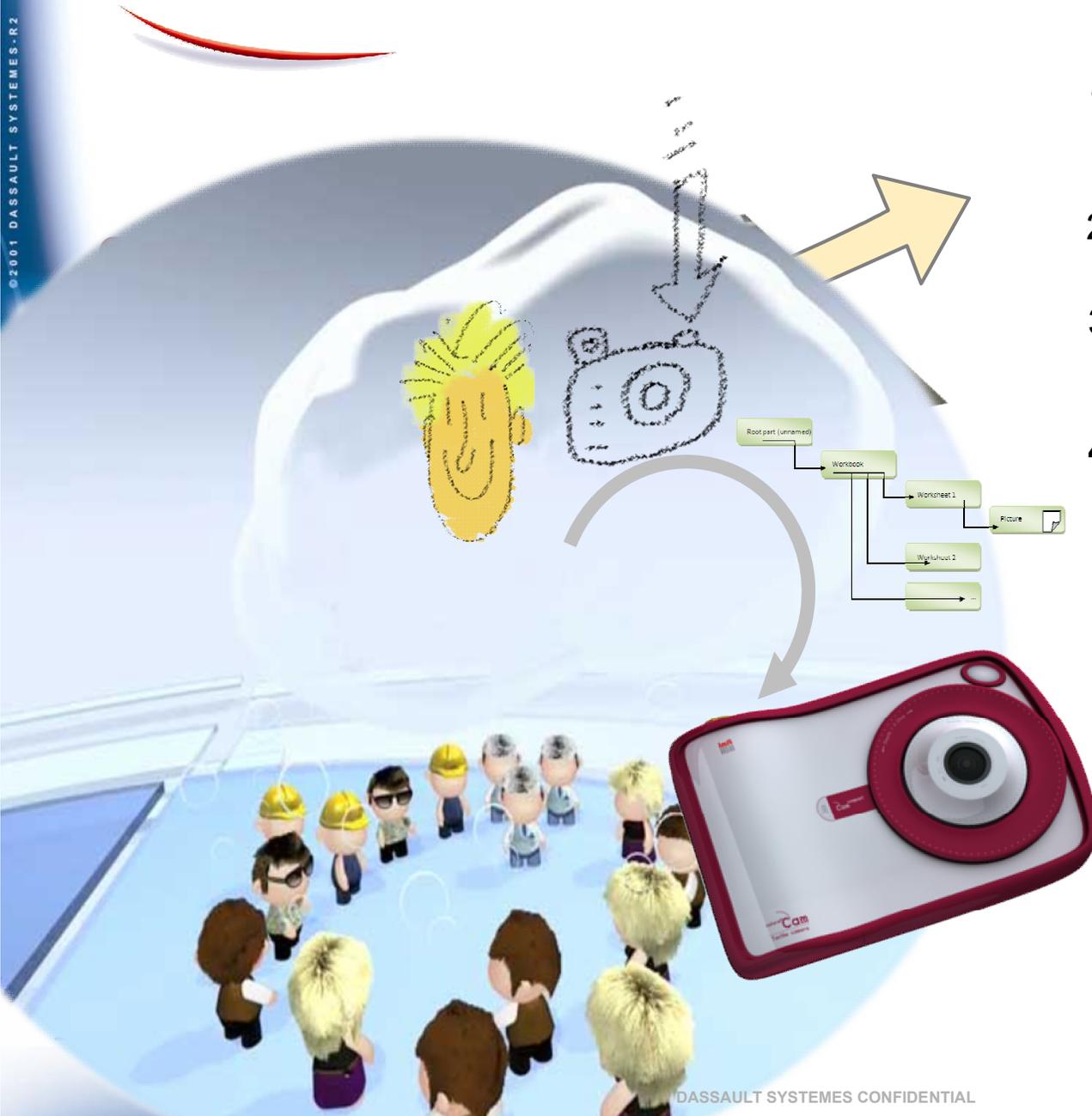
# V6 Values for PLM 2.0

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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



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

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1. Global collaborative innovation
2. Lifelike experience
3. Single PLM platform for IP management
- 4. Online creation and collaboration**
  - *Online product authoring*
  - *R equirements*
  - *F unctional*
  - *L ogical*
  - *P hysical*

# V6 Values for PLM 2.0

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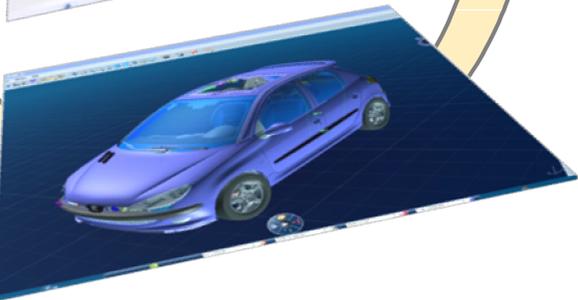
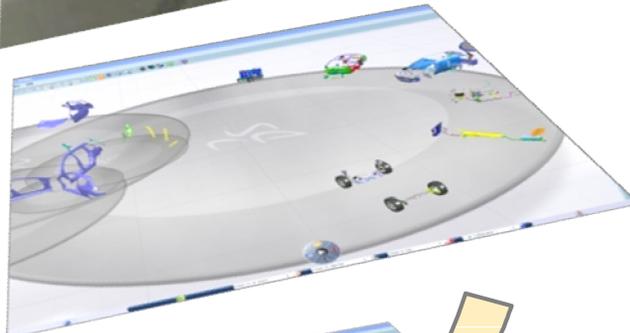
Consumers



Ecosystem



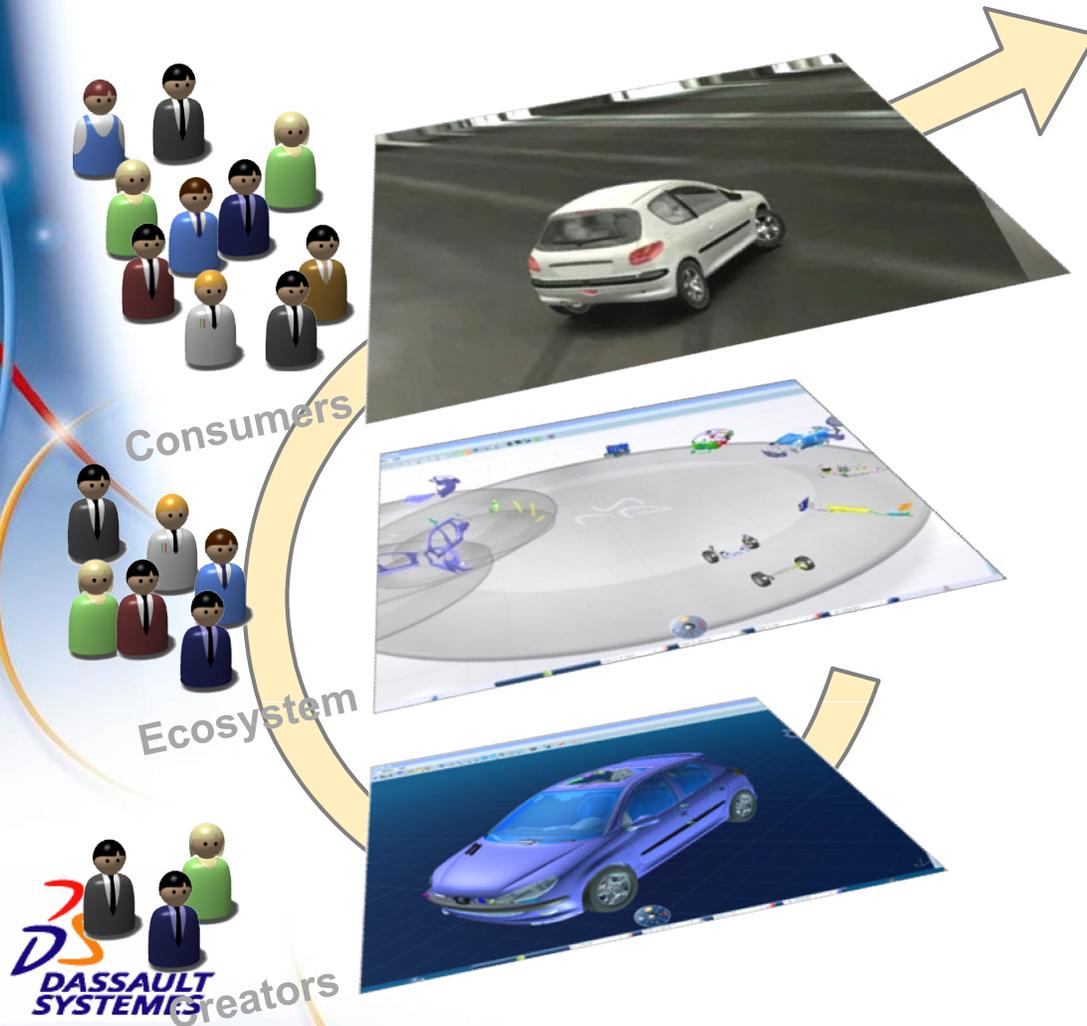
Creators



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

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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

VIRTUAL | REAL

**IP Modeling & Simulation**

Virtual Design    Realistic Simulation    Digital Manufacturing & Production

**Platforms**



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# Serving Customers & Partners



## 3ds.com

3ds.com

3dvia

ENOVIA

CATIA

SIMULIA

DELMIA

SolidWorks

4

Internet

1

DS PLM BT –with IBM as Premier Partner

2

DS PLM Value Channel with Partners

3

DS Professional Channel

11 Industries

Customers



*Thank You*



*See what you mean*

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