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## CIMdata News

### ***CIMdata Announces Upcoming Public Product Lifecycle Management Certificate Program***

30 March 2021

*CIMdata's 2021 education offerings for PLM professionals continue with a PLM Core Virtual-Live program in June.*

CIMdata, Inc., the leading global PLM strategic consulting and research firm, announces that it will hold a PLM Core Virtual-Live Certificate Program in June. The class will take place from June 14-18 and is available to students in multiple time zones including the Americas and Europe.

The program comprises two modules—PLM Basics, three self-paced e-learning sessions, and PLM Core Concepts, five half-day virtual-live sessions over five consecutive workdays. Successful completion of the course and associated assessments leads to a Core Certificate of PLM Leadership.

The program effectively prepares PLM professionals to address the challenges commonly faced in PLM strategy development and implementation enabling them to help their organizations realize the benefits of PLM and its enabling technologies. The program, facilitated by CIMdata experts, offers the broader PLM community a way to experience CIMdata's world-class PLM education without having to leave the home, office, or plant.

According to CIMdata's president and CEO, Peter Bilello, "The introduction of our virtual-live program in 2020 provided a wider group of PLM professionals with the opportunity to obtain high quality, non-biased education at a time when in-person education and training was not possible. The need for this kind of education remains. In response, CIMdata will continue to develop its online, virtual offerings throughout 2021 to meet the evolving needs of the PLM and other digital professionals."

Drawing on CIMdata's over 35 years of experience guiding industrial companies in successfully defining and implementing best-in-class PLM strategies and tactics, the program is appropriate for industrial companies considering embarking on a PLM journey or those already implementing PLM. PLM solution providers will also find the program useful for recent hires as part of the onboarding process and seasoned professionals.

For more information on CIMdata's PLM Certificate Program and our other educational offerings, visit our website <https://www.cimdata.com/en/education/plm-core-virtual-live-plm-certificate-program>.



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### ***Keeping Current: A Critical Digital Thread Requirement - a CIMdata Commentary***

1 April 2021

#### *Key takeaways:*

- Technology obsolescence is a ubiquitous problem within industrial companies that often inhibits progress and can drag profitability lower.
- Old and obsolete software often doesn't have the functional capabilities and/or security companies need to support their digital transformations.
- PLM-enabling technologies are continuously undergoing significant technological transformation, so being able to upgrade to the latest release with minimal cost and technical

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friction helps companies build out and sustain their digital threads to improve business operations.

- In a recent survey, CIMdata found that Aras Innovator subscribers keep their solutions more current than users of other mindshare leading solutions.

## Introduction

PLM investment sustainability, a research topic at CIMdata for a number of years, is a critical business strategy to be addressed to maximize business potential. PLM investment sustainability is defined as the ability to keep a PLM solution current, meeting a company's business requirements now and well into the future via continuous and cost-effective improvements rather than a series of discontinuous, high-intensity, and costly upgrade or enhancement events.

In our work with industrial clients, we are often brought in to assess current state and develop a go forward and sustainable PLM strategy that enables an end-to-end digital thread. While it is not realistic to keep all solutions within an enterprise application landscape on the very latest release at all times, staying current (i.e., being on your solution providers' supported versions) is almost always advisable as it reduces risk of both catastrophic failure and incremental degradation. We often find solutions that are not currently supported being used for mission critical functions, which adds considerable risk to business operations.

There are many negative impacts caused by older and unsupported software solutions. As far as improving business performance, the lack of new features and inability to enable an end-to-end digital thread are arguably the most critical. Solution providers regularly release new capabilities and often these capabilities can have a material impact on the business (e.g., addressing critical and changing security issues). For example, adding multi-BOM support can improve the integration of engineering, manufacturing, and service, thereby reducing costs and improving customer satisfaction. Finally, deploying new capabilities faster will increase the ROI by shortening the time-to-value (TTV).

## Technology Obsolescence

So, why do software solutions go obsolete? Market evolution and technology evolution are the main drivers of software obsolescence. Market evolution is a broad area and is constantly changing. Within a market there are many participants; customers and solution providers are primary, but regulatory organizations also have major market influence. Each market participant contributes to overall requirements within a market segment and it's up to the solution provider to choose the appropriate requirements to satisfy with their product.

Market drivers are a significant element of a solution provider's business vision and strategy. If the solution provider develops good requirements and builds a solid solution to meet them, they'll have the right foundation to succeed and grow. As requirements evolve solution providers hope to develop the right technical architecture to continually meet new requirements. Additionally, this approach needs to enable them to address requirements changes with incremental improvements, rather than major rewrites that are disruptive and risky. Incremental improvements also reduce risk for their customers as they avoid the potential effects of disruptive upgrades.

For the solution provider, making the correct architectural and technology stack choices are critical to solution resiliency and long-term success. Resiliency is when the solution is flexible enough to adapt cost effectively to new, and often unforeseen requirements well into the future. Modern PLM solutions have hundreds of developers creating and managing millions of lines of code. Often this code is written on top of other software technology platforms and capabilities. Amazon Web Services (AWS) or MS Azure, MS SQL Server or Oracle, MS Internet Information Services (IIS) or Apache are common well

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known technology elements, but there are others including graphical user interface (GUI) frameworks, programming languages such as Python and Rust, and third-party libraries with their own technology stack choices.

Changing architecture or stack elements are not decisions made lightly but they eventually have to be done. Competition and cost reduction are often big drivers. When a competitor makes a different choice, and it is successful, other solution providers have to respond. Often solution providers invent new technology, but over time others copy it and it becomes common, or a commercial library becomes available that replaces it. The solution provider who originally invented the new technology then has to decide if they buy the now common technology or continue to support their version of it. Ultimately, a solution provider must be able to sustainably incorporate new capabilities that meet customer business requirements such as supporting a new portion of the lifecycle such as requirements management or perhaps a new business model, for example SaaS, either by developing or licensing technology.

The consequences of obsolete technology can be substantial. For an industrial company, if their PLM solution cannot easily adapt to new business requirements, they will lose business. Often, the key business performance metrics of speed to market, quality, and cost will be impacted. Within the PLM market, it is rare to see a competitor disappear overnight, due to their continuing maintenance or subscription revenue and the stickiness of PLM solutions. If the solution provider puts the application in maintenance mode, industrial companies are put in a difficult situation. The critical question is “when is it necessary to rip and replace the current solution to get new needed capabilities?”

End users often have a lot of say about obsolete software. Obsolete software is typically disliked due to the lack of a modern user interface, which typically makes software difficult and cumbersome to use. The “swipe right” mentality made common by phones and tablets has dramatically changed expectations for existing and the next generation of enterprise software users.

From an enterprise business perspective, the big issue related to obsolete software is that it makes digital transformation, sustainment, and addressing evolving security issues difficult and sometimes impossible. CIMdata is seeing many top-down digital transformation (i.e., digitalization) initiatives get stuck because many of the tools, solutions, and even platforms they use are out-of-date and unable to function to support an integrated end-to-end digital thread. There is nothing worse than for a project champion to receive an executive mandate to move ahead only to find out it’s impossible to execute the project with an existing outdated toolset.

## Does Cloud Solve All Upgrade Issues?

Many companies are turning to the cloud to be saved. Unfortunately, the cloud doesn’t solve all the upgrade issues, but it does solve some very important ones. Most new software companies are adopting a cloud-native SaaS business model. Mature providers that started on-premises are adapting and transforming their products to be cloud-ready often with a SaaS business model. A key advantage of SaaS solutions is they are typically architected in a manner that allows them to be upgraded regularly ensuring that the latest capabilities are available. SaaS upgrades often happen every few weeks ensuring application freshness, but there is a downside. Users are rarely able to delay upgrades, so the blessing is that they are forced to stay current but to do so they need to accept the upgrade on the solution provider’s schedule. Staying current means the users will have the latest and greatest capabilities to support their digital transformation, but they too might have to be retrained on a more continuous basis.

Just moving software to cloud may lower overhead costs, but this isn’t the most important measure. That is how much value does a move to the cloud add? Cloud-native solutions are the future but are not necessarily required for a successful PLM implementation. Choosing a solution only based on whether it

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is cloud-native or not is like choosing a car based on the type of tires it has. It is an important criterion, but far from the only one. The most important criterion is whether a cloud solution meets all your business requirements appropriately, and how it will meet your evolving requirements moving forward. So far, most multi-tenant PLM solutions on the cloud are focused on specific industries and use cases, and are not as flexible as many of the mature on-premises based solutions have proven to be. Fortunately, this is starting to change, as the native cloud solutions grow their depth and breadth, and many of today's PLM mindshare leaders, as defined by CIMdata, are transforming their solutions to leverage cloud platform capabilities and moving to a business model that supports SaaS PLM offerings. CIMdata is looking forward to hearing about SaaS successes where solutions are heavily tailored or customized to meet complex business requirements.

### Aras PLM Platform

Aras has carved out a rapidly growing segment within the PLM market for industrial companies that want to stay current and have the ability to highly customize their solution to meet business requirements. CIMdata has written a lot about the Aras approach to PLM and our publications are available within our Aras Dossier. We have also written about how Aras supports customizations and is able to include free upgrades for subscribers. Aras has over twenty years of experience and a strong track record of delivering upgrades as promised, no matter the level of configuration perform on their platform. Aras' latest release, which supports containerization on the cloud, will still allow the same level of customization and support for upgrades for all implementations, including those delivered via the cloud.

### Upgrade Research

CIMdata recently executed a research project on the topic of upgrades. We surveyed industrial companies to learn how long they keep their PLM solutions, how often they upgrade, and if customizations inhibit upgrades. An upcoming eBook entitled *Deferred PLM Modernization Delays Time to Value* and Webinar scheduled for April 13, 2021 will discuss the results of the survey. Here's a sneak peak of some of the survey results based on 86 unique responses representing 120 solution implementations.

Survey Question	Aras Users	Other PLM Users (Average)
How long since you last upgraded your PLM solution?		
Response: "Within the last 6 months"	47%	10%
Response: "Within the last 2 years"	71%	32%
Are customizations inhibiting upgrades?	12% (Yes)	60% (Yes)

As you can see, Aras users stay more up to date than users of other solutions. CIMdata and Aras believe staying up to date on software is a critical element of a digital transformation strategy. Also, from the survey, Aras users have fewer issues with customizations inhibiting upgrades.

### Conclusion

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PLM solutions are a complex landscape of business processes, software systems, integrations, and supporting hardware in most companies. The various technologies have lifecycles and need regular upgrades and occasional replacements. Postponing upgrades is done for both good and bad reasons; and it can be risky to be an early adopter as bugs and other issues can be disruptive. But, on the other hand, missing out on performance updates or useful capabilities can inhibit progress and drag profitability lower. Furthermore, missing security updates puts data, intellectual property, and business at risk of theft.

Digital transformation is a major industrial trend that old and obsolete software cannot often support. Companies must be able to stay current to have access to the features and security they need to successfully grow their businesses.

A recent CIMdata research project found that Aras customers have upgraded more recently than customers of other mindshare leaders' solutions. Other findings from this research will be released soon. Companies looking for a PLM solution that can be easily kept up to date should check out Aras Innovator. Aras' technology and business approach helps customers configure a solution to their needs and keep it current.

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[1] Research for this commentary was partially supported by Aras.

[2] <https://www.cimdata.com/en/resources/solution-provider-profiles/plm-dossier-aras>

[3] <https://www.cimdata.com/en/resources/complimentary-reports-research/commentaries/item/551-aras-innovator-redefining-customization-upgrades-commentary>



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## ***Keeping Current: A Critical Digital Thread Requirement - Webinar Featuring CIMdata at ACE 2021***

1 April 2021

CIMdata is the leading independent global strategic management consulting and research authority focused exclusively on PLM and the digital transformation it enables. We are dedicated to maximizing our clients' ability to design, deliver, and support innovative products and services through the application of PLM.

Often, within industrial organizations, after the initial implementation of PLM solutions are completed, they are not modernized (upgraded). As a result, most of these PLM environments are lacking the ability to achieve objectives of Industry 4.0, Digital Transformation, or the pursuit of a sustainable Digital Thread and Digital Twin.

Additionally, the gap in capabilities, inhibits organizations from realizing value outside of traditional product engineering and design domains, making collaboration, and extending out through the product lifecycle, cumbersome, if not impossible, without adding bolt-on solutions.

Using market research data on the implementation and upgrade frequency of leading industrial organizations, CIMdata will provide an overview of the current state of PLM software and its upgradeability in terms of software age, deployment difficulties, and upgrade duration tied to user and company demographics.

Attending this session will provide the insight for organizations to see where they fit within their peers as to the current state of their PLM implementations, and how best to move forward to take advantage of



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evolving business opportunities and be more competitive with products services than their peers.

Peter Bilello, President & CEO, CIMdata: Peter Bilello has more than 26 years of experience in the development of business-enabling IT solutions for research, engineering, and manufacturing organizations worldwide. He has participated in PLM analysis, selection, implementation, and training; CAD/CAM/CAE/CIM implementation and management; synchronous and lean manufacturing consulting; software engineering; and general data management strategy development and support.

[Register here for the webinar on Tuesday, Apr 13, 2021 11:00 AM - 12:00 PM EDT](#)



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## ***Northwestern University's Professor Noshir Contractor, to Keynote at PLM Road Map™ & PDT Spring 2021***

31 March 2021

CIMdata, Inc. and Eurostep are pleased to announce that Professor Noshir Contractor from Northwestern University will make a keynote presentation at PLM Road Map & PDT North America Spring 2021. The event will take place virtually over two half days on May 19 & 20. The theme for this year's event is "Disruption—the PLM Professionals' Exploration of Emerging Technologies that Will Reshape the PLM Value Equation." Cooperation is critical in space, and NASA has identified important traits for successful teamwork in anticipation of an upcoming Mars expedition. To help assemble a team for the three-year mission, NASA is working with researchers to develop a predictive model of group performance, one which anticipates conflicts and communication breakdowns based on personality traits. At PLM conferences, presentations often mention the dependency on people, processes, and technology for success but mainly focus on the technology. The introduction of disruptive technologies puts even more pressure on the people aspect.

In his keynote presentation, *Designing and Keeping Great Teams. Lessons from Preparing for Mars. What Can PLM Professionals Learn from This?* Professor Contractor will share research findings on assembling a mission-critical team for space travel that might well apply to setting up a mission-critical team for a multi-year PLM implementation.

PLM Road Map & PDT Spring is a highly relevant event for PLM industry leaders and PLM practitioners globally, providing independent education where ideas, trends, experiences, and relationships critical to the industry germinate and take root.

For more detail on the agenda, please visit <https://www.cimdata.com/en/education/plm-conferences/plmrm-pdt-spring-2021>.

### **About Professor Noshir Contractor**

Noshir Contractor is the Jane S. & William J. White Professor of Behavioral Sciences in the McCormick School of Engineering & Applied Science, the School of Communication and the Kellogg School of Management and Director of the Science of Networks in Communities (SONIC) Research Group at Northwestern University. He is also the President-Elect-Select of the International Communication Association.

Professor Contractor has been at the forefront of three emerging interdisciplinary areas: network science, computational social science, and web science. He is investigating how social and knowledge networks form – and perform – in various contexts, including business, scientific communities, healthcare, and space travel. His research has been funded continuously for 25 years by the U.S. National Science



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Foundation with additional funding from the U.S. National Institutes of Health, NASA, DARPA, Army Research Laboratory, and the Bill & Melinda Gates Foundation.

His book, *Theories of Communication Networks* (co-authored with Peter Monge), received the 2003 Book of the Year award from the Organizational Communication Division of the National Communication Association. He is a Fellow of the American Association for the Advancement of Science (AAAS) and the Association for Computing Machinery. He also received the Distinguished Scholar Award from the National Communication Association and the Lifetime Service Award from the Organizational Communication & Information Systems Division of the Academy of Management. In 2018, he received the Distinguished Alumnus Award from the Indian Institute of Technology, Madras, where he received a bachelor's degree in Electrical Engineering. He received his Ph.D. from the Annenberg School of Communication at the University of Southern California.



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## Acquisitions

### ***Autodesk Completes Acquisition of Innovyze, Provider of Smart Water Infrastructure Modeling, Simulation, and Predictive Technologies***

31 March 2021

Autodesk, Inc. has announced the completion of its acquisition of Innovyze, Inc. for \$1 billion net of cash subject to working capital and tax closing adjustments. The acquisition positions Autodesk as a leading global provider of end-to-end digital solutions from design to operations of water infrastructure, accelerates Autodesk's digital twin strategy, and creates a clearer path to a more sustainable and digitized water industry.

Autodesk and Innovyze's complementary technologies and long-list of shared customers offer significant value to the industry at large. Additionally, the acquisition will enhance Autodesk's growth potential by expanding Innovyze's global footprint and presence across the water infrastructure value chain from design through construction to operations and maintenance.

Built on the Innovyze Info360 platform, Info360 Insight unifies water utility data in the cloud, applying sophisticated analytics, modeling, and alerting tools to make operational information more accessible, reliable, and actionable

Innovyze's innovative software for the water industry is trusted by approximately 3,000 customers worldwide. Customers include public and private utility companies in many of the most populous cities across five continents. These include a majority of ENR's top design firms, and leading environmental and engineering consultancies.

"We make investment decisions based on the potential value to Autodesk and to our customers, and increasingly, we give significant consideration to an investment's impact on sustainability, as we did with our Spacemaker acquisition last year," said Andrew Anagnost, CEO and president of Autodesk. "Innovyze is no different. Responsibly managing our use of water runs parallel to successfully sustaining life. This is a software acquisition, but also a clear statement of Autodesk's corporate commitment to improve our planet."

Innovyze's modeling, simulation, asset performance management and operational analytics solutions enable more cost-effective water distribution and collection infrastructure, more sustainably designed

drainage systems, and centralizes infrastructure asset visibility to optimize capital and operational expenses. Innovyze is also a global leader in digital twin technology for water infrastructure and the acquisition accelerates Autodesk's digital twin strategy, which includes the recent launch of Autodesk Tandem.

Together, these capabilities allow civil engineers, water utility companies, plant operators and water experts the ability to better respond to issues before they become emergencies and to improve planning for the future.

"Water is life, and safely and sustainably managing water from cloud to ocean has been Innovyze's mission for more than thirty years," said Colby Manwaring, CEO of Innovyze. "Autodesk and Innovyze's technologies could not be more complementary, which will accelerate our shared vision for improving our resilience to climate change and quality of life for all communities."



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### ***Accenture to Acquire Cygni to Help Clients Accelerate Cloud First Strategies With Software Engineering Services***

29 March 2021

Accenture has entered into an agreement to acquire Cygni, a cloud native full-stack development firm that helps companies transform their business through advanced technical software development services and innovative technical solutions. Terms of the transaction were not disclosed.

With experience across multiple industry sectors – from communications to utilities — and in digital-led projects for the national government, Cygni helps some of the country's most recognized brands to transform digitally. Cygni will further enhance the global capabilities of Accenture Cloud First. Cygni has approximately 190 developers who provide a range of IT consulting and implementation services across the complete technology stack, including serverless and cloud.

Cygni was founded in 2006 and has been recognized by 'The Great Place To Work Foundation' as the best workplace in Europe five times as well as the best workplace in Sweden for seven consecutive years.

"Today, there is no business leadership without technology leadership. Companies who use technology to master change will define the future," said Karthik Narain, global lead of Accenture Cloud First.

"Having Cygni's talented team join Accenture Cloud First strengthens our ability to help clients use the cloud and technology innovation to act faster, operate sustainably, and deliver exceptional new experiences. Our new Cygni colleagues bring key skills to help clients master change in an era of compressed transformation."

Jon Persson, CEO and founder at Cygni, said, "Ever since Cygni was founded, we have had the vision to be the best place to work for highly skilled and ambitious software developers, which has been the foundation of our success. Now, it is time for the next chapter in our history. By joining Accenture, our people will get the opportunity to continue to grow even more as an integral part of Accenture Cloud First. Solving huge and challenging problems for local and global clients will create even more opportunities for our people to build their skills and experience."

Joel Hofgren, Cloud Infrastructure & Engineering lead at Accenture Sweden, said, "We are delighted to welcome the Cygni team as they bring deep technical skills as well as a strong people culture. Modern software development capabilities are critical to unleashing the transformational power of cloud and adding the exceptional talents of the Cygni team will help propel us forward in realizing our Cloud First

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ambitions. We look forward to continue to build the best place to work together.”

With headquarters in Stockholm, Cygni has offices across Sweden including Gothenburg, Linköping, Malmö, Luleå and Östersund, as well as an office in Amsterdam, Netherlands.

Accenture recently announced the creation of Accenture Cloud First, a new multi-service group of 70,000 cloud professionals, and a \$3 billion investment over three years to rapidly expand its cloud service capabilities and offerings. Accenture Cloud First integrates the company’s wide-ranging cloud expertise to help clients across every industry accelerate their digital transformation and realize greater value at speed and scale by rapidly becoming "cloud-first" businesses.

Completion of the acquisition is subject to customary closing conditions.



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### ***Capgemini completes the acquisition of RXP Services***

26 March 2021

Capgemini announced that it has completed the acquisition of RXP Services. With the addition of more than 550 professionals, the deal expands Capgemini’s operations in Australia. The acquisition by way of scheme of arrangement was approved by the requisite majorities of RXP Services shareholders and by the Federal Court of Australia.

Headquartered in Melbourne, RXP Services has locations in Sydney, Canberra and Hobart. The combined strength and capabilities of Capgemini and RXP Services in Australia will reinforce Capgemini’s ability to provide end to end digital solutions to clients across the region at scale. This acquisition reinforces Capgemini’s strategic partnerships with Microsoft, ServiceNow and Salesforce.

Olaf Pietschner, CEO for Capgemini in Asia-Pacific and the Middle East and member of the Group Executive Committee said, *“RXP’s experience in delivering data and cloud solutions for a wide range of complex businesses will enable further expansion of Capgemini’s offerings in Australia and New Zealand. Their extensive expertise and knowledge further deepen our networks and capabilities to meet the anticipated growth in demand for digital services and we are delighted to welcome them to the Capgemini team.”*

*“Bringing together our two organizations not only opens up a world of opportunity for RXP’s people, it also accelerates Capgemini’s ambitious plan for growth across the region,”* said Ross Fielding, Chief Executive Officer, RXP Services. *“Leveraging our combined capabilities will be hugely positive for our people, our business and our clients.”*

In addition, RXP’s creative agency, The Works, will open a new chapter for Capgemini in Australia, complementing the capabilities of Capgemini Invent to enable the design and delivery of end to end amazing and differentiated digital experiences for clients.

Together, Capgemini and RXP will employ over 2000 people in Australia. The combined team will focus on accelerating digital transformation for businesses across industries locally, offering capabilities in strategy and transformation, application and technology, and operations and engineering.



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## ***DXC Technology Completes the Sale of DXC's Healthcare Provider Software Business to the Dedalus Group***

1 April 2021

**DXC Technology** announced that it has completed the sale of DXC's healthcare provider software business to the privately held **Dedalus Group**, a leading European healthcare and diagnostic software company, which is creating a stronger global presence in the clinical IT areas of hospital information systems (HIS), primary and social care, integrated care and diagnostics. The transaction was previously announced in July 2020.

The sale of DXC's healthcare provider software business to Dedalus is consistent with DXC's strategy and focus on the Enterprise Technology Stack. DXC expects to receive net proceeds of about \$450 million from the transaction.

"The completion of the sale of our healthcare provider software business strengthens our balance sheet and unlocks new value for our stakeholders," said **Mike Salvino**, President and CEO, DXC. "I would like to thank our people who are moving on to the Dedalus Group for their commitment and contributions over the years and for their focus on our customers during this process."

"Dedalus' vision is for a digitally enabled healthcare ecosystem where all stakeholders actively collaborate across the continuum of care to improve each citizen's health outcomes," said Andrea Fiumicelli, CEO of Dedalus Group. "The acquisition by Dedalus is on par with our growth initiative strategy that began four years ago. Our expanded software solutions enable the integration of processes, workflows and applications in order to improve healthcare outcomes for each individual and for the population as a whole. At the core of our business is a constant focus and commitment to data security and to create and deliver innovation at scale."

"We have an incredible research and development team and a strong leadership team. Our mission is to innovate," continued Giorgio Moretti, Chairman of Dedalus Group. "Our expectation in the coming years is that healthcare will embrace new technologies and service paradigms that will transform the experience of care for all citizens and care teams."

Yann Chareton, Managing Director, Ardian Buyout, concluded, "This deal further enables Dedalus to make a decisive step in its consolidation strategy."



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## ***Hexagon enhances its Smart Manufacturing autonomous and digital twin capabilities with the acquisition of CADLM***

1 April 2021

Hexagon AB, a global leader in sensor, software and autonomous solutions, announced the acquisition of CADLM SAS, a pioneer in powering computer-aided engineering (CAE) with artificial intelligence (AI) and machine learning to revolutionise the impact of simulation in product development processes and lifecycles.

Founded in 1989, France-based CADLM has years of experience developing computational design and optimisation methods for industrial products and processes, and since 2014 has been developing AI and machine learning solutions. Its ODYSSEE software platform applies AI and machine learning to real-

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world sensor data and physics-based simulation data to produce accurate, predictive models of a product at efficient computing power levels. The combination enables faster, more efficient simulations of dynamic, multi-physics phenomena – such as automotive crash and safety – that fully characterise and understand real-world product behaviour. This insight enables engineers to explore the design space more extensively and interactively and improve next-generation products without prohibitive computing cost or time.

Furthermore, the pervasive use of the digital twin beyond the early design phase enables manufacturers to leverage image recognition, predictive simulation and fault prediction to address challenges such as downtime, throughput, quality and flexibility throughout the manufacturing process.

“The convergence of CAE with advances in data management, AI, machine-learning and an increasingly connected manufacturing lifecycle is transforming the industry’s ability to address increasingly complex design challenges with rapid innovation and increased productivity,” says Hexagon President and CEO Ola Rollén. “CADLM’s AI knowledge and technology further strengthen our Smart Manufacturing solutions portfolio, putting data to work beyond the early design phase to improve product design innovation, manufacturing productivity, product quality and environmental sustainability through reductions in material waste.”

CADLM will operate as part of Hexagon’s Manufacturing Intelligence division. The acquisition has no significant impact on Hexagon’s earnings. Completion of the transaction (closing) is subject to normal closing conditions.



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### ***PROCAD expands its expertise into product configuration***

31 March 2021

**PROCAD acquired a majority stake in ACATEC, which complements the portfolio of the Germany-based PLM software vendor. ACATEC and PROCAD had been working together prior to the acquisition and when it became apparent that the partnership enabled both companies to achieve maximum synergies, an acquisition was the next logical step. By joining forces, PROCAD is expanding its offering along the product lifecycle value chain of its customers, becoming a one-stop shop for PLM and product configuration.**

ACATEC and PROCAD will combine their product and service offerings and will work hand in hand to address this dynamic market. “This strategic acquisition will allow us to serve our customers even more comprehensively and add further value to their processes,” as PROCAD Managing Director (CEO) Gerhard Knoch points out. “Our philosophy remains the same: deliver results fast to our customers through ease of implementation and operation.” The acquisition is part of an international strategy that allows PROCAD to expand its long-established PLM portfolio with product configuration capabilities.

“Our companies share very similar cultures and missions”, adds Johann Dornbach, Managing Director (CTO) at PROCAD. “What started out as a partnership, quickly turned into a very productive and close collaboration. We realized that by integrating the two solutions we could significantly accelerate our customers’ processes, for example when it comes to CAD automation. We just had to take that next step and make this relationship permanent.”

Henning Bitter, Managing Director at ACATEC, could not agree more. “The partnership with PROCAD has shown us early on that our collaboration not only greatly advances our shared goals, but also has the

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potential to accelerate our customers' processes up to 20 times. In addition to increased market visibility, ACATEC also benefits from a strong parent company and its extensive product lifecycle management expertise”.

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### ***The Cohesive Companies Announce the Acquisition of Ontracks Consulting, Leading North American Implementer of IBM Maximo***

30 March 2021

The Cohesive Companies, a wholly owned but independently operated digital integrator business unit of Bentley Systems, Incorporated, the infrastructure engineering software company, announced the acquisition of Ontracks Consulting, a leading implementer of IBM Maximo headquartered in Edmonton, Alberta, Canada. Ontracks specializes in strategic asset management and operational performance improvement for asset-intensive organizations in energy, utilities, transportation, mining, manufacturing, and government.

The Cohesive Companies address growing demand for enterprise asset management (EAM) and asset lifecycle information (ALIM) environments, leading the way to performance digital twins for public works and industrial/resources infrastructure. The acquisition of IBM Platinum Business Partner Ontracks, joining Cohesive Solutions and SRO Solutions, adds strength and depth to The Cohesive Companies' already significant Maximo business.

Asset-intensive organizations need new ways to ramp up their traditional requirements for safety and reliability while improving agility and keeping their costs low. Emerging technologies, leveraging digital twins and the Internet of Things (IoT), are helping to identify and manage asset reliability risks, minimize unplanned downtime, maximize equipment lifespan, and optimize productivity. Ontracks is a leader in providing infrastructure owner-operators enterprise asset management expertise to address these opportunities.

Ontracks offers extensive experience integrating data from varied sources, such as IoT sensors, operational technology (OT) systems, and enterprise resource planning (ERP) systems. Client organizations depend on Ontracks to help deploy Maximo quickly, leverage industry best practices, and decrease overall cost of ownership. Ontracks recently launched Maximo Fastrack, a turnkey, cloud-based Maximo solution that comes pre-packaged with the most common Maximo configurations and workflows. Ontracks is an active contributor to the Canadian Maximo User Group (CanMUG) and to GOMAXIMO, a gas, oil and petrochemical industry-sponsored working group.

Noah Eckhouse, The Cohesive Companies CEO, said, “We are truly excited to welcome the Ontracks team and add their deep experience and skills to The Cohesive Companies—creating a global Maximo implementation powerhouse. Ontracks has consistently delivered positive outcomes for their clients over the past decade, focused on Maximo-based solutions in a variety of industries. By connecting the operational space with the asset and maintenance world, Ontracks is creating examples of success with infrastructure digital twins.”

Craig Mackenzie, co-founder of Ontracks, said, “All of us at Ontracks are looking forward to joining forces with The Cohesive Companies and expanding our scope and capacity to help our users drive their digital transformations. The digital integration of operational technologies with engineering technologies



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and information technology has massive potential, and Maximo can be a cornerstone of that digital twin vision. As one of The Cohesive Companies, we will be even more empowered to turn that vision into reality.”

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## ***Wipro to acquire Ampion, leading Australian provider of cyber security, DevOps and quality engineering services***

1 April 2021

Wipro Limited, a leading global information technology, consulting and business process services company, announced that it has signed an agreement to acquire Ampion, an Australia-based provider of cyber security, DevOps and quality engineering services.

Ampion was formed through the merger of IT services providers ‘Revolution IT’ and ‘Shelde’. Revolution IT was an IT services company in Australia founded in 2004 and Shelde was a digital IT security company founded in 2010 in Australia. The merged entity, Ampion is headquartered in Melbourne, with offices in Sydney, Brisbane, and a zone 3 facility in Canberra.

The Australian market is undergoing significant disruption through the adoption of cloud, DevOps, analytics and resilience related digital capabilities, across enterprises and public sector entities. Wipro and Ampion’s combined offerings, powered by engineering transformation, DevOps and security consulting services will bring scale and market agility to respond to the growing demands of customers.

Wipro’s new operating model emphasises strategic investments in focus geographies, proximity to customers, agility, scale and localisation. The acquisition of Ampion is an important step for Wipro in this direction, and strengthens the commitment towards clients and stakeholders in Australia and New Zealand (ANZ). Wipro has been present in the ANZ market for over two decades with deep client relationships across industry sectors and localised domain and delivery capabilities. Today, Wipro is well known for its differentiated technology solutions, and has also been recognized as a ‘Top Employer’ in Australia for two consecutive years.

“I am excited to welcome Ampion to the Wipro family. Ampion has a successful track record and enjoys immense credibility with leading enterprises in the region, a collaborative work culture, and significant local subject matter expertise. We see Ampion as a complementary force that will help us expand our footprint and accelerate our journey in the Asia Pacific region,” said **N.S. Bala, CEO – APMEA, Wipro Limited.**

“Our clients, employees and the entire market ecosystem will tremendously benefit from the synergies of Ampion and Wipro’s combined portfolio of transformation offerings,” said **Jamie Duffield, CEO, Ampion.** “We believe that Ampion’s experience, talent, capabilities and proven client credentials in ANZ, coupled with Wipro’s global scale, leadership in technology, and a deep understanding of domain and delivery, will make us a truly formidable team. We are pleased to become a part of Wipro and look forward to an exciting journey together.”

The acquisition is subject to customary closing conditions and regulatory approvals and is expected to close in the quarter ending June 30, 2021

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## Company News

### ***Accenture and Global Ventures Establish Strategic Partnership to Further Drive Middle East Innovation***

31 March 2021

Accenture and Global Ventures, a UAE-based venture capital firm, announced a strategic partnership. The partnership reflects Accenture's commitment to innovation in the region and its aim to provide its clients with an edge in their transition to a new normal in the future.

Accenture and Global Ventures have identified three areas of collaboration to create long-term value within the regional innovation ecosystem. These include working closely together to develop thought leadership and research and uncovering insights and trends in industries where innovation drives disruption and opportunities. Accenture will also bridge its existing clients, spanning fields including cloud and security, with Global Ventures' portfolio of companies to address pressing business challenges.

The new partnership will provide Global Ventures portfolio companies with access to Accenture's international network and expertise in facilitating innovative solutions. Accenture's clients will benefit from the companies within the Global Ventures portfolio and utilize emerging technologies.

This will be the first of a number of new collaboration partnerships Accenture will establish to drive greater innovation in the region.

Alexis Lecanuet, regional managing director for Accenture in the Middle East, said: "We are proud to announce Accenture's first venture capital partnership in the Middle East and North Africa region. This synergy will enable Accenture to further drive innovation in the region's venture capital space through supporting entrepreneurs with the company's in-depth insights and research and providing unmatched industry expertise and counsel. We look forward to working with Global Ventures' portfolio of growth-stage startups and exploring potential collaboration."

Noor Sweid, Founder & General Partner of Global Ventures, said: "We are delighted to join forces with a world-renowned company such as Accenture as its first venture capital partner in the MENA region. By combining our regional venture capital expertise and thought leadership with Accenture's pioneering insights and global presence, we are confident we will grow the regional venture capital ecosystem together."

Global Ventures and Accenture expect more shared benefits from the increased collaboration in insights sharing. The two companies already work together on research reports in the burgeoning EdTech and FinTech sectors.



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### ***Accenture and Sumitomo Chemical Establish Joint Venture to Drive Digital Transformation***

1 April 2021

Accenture and Sumitomo Chemical have established a joint venture SUMIKA DX ACCENT, which began operations today. The joint venture will leverage the power of artificial intelligence (AI), data analytics and other technologies to transform operations and create new businesses at Sumitomo

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Chemical Group. It is 80% owned by Sumitomo Chemical and 20% by Accenture.

Using Accenture's industry and digital-transformation experience, the joint venture will optimize the company's supply chain and promote intelligent automation in its operations, using AI, data analytics and robotic process automation.

Accenture's role includes consulting services and delivering a practical training program to help develop talent in digital technologies and intelligent operations.

Masafumi Takei, managing director of Resources at Accenture in Japan, said, "In order to lead the digital transformation successfully, it is essential to reimagine businesses and operations and strengthen the talent using technology such as data analytics and AI; it's not about just adopting new technology for technology's sake but rather about choosing the right solutions and making sure people are comfortable using them. Accenture will leverage our deep industry expertise and ingenuity to ensure that the joint venture serves as a digital innovation engine for Sumitomo Chemical Group."



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### ***Atos commits to all-electric company car fleet by 2024***

31 March 2021

Atos announced that it will switch all of its nearly 5,500 company cars to electric models by the end of 2024. With this move, Atos aims to reduce the carbon emissions of its global fleet by 50% within 3 years, in line with its ambition to reach 'net zero' by 2028. To enable this Atos will install new multi-vehicle charging stations across its sites, thereby expanding the Group's network from 100 stations to more than 500 by 2024. In addition, Atos will offer employees using an electric company car the opportunity to install a charging station at home.

The electric vehicle (EV) market is still an emerging one but it is developing fast. As governments around the world are implementing policies to accelerate the EV revolution, global sales of electric vehicles reached an all-time high in 2020 amidst a decline in passenger car sales.

As the leader in secure and decarbonized digital, Atos is committed to leading the way for a transition to zero emissions in transport. To maintain its ability to offer and operate a wide variety of vehicles for its employees, the Group will rely on a network of automotive manufacturers and suppliers for its electric vehicles. In particular, Atos will work together with Renault and Stellantis, which have both implemented ambitious plans to pave the way towards smart and sustainable mobility. All suppliers guarantee that batteries will be recycled to the highest of standards and, when applicable, repurposed.

This initiative is the latest in Atos' effort to promote sustainable transport across its sites worldwide, alongside electric car-sharing services, favoring new ways of working over travel and other schemes to encourage staff to use carbon-free and collective transport whenever possible. Atos' action plan also extends to its new sites, which are designed to promote sustainable urban mobility while focusing on space optimization and energy consumption.

*"Groupe Renault shares with Atos the responsibility and ambition to promote a cleaner mobility and to reach zero CO<sub>2</sub> impact. I am convinced that companies have a major role to play in driving change. As a leader in electric vehicles with the biggest electric fleet in Europe and a long experience in serving EV customers, Groupe Renault is proud to support Atos' initiative. We hope our commitment will be followed by many other players to collectively push progress forward",* said **Luca de Meo, CEO Groupe Renault**.

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At this occasion, **Carlos Tavares, CEO of Stellantis** stated: *“Stellantis has already one of the widest ranges of state-of-the-art low emission vehicles with more than 30 electrified models available and fuel cell light commercial vehicles to be introduced this fall. We are delighted that Atos decided to choose Stellantis as its main battery electric and plug-in hybrid electric vehicle provider and we are eager to support our customer with clean, safe and affordable mobility solutions, that will contribute to fight concretely all together against global warming.”*

*“Faced with the climate emergency, there is a collective responsibility to act now to lower carbon emissions. Moving to an all-electric company car fleet by 2024 is an important step towards reaching our ‘net zero’ ambitions by 2028 and an important signal to the market. Although the market for electric vehicles is still young, the technology is mature enough for use in corporate fleets thanks to the efforts of leading automotive manufactures like Renault and Stellantis. We are proud to lead this change and to empower our employees to do the same”,* explains **Elie Girard, Atos CEO**.



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### **Capgemini bolsters its Cyber Defense Center capabilities with Microsoft Azure Sentinel and membership in the Microsoft Intelligent Security Association**

1 April 2021

Capgemini announced the launch of its next-generation of Cyber Defense Centers (CDCs) including expanded intelligent security analytics using Microsoft Azure Sentinel. As part of its plan to continuously augment its cybersecurity solutions, Capgemini has also joined the Microsoft Intelligent Security Association (MISA), an ecosystem of independent software vendors and managed security service providers, that have integrated their solutions with Microsoft Security, to better defend against a world of increasing cybersecurity threats.

*“With more organizations embracing digital transformation across all areas of their business, the overall number of threats is increasing,”* comments Thierry Daumas, Head of Projects & Consulting, Cloud Infrastructure Services and Global Offer Lead Cybersecurity at Capgemini. *“At Capgemini we are continuously augmenting our security capabilities and welcomed the invitation to join the Microsoft Intelligent Security Association, to help bolster cybersecurity for clients and tackle the rising number of malicious cyberattacks globally. MISA membership, and our use of Microsoft Azure Sentinel for expanded intelligent security analytics, complements our extensive collaboration of more than 20 years with Microsoft, driving cloud transformation with joint enterprise customers worldwide.”*

Tailored to client’s specific security challenges, Capgemini’s Cyber Defense Center solution orchestrates the multiple roles, processes and technology needed to enable efficient incident detection, analysis and response.

Simon Collins, Director, Head of Cybersecurity at Allianz Global Investment says: *“Microsoft Azure Sentinel provides us integration with a variety of available security tools within Azure and the extended Microsoft security platform. Together with Capgemini’s Cyber Defense Center we have built a comprehensive monitoring platform for intelligent security analytics at scale and with advanced investigation capabilities. We saw strong commitment from Capgemini to help us reach a cost effective, flexible and scalable solution.”*

Scalable and cloud-native, Azure Sentinel and its powerful intelligent security analytics feature allows Capgemini’s next-generation of CDCs to offer embedded machine learning; cloud native storage and elasticity; and advanced hunting and investigation of capabilities to maximize analyst efficiency, reduce

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mean time to recover (MTTR), and economically scale to address ever increasing demands.

Joining the core ecosystem of security specialists reinforces further the capabilities of Capgemini's Cyber Defense Center solution to tackle security challenges and combat the rapidly evolving complexity of today's threats.

Microsoft launched MISA to enable partners to share insights and drive more integrated strategies and solutions to help clients to predict, detect, and respond to security threats faster. Membership is by invitation only, with Microsoft reaching out to a select core group of managed security service providers from across the cybersecurity industry. Each member brings their own unique expertise.

*"We are pleased to have Capgemini join the Microsoft Intelligent Security Association (MISA). By including our strategic Managed Security Services Providers (MSSPs) in MISA, we help enable further collaboration between cybersecurity industry leaders in protecting and supporting our joint customers,"* said Mandana Javaheri, Global Director, Security, Compliance, and Identity Partner Development at Microsoft.



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### **HCL TECHNOLOGIES LAUNCHES DIGITAL ACCELERATION CENTER IN CANADA**

26 March 2021

HCL Technologies Ltd (HCL), a leading global technology company, today announced the opening of its Innovation center focused on digital acceleration in Mississauga, Ontario. From this newest Global Delivery center (GDC), HCL will deliver advanced technology solutions to its global client base to help accelerate their digital transformation journeys. HCL will provide next-gen services including digital and analytics solutions, cloud consulting and migration, cybersecurity, IT infrastructure and application services. HCL continues to significantly invest in Canada to build innovation and delivery capabilities and strengthen its workforce.

"From our newest center, clients can experience a whole new world of technological innovation enabled by leading edge immersive technologies, HCL's best in class Intellectual property solutions and a unique design thinking approach to some of the most complex problems of Canadian enterprises," said **Joelien Jose, EVP & Country Head – Canada**.

The Mississauga center, which has a seating capacity of 350, will be one of the largest for HCL in Canada, housing co-innovation labs for customers to ideate, collaborate, develop and deliver futuristic solutions through next generation technologies in their business transformation journeys. HCL plans to create 2,000 new employment opportunities in Canada in the next three years, engaging Canada's diverse and highly skilled local talent to serve its global clients.

"We are very excited to continue expanding our operations in Canada with our largest center yet in the country," said **Jagadeshwar Gattu, Senior Corporate Vice President, HCL Technologies**. "The new Global Delivery Center in Mississauga provides an opportunity for HCL Technologies to expand our best-in-class digital innovation in Canada and support our global clients while creating great IT industry job opportunities in this community. We look forward to more growth and opportunities in Canada in the coming months."

"The announcement of new, highly skilled jobs in the technology industry for Canadians is always good news," said **Doug Ford, Premier of Ontario**. "I'm thrilled to see such investment and job creation from global leaders like HCL Technologies right here in Ontario. This new facility will strengthen our

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economy and workforce, while supporting industries nation-wide.”

“Ontario’s deep talent pool, cutting edge innovation ecosystem, and competitive business costs make our province an ideal place for investment,” said **Vic Fedeli, Minister of Economic Development, Job Creation and Trade**. “We are proud that HCL selected Ontario as the home for their new facility. And it is a direct result of our government’s action to increase investment opportunities through virtual trade missions and position Ontario as a leader in innovation and technology.”

HCL’s Mississauga GDC is located at 7125 Mississauga Rd, Mississauga, Ontario. The center will be observing all provincial and federal requirements related to COVID-19 safety protocols to ensure the safety and wellbeing of all employees working on-site. This GDC continues HCL’s 12 years of successful growth in Canada, which includes the first office launched in Toronto in 2009, the first GDC launched in New Brunswick in 2019 and the planned expansion of offices in British Columbia and Alberta. HCL now employs more than 1,100 people in Canada.



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### ***Infosys and LivePerson Announce First-of-its-Kind Partnership to Drive Customer Experience Transformation for the World’s Biggest Brands***

31 March 2021

Infosys, a global leader in next-generation digital services and consulting, and LivePerson, Inc., a global leader in Conversational AI, announced a new 360° partnership to help brands manage AI-powered conversations with consumers and employees over SMS, web sites, apps, and the messaging channels they use every day. The partnership will enable brands to unlock higher growth by combining Infosys Cobalt, a platform and set of services to accelerate an enterprise’s journey into the cloud, with LivePerson’s Conversational Cloud, a complete set of applications and APIs for creating and managing conversational experiences.

Infosys is investing in and scaling a service practice to take to market and support LivePerson’s Conversational Cloud, as well as assisting LivePerson in the transformation of its technology infrastructure on the public cloud to address the growing demand for conversational experiences. Eighty-five percent of consumers now report they want to message with brands to make purchases and get help. The key areas this strategic partnership will focus on include:

- Direct-to-consumer conversations on consumers’ preferred messaging channels — including Apple Business Chat, Google’s Business Messages, Facebook Messenger, WhatsApp, and brand websites and apps — for marketing, sales and fulfillment, and customer service
- New messaging experiences for employees to support business continuity, HR, finance, and IT queries, drafting off Infosys’ strength in transforming these functional areas within large enterprises
- The cloud, conversational AI, digital consulting, and global delivery services to build, run, integrate, and scale immersive experiences for brands

Conversational experiences consistently demonstrate higher business performance compared to traditional voice and digital, making them powerful additions to Infosys Cobalt, trade marketing, e-commerce, and contact center solutions. In fact, brands already using LivePerson’s Conversational Cloud have seen results including up to 20 percent increases in average order value and customer satisfaction scores, up to 10x online sales conversions versus traditional web sites, and 50 percent lower



labor costs and agent attrition.

"Together with Infosys' transformational services and cloud capabilities, we can redefine how the world's major brands communicate with consumers and engage their employees," said Rob LoCascio, CEO and Founder of LivePerson. "Our Conversational Cloud includes a full set of APIs and integration points that Infosys can help architect and weave throughout a large enterprise's systems and processes to generate the maximum sales impact and cost savings from conversational experiences. LivePerson will benefit from Infosys' partnership by continuing to scale our Conversational Cloud to meet consumers' growing demand for these experiences."

"We are excited to embark on this strategic partnership bringing Infosys Cobalt's services to act as a force-multiplier for LivePerson's Conversational Cloud. We plan to leverage LivePerson in the mission critical business processes of our clients to improve the user experience for their customers, channel partners, and employees," said Karmesh Vaswani, EVP & Global Head Consumer, Retail & Logistics, Infosys. "I'm confident that we will jointly innovate and deliver insight-led omnichannel customer experiences for enterprise brands to create new revenue models, realize savings, and achieve faster time to market."



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### ***NTT DATA Receives SAP Asia Pacific Japan Award for Partner Excellence 2021 for Learning Excellence***

31 March 2021

NTT DATA announced it is the recipient of the SAP Asia Pacific Japan Award for Partner Excellence 2021 in the category of Learning Excellence. The award was presented by SAP as part of recognition for top-performing SAP partners in the Asia Pacific Japan (APJ) region that have made outstanding contributions to driving digital transformation for businesses that use SAP solutions.

"Receiving this award for Learning Excellence is a source of pride and results from continuous efforts to add value to customers and support digital transformation," said Yutaka Sasaki, Executive Vice President, NTT DATA. "In the Asia / Pacific region and around the world, we are strengthening our presence and capabilities. We are committed to making full use of the knowledge and skills of our consultants, sales, and presales personnel to provide exceptional value to our customers."

Selected from SAP's wide-ranging partner base, nominations for the SAP Partner Excellence Awards were based on internal SAP sales data. A steering committee composed of regional and global SAP representatives determined winning partners in each category according to numerous criteria such as sales achievement and performance. Awards were presented in a variety of categories, including overall sales, innovation, technology, services and solution-specific areas.

"Partners across the Asia Pacific Japan region play a crucial role in driving customer success through co-innovation, their strong industry expertise and ability to drive positive business benefits. The SAP Partner Excellence Awards exemplify the shared purpose, commitment and success that allow our partners, together with SAP, to help our customers thrive," said Ben Corser, Senior Vice President, Head of Channels and Partners, SAP APJ. "To that end, I am pleased to recognize and congratulate NTT DATA as the recipient of this SAP Asia Pacific Japan Award for Partner Excellence 2021 for Learning Excellence. We look forward to building on this partnership with NTT DATA in 2021."

NTT DATA received its award during the SAP Customer Success Summit 2021, a gathering of SAP

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executives, SAP field employees and partners. Formally called SAP Field Kick-Off Meeting, this is SAP's largest yearly sales meeting, intended to gain and exchange information on SAP's strategy, sales methodology, business growth opportunities and product innovations as well as drive success during the upcoming year.

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### ***Siemens opens first MindSphere Application Center in Canada to accelerate digitalization of energy and infrastructure***

30 March 2021

Siemens Canada virtually inaugurated its first Canadian MindSphere Application Center (MAC) – expanding the Siemens global MAC footprint.

The facility, physically based at its headquarters in Oakville, Ontario, will serve as an environment for customers and partners across multiple vertical markets to collaborate on driving their digital transformation agenda and leveraging the true potential of data. This is the first center of its kind in North America to focus specifically on smart energy grids, intelligent buildings and industry digitalization solutions serving transmission system operators (TSOs), distribution system operators (DSOs), utilities, industry partners, smart building operators and other infrastructure entities.

The Siemens MAC brings together local and global Siemens expertise and customer references with an expansive Siemens software portfolio and technologies in asset specific software applications, digital twins, cloud-based platforms, advanced data analytics and artificial intelligence (AI).

Siemens will leverage its existing footprint in Fredericton, New Brunswick - where global Siemens centers of competencies for cybersecurity and smart grid are located - to work with customers and partners to incubate and accelerate proof-of-concept solutions using data from various connected assets. By utilizing AI and analytics, the goal of the MAC is to turn actionable insights and assessments into evidence-based value add for potential full-scale future deployment in Canada.

Addressable pilot solutions will focus on maximizing operational uptime, optimizing processes, increasing visualization, allowing for predictive and prescriptive analytical solutions, improving asset management and addressing customer efficiency and sustainability goals.

“The MindSphere Application Center will support the digital transformation of the utility, infrastructure and industry in Canada by bringing people and expertise together, harnessing data and testing critical solutions,” said Faisal Kazi, President and CEO, Siemens Canada. “The center will help to de-risk the innovation process by providing our partners access to experts and technologies to think big in a secure space while exponentially increasing the scale and speed of their solutions.”

The Honourable Minister François-Philippe Champagne, Minister of Innovation, Science and Industry joined the virtual event and said, “I want to congratulate Siemens on today's inauguration of the first Canadian MindSphere Application Center (MAC). Collaboration and knowledge sharing are integral to promoting innovation, and I have no doubt that having a MAC on Canadian ground will be beneficial to our entrepreneurs across the country.”

Oakville Mayor Rob Burton likewise provided remarks at the celebration, saying, “I am thrilled the first Canadian MindShare Application Centre is located in Oakville. This co-creation facility makes our town and Siemens a destination for leveraging the potential for data with a focus on smart energy grids,



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intelligent buildings and industry digitalization solutions, all of which are in line with the Livable Oakville official plan.”



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### ***TCS Embarks on a New Brand Direction to Power its Next Horizon of Transformation-led Growth***

30 March 2021

Tata Consultancy Services (TCS), a leading global IT services, consulting and business solutions organization, unveiled a new brand statement, ‘Building on Belief’, to articulate its mission and relationship with customers as it embarks on its next decade of transformation-led growth.

The new brand vision encapsulates the active and collaborative role that TCS plays in partnering with customers over the long term, leveraging its contextual knowledge, investments in research and innovation, and technology expertise to help them grow, and achieve their purpose-led transformation goals. It also reflects TCS’ own belief that it, along with its customers, can harness collective knowledge to innovate in ways that result in better futures for individuals, communities and the planet.

*“Every innovation and every transformational journey begins with the belief that it will make the world better,” said **Rajesh Gopinathan, MD & CEO, TCS.** “We are partnering with our customers in realizing that belief as well as their purpose. It is who we are as an organization and reflects our bold ambition as we embark on our next decade of growth.”*

‘Building on Belief’ represents a brand promise based on the core strengths that TCS has come to be known for. They include: a long term approach based on shared purpose that benefits clients through the breadth of reach and ubiquity of involvement; innovation and the responsible, sustainable and strategic view it provides; and the ability to harness collective knowledge to create technology-led solutions for transformative, measurable impact.

*“For decades, we have worked with our customers with a shared purpose- leveraging the power of innovation, knowledge and technology to transform businesses,” said **Rajashree R, CMO, TCS.** “Our new brand articulation and purpose statement pave the way to engage with our customers as their growth and transformation partners and bring together our contextual knowledge and expertise to help them master their journey. We are excited to take this new articulation of our brand to our clients, associates and all other stakeholders.”*

TCS has been ranked by Brand Finance among the top 3 IT services brands in the world, and as the fastest growing brand in the industry by brand value over the last decade (2010-2020). In January, a report by Brand Finance estimated that TCS’ brand value grew by \$1.4Bn in 2020, on an annual basis; the highest growth in IT services. Further, TCS is recognized as a Superbrand in the US, as well as in the UK, for its brand reputation.



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### ***TraceParts native Onshape App adds hundreds of millions of free standard and supplier-certified 3D models to the first and only full-cloud 3D CAD system***

30 March 2021

TraceParts, one of the world's leading providers of 3D digital content for engineering, announces the immediate availability of its free 3D Design Library app to all Onshape CAD users through the Onshape App Store.

This new native application allows instant and unlimited free access to hundreds of millions of free standard and supplier-certified 3D models seamlessly integrated to Onshape cloud-based CAD system.

Once the TraceParts 3D Design Library app is added to Onshape as a free subscription, designers can instantly find millions of products from over 1,100 leading suppliers of mechanical, electrical, electronics, pneumatics, hydraulics, and many more types of industrial components.

When a product is selected, designers are provided with a real-time 3D preview and extremely rich Bill of Materials (BOM), and they can directly insert its CAD model inside their Onshape design project. This greatly simplifies and accelerates their design process, boosting Onshape users' daily productivity and drastically reducing time-to-market when designing new products.

*"We are extremely excited to build such a strategic partnership with Onshape. By leveraging the best of both technologies, we are giving Onshape users easier and greatly optimized access to hundreds of millions of product data through this powerful and seamlessly integrated application," explained Gabriel Guigue, TraceParts CEO & Co-founder.*

*"A key component of our business model is to support leading CAD software partners like Onshape by delivering rich geometric content just a mouse-click away to all their users, globally. Providing Onshape users with instant access to TraceParts' huge part library is a new great illustration of our 30-year "Product Content Everywhere™" commitment helping Engineers boost their design productivity" said Bertrand Cressent, Product Portfolio Global Manager at TraceParts.*

*"Our collaboration with Onshape brings a lot of additional marketing exposure to the 1,100 component suppliers already publishing their product data with TraceParts. This allows part vendors to get highly qualified sales leads by simply uploading their digital product information onto the TraceParts Publishing Network. They instantly benefit from TraceParts fantastic reach of over 29 million engineers and designers worldwide," added Bertrand Cressent.*



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### ***Trimble and Florida International University Establish Trimble Technology Lab at the Moss School of Construction, Infrastructure and Sustainability***

1 April 2021

Building on a commitment to cultivate a highly-trained workforce that will drive the innovative solutions of tomorrow, Trimble and Florida International University (FIU) are collaborating to establish a state-of-the-art Technology Lab in FIU's Moss School of Construction, Infrastructure and Sustainability.

The aim is to expand the university's leadership and excellence in training and research in the realms of engineering, construction and the sustainable built environment.

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The Trimble Technology Lab will provide students enrolled in the school, which is housed in FIU's College of Engineering and Computing (CEC), hands-on experience with a wide breadth of Trimble solutions. The lab will expand the university's access and expertise in project management, estimating, architectural modeling and design, structural analysis and design, Mechanical Electrical Plumbing (MEP) design, mixed reality and office-to-field solutions. The collaboration facilitates the integration of innovative technology into the school's curricula and research endeavors, empowering future graduates to transform how buildings and living environments are designed and constructed around the world.

"We are thrilled to partner with FIU, the first predominately Hispanic Serving Institution to join the Trimble Technology Lab program in the U.S.," said Allyson McDuffie, director of Education & Outreach at Trimble. "Trimble's education and outreach programs aim to support the next generation of construction professionals by ensuring key education institutions have access to Trimble's portfolio of construction industry solutions throughout their education, creating a new workforce that's truly equipped and empowered to *'Transform the Way the World Works.'*"

"Our college is excited about this amazing collaboration with Trimble. In establishing this new lab, Trimble is helping our college ensure that our current and future students have access to the latest computer software and hardware in engineering and construction," said John Volakis, dean of the FIU College of Engineering and Computing. "These assets will provide our students with the training needed to best prepare them to become future industry leaders. Our faculty and students are thrilled at the opportunity to work closely with a company of Trimble's caliber, its technologies and experts."

The Moss Department of Construction Management is the second-highest ranked program in Florida, ninth in the South and 34th in the U.S. among public universities. It offers two main degree programs—a bachelor's in construction management and a master's in construction management. The master's program features a fully online option as well as the traditional in-classroom alternative.

"Our new Trimble Technology Lab provides our students with innovative technologies that allow them to create 3D building models and better understand how cost and project timelines are impacted when sequences related to materials and equipment are modified," said Jose Faria, endowed chair of FIU's Moss Department of Construction Management. "At FIU, we are also committed to construction safety, and Trimble offers us a combination of augmented reality with site monitoring technologies that help our students better minimize and understand hazards. The combination of superior curriculum, industry practice and innovative technologies is what will help us cultivate graduates that will become industry leaders."

The lab will include a broad range of Trimble's industry-leading technologies such as the Trimble® XR10 HoloLens with hardhat, Trimble SiteVision™ AR system, robotic total stations and field tablets. Advanced software solutions include RealWorks® scanning software, Trimble Business Center, Tekla® Structures, Tekla Model Sharing, Tekla Structural Design Suite, Trimble Connect, ProjectSight, TruEst, WinEst, SysQue, Vico Office Suite and the company's popular 3D modeling software, SketchUp Pro.

Trimble's broad Connected Construction portfolio enables all professionals along the project lifecycle to accelerate project processes—improving productivity, quality, transparency, safety and sustainability, while reducing waste.



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## ***Vectorworks, Inc. Unveils Partner Network to Support Growing Workflow Needs for Designers***

31 March 2021

Global design and BIM software provider Vectorworks, Inc. announces its Vectorworks Partner Network, offering an engaged and diverse group of technology organizations in the architecture, interior architecture, landscape architecture, landscape design and entertainment design industries that bring transformative solutions to embolden a designer's vision and creativity.

"Our network of global partners are innovators and collaborators who create solutions that empower designers to transform the world with great design," said Vectorworks CEO Dr. Biplab Sarkar.

"Together with our partner community, we'll pioneer and deliver innovative solutions, address customer pain points and maximize user workflow efficiencies. Our promise for all stakeholders in our partner network is that collectively, we're better together and customers are better off with our partnerships."

The network will offer three partnership categories:

- **Technology:** Industry-leading companies adding advanced built-in capabilities, as well as third-party plug-in or add-on options, to optimize efficiency in Vectorworks software.
- **Content Partners:** Manufacturer-specific libraries of CAD/BIM symbols, material textures, images and/or associated data that represent manufacturers' products.
- **Hardware:** Quality-tested and validated manufacturers meeting performance requirements and standards with our software.

The Vectorworks Partner Network builds off decades of successful partnerships. Many credible and trusted partner brands reside in the network as it launches including Nemetschek Group sister brands Bluebeam, dRoFus, Maxon, Solibri and Scia, as well as Enscape, Lumion, MA Lighting International, NBS Chorus, Robe lighting, Siemens, to name a few. Earlier this month, Vectorworks announced its Unreal Engine partnership along with its Vectorworks 2021 Service Pack 3 release and now Epic Games will also join the partner network.



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## Event News

### ***iBASEt to Sponsor MOM Institute Webinar: How a Digital Thread is Critical for Industry 4.0 Success***

25 March 2021

**WHAT:** This webinar will take a closer look at how to ensure digital continuity extends across the entire product lifecycle. By taking advantage of systems that can establish and maintain a digital thread, it is possible to operate as a Model-based Enterprise. This strategy can be an ideal foundation to execute upon the vision of Industry 4.0.

**WHO:** Jan Snoeij, President and Sr. Business Consultant at the Manufacturing Operations Management Institute (MOMi), will lead this discussion. Drawing upon his many years of experience, he will share thoughtful insights on how to best plan and implement an Industry 4.0 strategy that takes advantage of a Digital Thread to ensure digital continuity. Jan is actively involved in MESA International as a member of the International Board and various working groups.

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**WHERE:** Register on the iBASEt website

**WHEN:** Live 30-minute broadcast is on Wednesday, April 7 from 8:00 a.m. – 8:30 a.m. PDT / 11:00 – 11:30 EDT.



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## ***OpenText launches OpenText World Europe and Asia Pacific***

31 March 2021

OpenText™ announced the dates for OpenText World Europe (April 14-15) and OpenText World Asia Pacific (May 20-21). These will be two of the largest events OpenText has ever held, using an interactive virtual format to connect directly with customers across Europe and the Asia Pacific region.

Each two-day event will bring together OpenText leadership and experts, guest speakers, strategic partners and industry professionals to discuss market trends, explore the opportunities within the European and Asian markets, and show customers how they can grow faster with OpenText.

“Businesses of all sizes are looking to grow, increase efficiency, and improve sustainability,” said Mark J. Barrenechea, OpenText CEO & CTO. “At OpenText World we will be launching our Grow with OpenText program, which will bring together everything organizations need to transform their business and accelerate growth. No matter their point of departure, OpenText can guide customers on a successful journey to the Ultimate Cloud™.”

A highlight of both events will be Cloud Editions, OpenText’s native cloud platform, featuring the next generation content services platform as well as significant updates across all five OpenText Clouds. Cloud Editions will support customers as they enable modern work, connect global supply chains, create modern customer experiences, strengthen cyber resilience and accelerate development.

Other highlights of the event, include:

- A keynote from OpenText CEO & CTO Mark J. Barrenechea, mapping out the Information Management journey to help organizations become intelligent, connected and secure.
- Keynotes from Chief Product Officer Muhi Majzoub and SVP, Software Engineering John Radko, who will introduce OpenText’s largest product release to date, as well as lay out the ambitious roadmap going forward.
- Leader, businessman, strategist and adventurer Kevin Gaskell will keynote OpenText World Europe. He will share insights from a career leading brands like BMW, Porsche and Lamborghini, as well as his own adventures to the most remote parts of the world.
- Product keynotes and breakout sessions with technology updates from the five OpenText clouds -- Content Services, Business Network, Digital Experience, Security and Protection, and Developer. After the keynotes, OpenText product experts will be on hand to answer any questions via live Q&A sessions.
- The Expert Forum – an online destination to engage live with OpenText experts across business unit, service, and support teams at OpenText.
- Industry and regional forums that will dive deep into the market trends, challenges, and areas of strategic investment that matter most to organizations in Europe and Asia.
- New interactive digital labs providing delegates with a completely digital opportunity to experience the latest OpenText innovations, complete training courses, and contribute to product

roadmaps.

Registration is now open, and the full agendas are available for both OpenText World Europe and OpenText World Asia Pacific. Come grow with OpenText and chart your journey to the Ultimate Cloud.

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## Implementation Investments

### ***Accenture Delivers Cloud-Based Solution to Help Regions Bank Enhance PPP Loan Application and Forgiveness Processes***

30 March 2021

Accenture has developed a comprehensive, cloud-based Paycheck Protection Program (PPP) loan application and forgiveness solution built on Salesforce technology for Regions Bank.

Regions Bank is one of America's largest regional lenders. Like banks across the industry, Regions began facilitating PPP funding from the Small Business Administration for qualified clients seeking financial lifelines in the initial wave of the COVID-19 pandemic. At the same time, Regions turned to Accenture for a technology solution that would give small businesses a less time-consuming and more intuitive application and forgiveness process.

Within eight weeks, Accenture developed and launched a comprehensive, cloud-based Salesforce solution that not only makes the process simpler, it is also designed to help process PPP loan and forgiveness requests more efficiently. To upgrade both processes, Accenture developed and deployed a solution using Salesforce Experience Cloud for application intake, the nCino Bank Operating System® for middle office processing, and Salesforce Service Cloud for case management.

The result is that small businesses can spend less time focused on applications and requests — and more time moving their companies forward.

“Regions recognized the importance of helping clients navigate the PPP program, and they turned to Accenture for a productive collaboration that would lead to an easy-to-use application experience,” said Jared Rorrer, a managing director and head of Accenture's Commercial Banking industry group. “By combining Accenture's user experience design capabilities and our Salesforce and nCino delivery expertise, we were able to deliver a highly effective, customer-centric solution that complements Regions' mission to make life better for the people and communities they serve.”

Regions Bank continues to facilitate PPP funding needs through the Small Business Administration program.

“It has been said many times that the COVID-19 pandemic is unprecedented, and, indeed, that is true. But we have also seen unprecedented collaboration in helping small businesses access critical funding from the SBA,” said Ronnie Smith, head of the Corporate Banking group for Regions Bank. “Our work with Accenture is a good example. Accenture came to the table with ideas and solutions that are resulting in a more seamless process for entrepreneurs to leverage PPP. This SBA program is about helping businesses across America make it through a very difficult time. We are honored to serve a role in connecting clients with SBA financing, and we appreciate Accenture's dedication in helping us make this process easier for small businesses.”



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In recognition of Accenture's innovative work, Accenture received a 2020 Salesforce Partner Innovation Award in the Experience Cloud category.

"It's inspiring to see Partner Innovation Award winners such as Accenture drive success for customers by tapping not only into their Salesforce expertise, but their expertise in solutions developed by other Salesforce partners, to develop impactful solutions," said Tyler Prince, Executive Vice President, Worldwide Alliances & Channels, Salesforce. "Now more than ever, companies need to accelerate their digital transformations — and trusted partners can elevate success for customers across industries."



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## ***ASC Launches Digital Transformation Program***

30 March 2021

### **IFS is Proud to announce an agreement between ASC and IFS:**

**Australian-owned submarine and warship builder ASC is embracing the digital future by launching a digital transformation program, identifying and rolling out new technology and innovation across its cutting-edge defense programs. As Australia's largest locally owned defense prime contractor, ASC's leadership in the digital space is expected to have flow-on effects for hundreds of Australian and overseas suppliers to its Collins Class sustainment and warship construction programs. IFS was selected to provide enterprise resource planning (ERP) capabilities to help ASC enhance operational efficiency in mission-critical areas.**

ASC's critical business systems will be significantly enhanced through a sweeping digital transformation. This comprehensive program will set the ground for ASC's digital shipyard transition: facilitating more streamlined processes, enhanced integration between systems, and the expanded use of real-time data to drive optimised decision-making across the organisation.

ASC's digital transformation program will strengthen its Enterprise Resource Planning system and introduce cutting-edge technologies to enable its workforce and optimise its capabilities to support the sovereign sustainment of the Royal Australian Navy's Collins Class submarine fleet, now and into the future.

ASC Chief Executive Officer and Managing Director, Stuart Whiley, said the digital transformation is important to ensure that ASC continues to deliver Collins Class availability at beyond international benchmarks for the Royal Australian Navy, in terms of costs, function and availability.

"This project will keep ASC at the cutting-edge of submarine sustainment innovation. It will ensure we maintain an efficient, cost conscious culture as we continue to deliver world-class service and value for money to the Royal Australian Navy," Mr Whiley said.

ASC is committed to the growth and development of its employees. The new systems will ensure they are skilled in the latest digital systems, streamline their work and provide greater job satisfaction.

"Our people will be better equipped to do their jobs by working with real-time data, integrative platforms and improved knowledge-sharing that will enable them to focus on the areas of their expertise.

"Aligning our digital systems with our suppliers will realise additional productivity improvements.

"The project will create approximately 35 new jobs, based across South Australia and Western Australia."

It will be coordinated and delivered by ASC's implementation partner, professional services consultancy



Deloitte.

Deloitte Australia National Maritime Leader, and Lead Engagement Partner, Jesse Sherwood said: “Deloitte is incredibly proud to be selected as ASC’s implementation partner. We are excited about sharing our broad and deep expertise in delivering complex transformation programs with ASC to help them digitise and modernise sustainment, while innovating to future-proof their business.”

The transformation will utilise enterprise resource planning solution IFS which is highly regarded for its seamless integration of different functions.

IFS Australia and New Zealand Managing Director, Warren Zietsman, said: “After a competitive bid process, we’re honoured that ASC has selected IFS as its ERP system of choice, as it embarks on this ambitious and exciting initiative. “ASC plays a vital role in Australia’s naval defence and we feel privileged to be supporting them in the delivery of its new digital backbone. Our defence expertise will be central to arming ASC with a solution that will offer them agility in their operations and the flexibility to meet changing market demands.”

Additional suppliers Novacura and BluePrism will also participate in the program.



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## ***HCL TO MODERNIZE AND TRANSFORM TENNECO’S TECHNOLOGY LANDSCAPE***

31 March 2021

HCL Technologies (HCL), a leading global technology company, announced an agreement with Tenneco Inc., a leading Fortune 500 global tier-1 automotive supplier and manufacturer, for a multi-year, integrated application development, modernization, and operations services contract. As part of this engagement, HCL will help Tenneco enhance their IT simplification, modernization and transformation journey while helping to reduce technical complexities and support the global IT application portfolio.

Tenneco has strategically worked to consolidate its global IT Service vendors to improve user experience by creating a more agile and nimble IT support organization that works on reducing technical costs and IT complexities.

HCL Technologies’ application modernization approach will be part of the initial acceleration of Tenneco’s application rationalization and modernization initiative. HCL will use its FENIX 2.0 offering, an industry-aligned execution framework that helps organizations reprogram their enterprise architecture and build a roadmap for initiatives for digital transformation objectives. To further transform Tenneco’s operations, HCL will bring in automation through DRYiCE, a suite of organic automation and AI-based transformation products and platforms.

“We are delighted to have the opportunity to work so closely with Tenneco as it embarks on this strategic journey of transforming its IT landscape,” said Ajay Bahl, EVP, HCL Technologies. “This deal is a great endorsement of HCL’s next-generation application services and ability to drive major transformations. We look forward to providing value to this relationship, driving critical technology transformation and helping Tenneco realize business success.”



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## ***Hewlett Packard Enterprise powers leading SAP HANA cloud service provider in France***

30 March 2021

Hewlett Packard Enterprise announced that oXya, a Hitachi Group company and France's leading SAP-certified provider of cloud services, has selected HPE Superdome Flex servers to power its new cloud architecture. The collaboration with a leading service provider, like oXya, demonstrates how HPE's partner ecosystem plays an important role in meeting HPE's commitment to offer end customers a comprehensive set of best-of-breed, as-a-service solutions wherever they need.

Premier HPE partner, oXya, chose the HPE Superdome Flex servers for its unique, modular architecture that is scalable and flexible to quickly adapt to different mission critical needs. HPE Superdome Flex servers are also perfectly suited to power in-memory processing for larger databases, such as SAP HANA cloud applications that are used in a range of industries, including healthcare, financial services, manufacturing and retail. According to Gartner, the SAP HANA market is set to continue to see rapid growth during the next five to 10 years, with HPE leading the way as the leading SAP HANA infrastructure provider<sup>1</sup>, with the majority being installed with HPE Superdome Flex servers.

An independent provider with over 350 enterprise customers and hundreds of thousands of SAP users globally, oXya helps enterprises increase the efficiency and flexibility of their mission-critical IT systems, running customers' SAP systems and additional systems on a variety of private and public clouds. oXya requires high performance, reliability and strong flexibility, to provide SAP HANA cloud offerings to its customers, whether in shared private or dedicated cloud modes.

In light of accelerating enterprise cloud and related mission-critical business application adoption, oXya turned to HPE to update its IT estate with the integration of 42 HPE Superdome Flex servers. The new HPE-powered solution enables oXya to accelerate SAP HANA deployment, whilst also supporting critical applications and heavy workloads.

*"We've built our reputation delivering best-in-class SAP HANA cloud services,"* said Frédéric de Belloy, President from oXya. *"With trusted, innovative technology from HPE, we continue to have the leading infrastructure, expertise, and scale to best meet our customer needs."*

oXya can offer its customers even higher service standards through the HPE Superdome Flex Servers' superior reliability, availability, serviceability, and end-to-end security to the cloud.

*"HPE is strongly committed to providing end customers the as-a-service solutions they need,"* said Alain Melon, France Managing Director at HPE. *"Whether through our own HPE GreenLake services suite or through a market-leading partner, HPE is bringing the right cloud offerings to customers – with the right levels of expertise – wherever the customer needs."*

Major customers, such as France's leading passenger transport and freight logistics company SNCF, rely on oXya's SAP HANA solutions powered by the HPE Superdome Flex platform. In 2019, SNCF carried 15 million passengers daily in France and around the world, making €8.1bn in revenue. oXya and its SAP HANA offering support all of SNCF's billing – from a single ticket order on its online booking platform, to the company's accounting, invoicing and financial flows with its subsidiaries and partners, such as travel agents, wholesalers, tour operators and airlines.

*"Our goal, as we continue to take a growth in passenger orders and work closely with multiple stakeholders, is to improve the efficiency, safety and security of our infrastructure,"* says Nicolas Robbe,

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back-office Director for Traveler Sales from SNCF. *“By taking advantage of oXya’s SAP HANA cloud solutions on HPE technology, we have built a solid foundation to scale, as we expand to deliver more cost-effective travel.”*

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### ***Nationwide Building Society Renews Strategic Partnership with TCS to Strengthen Agility and Operational Resilience***

30 March 2021

Tata Consultancy Services (TCS), a leading global IT services, consulting and business solutions organization, announced that it has renewed its strategic partnership and services footprint with Nationwide Building Society, the world’s largest building society and one of the largest savings and mortgage providers in the UK, to help strengthen the latter’s enterprise agility and operational resilience.

Over the past 10 years, TCS has been collaborating with Nationwide in the transformation of its core technology stack to help drive faster innovation, newer services, and superior experiences for its members. Through the continued partnership, Nationwide will be able to more fully leverage TCS’ complete range of services to transform its strategic applications and IT infrastructure. Additionally, TCS will support the Building Society’s move to new Agile ways of working, with DevSecOps at its heart, as it embraces newer technologies.

During the decade-long relationship with Nationwide, TCS has executed many successful programs including strategic initiatives such as regional brand integration, consolidation and simplification of its data centre operations and more lately has supported its resiliency agenda. Nationwide was also one of the early adopters of TCS’ award-winning product ignio™ AIOps.

*“The new agreement reaffirms our confidence in the decade long partnership with TCS and we look forward to continuing to work together to deliver Nationwide’s IT strategy,” said **Gary Delooze, Chief Information Officer, Nationwide Building Society**. “Our continued technology investments will simplify our IT estate and create the platforms and services necessary to meet the future needs of our members. The partnership with TCS will help us meet these challenges while prioritising the security and resilience our members expect every day.”*

*“We look forward to strengthening our long-standing strategic partnership with Nationwide and supporting their push towards being a purpose-driven, resilient and adaptable organization. Our deep contextual knowledge, digital expertise, agile practices, and new ways of working will meet Nationwide’s growing business needs and ensure future resiliency,” said **Satya Mishra, Business Unit Head, BFSI UK and Ireland, TCS**.*

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### ***PANGAIA Partners with Centric Software to Power its Impact Strategy***

29 March 2021

Using technology to drive their Impact agenda, materials science company PANGAIA has selected Centric Software’s Product Lifecycle Management (PLM) solution for emerging brands, Centric SMB. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source and sell products such as apparel, footwear, sporting goods, furniture, home décor, cosmetics, food &

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beverage and luxury to achieve strategic and operational digital transformation goals.

The partnership will support PANGAIA's mission to fully-digitize their supply chain, helping to streamline processes, improve communication with suppliers and drive a more circular business model.

"As a materials science company, innovation runs through every strand of the PANGAIA business. This has never been truer for our supply chain and the adoption of the Centric SMB solution is supporting our mission to create a fully-digitized product journey, where our products can be responsibly sourced, managed and revalued, all within one platform. Creating efficiencies, greater transparency and improved traceability, this innovation is helping us realize our ambitious vision to become an Earth Positive business by 2023 – one which gives back more than it takes." says Yael Gairola, Chief Operating Officer, PANGAIA

"Centric Software is delighted to partner with PANGAIA and play such an integral part in their Impact strategy," comments Chris Groves, President and CEO of Centric Software. "We are excited to start this journey with such a forward-thinking and sustainably-focused company."



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## ***Purcotton Selects Centric PLM to Get Closer to Consumers***

1 April 2021

Purcotton, the Chinese cotton goods company, has selected Centric Software's Product Lifecycle Management (PLM) solution. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source and sell products such as apparel, footwear, sporting goods, furniture, home décor, cosmetics, food & beverage and luxury to achieve strategic and operational digital transformation goals.

Purcotton develops and retails cotton products across categories including cleaning care, pregnancy care, feminine care, clothing and home. Purcotton has over 240 stores in China, and its e-commerce sales rank first among its competitors on platforms such as Tmall and JD.com.

In 2019, Purcotton embarked on a digital transformation project to integrate central commodity operations, front-end product development management and back-end supply chain management. Purcotton needed a PLM solution to build a multi-mode, market-oriented, collaborative, efficient and open product development platform.

"Products have always been designed based on the experience of our R&D and design teams," says Mr. Li Jianquan, General Manager of Purcotton. "Nowadays, especially with the popularity of influencers and e-commerce live-streaming, consumer demands change frequently. In order for R&D to be in sync with consumers, we must speed up our market response and product launch cycle. PLM shortens the distance from concept to consumer."

After comprehensively researching Centric's experience working with leading global brands, reputation, professionalism and product quality, Purcotton selected Centric Retail PLM.

With Centric, Purcotton will improve collaboration and fully visualize business processes resulting in accurate, real-time data at all stages, from planning, R&D, sampling and manufacturing to sales. Their teams will be enabled to develop products based on data-driven decisions to transform products from being market-responsive to become market innovators.

Mr. Li explains, "We expect that teams will eliminate trivial and onerous document management,

## CIMdata PLM Industry Summary

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concentrating more energy on consumer needs and product innovation. The rich experience of Centric Software can help us to move towards a novel product R&D management model.”

“We are delighted to announce that Purcotton has chosen Centric PLM,” says Chris Groves, President and CEO of Centric Software. “This is a landmark project for Centric in the Chinese market, marking our further expansion into multi-category retail, and we are looking forward to working with Purcotton to achieve their goals. ”



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### ***SIG increases the availability of its production lines through smart asset management with CONTACT Elements for IoT***

30 March 2021

**SIG, one of the leading manufacturers of carton packs and filling machines for the food industry, is networking its production lines worldwide with CONTACT Elements for IoT. Using a digital twin, the company ensures the smooth operation of its equipment and accelerates its smart service business.**

Digital services offer manufacturing companies the opportunity to increase revenues and differentiate themselves from global competition. In doing so, they face the challenge of bringing together data from different systems and integrating it profitably into their corporate IT.

Following a successful proof-of-concept, SIG is networking the majority of its more than 1,200 filling lines worldwide with CONTACT Elements for IoT. The company's goal is to operate the plant networks as digital twins in order to resolve faults immediately and minimize downtime and maintenance. With its comprehensive edge connectivity and integrated industry standards, the IoT platform smoothly ensures the necessary data flow from various data sources of the networks, consisting of routers, switches or the ConnectorBoxes developed in-house. Clear dashboards provide all relevant real-time data at a glance and make efficiency and operating performance transparent.

The company benefits from reliable data on the condition, software and hardware configuration or change history of each individual device according to the single source of truth principle and can link these with its corporate IT to form end-to-end business processes: In the event of a fault, Elements for IoT automatically generates a troubleshooting process that ensures data supply of the lines. In the future, this information will also be available across systems in the company's ERP system. This enables SIG to manage connectivity to all lines worldwide and provides a robust basis for sustainably implementing digital business models.

As a no-code platform, Elements for IoT increases the ability of individual departments to act. They can define automated workflows more quickly using easy-to-create parameters without any programming effort. In the future, SIG will bundle its digital service business worldwide in a newly established Reliability Center. "With the information from the real-time data, we can initiate the right measures faster and ensure the operation of our lines," said Detlef Liske, Department Head E2E Line Connectivity & Digital Services at SIG. "The seamless integration and ease of use of Elements for IoT form the basis for our services."



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## *Supacat selects Siemens software*

29 March 2021

Supacat, a world leading specialist in design and engineering of high mobility defence vehicles, has selected Siemens software to boost their engagement with Rheinmetall on Australia's LAND 400 defence program. The use of design lifecycle management and supply chain integration capabilities of Siemens' Teamcenter® software and NX™ software for computer-aided design (CAD) can help Supacat align their engineering processes with Rheinmetall, strengthen data governance and improve overall efficiency.

The implementation has been funded by the Federal Government's Sovereign Industrial Capability Priority Grant given to Supacat last year. The same software suite that is part of Siemens' Xcelerator™ portfolio, was also recently chosen by the U.S. Air Force to standardise their digital journey and product lifecycle management (PLM).

Michael Halloran, Managing Director Asia Pacific for Supacat, welcomed the collaboration with Siemens saying, "Implementation of this system allows us to integrate more closely with the Rheinmetall LAND 400 team and that lowers the barriers to the Australian supply chain entering the program."

Through the implementation of software, Supacat can manage their engineering design process and product data in an integrated single-source environment. Supacat will use NX to model and analyse products in 3D in a process that is integrated into the Teamcenter PLM system. Teamcenter will allow Supacat to manage all engineering design workflow and approval processes, data and supporting documentation in an integrated single source.

Samantha Murray, Managing Director of Siemens Digital Industries Software in the region said that the implementation was a key step for the Australian defence industry.

"It's great to collaborate with local Australian companies like Supacat doing innovative work that helps them connect to global supply chains. We're also excited about helping upskill their staff on world-leading technology. Supacat has been taking giant strides in the areas of defence design and engineering. I commend them on this investment into future-proofing their digital capabilities to global standards," said Ms Murray.

Both Teamcenter and NX are part of Siemens' Xcelerator software portfolio, - an integrated portfolio of software, services and application development platform that can be personalised and adapted to fit customer and industry-specific needs to help companies of all sizes become digital enterprises. It is widely used to develop some of the most sophisticated global products and systems in industries including automotive, aerospace, shipbuilding and high-tech electronics.



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## *Syroco relies on ESTECO technology for designing the world fastest sailboat*

26 March 2021

The French innovation lab start-up **Syroco** is getting ready to shatter the **world sailing speed record**. And we're excited to play our part in this endeavor. Through a **multi-year partnership** we'll support Syroco's quest to **design the fastest speedcraft ever**, by providing modeFRONTIER, our



comprehensive solution for process automation and optimization in the engineering design process.

Co-founded by the two-times holder of the World sailing speed record, **Alex Caizergues**, Syroco is making bold choices to **optimize the energy efficiency** of the craft so that it can perform most effectively on water and reach the **targeted speed of 80 knots (150 km/h), powered only by the wind**.

For this endeavour, they chose to rely on modeFRONTIER platform for multidisciplinary design optimization, already used for designing America's Cup AC75 foiling yachts known to be able to sail at a speed of up to 50 knots (92.6 km/h). Luna Rossa PRADA Pirelli, American Magic, Groupama team France and Land Rover BAR all used modeFRONTIER to design their America's Cup boats in recent editions of the contest.

Like the recently concluded America's Cup, Syroco's endeavour is at the **intersection of extreme sports and technology innovation**.

"At Syroco, we describe our quest to shatter the World Sailing Speed Record as a **Moonshot Challenge**: an extreme and daring endeavor, which requires intense innovation and precise execution", said **Alex Caizergues, CEO & co-founder of Syroco**. "Our research and engineering teams need to use the best numerical simulation software, and we are extremely excited to be supported by ESTECO. With modeFRONTIER, we are able to optimize every aspect of our speed craft design, ensuring we get the highest energy efficiency and reach the best possible performance".

We're proud to support Syroco's vision to bring **cutting edge innovation into maritime transportation**, a domain that faces significant challenges in terms of energy transition and therefore offers opportunities to deploy technology advancements that decrease its **environmental impact**.

"ESTECO Technology is all about supporting engineering companies in **pushing the limits of innovation**. Syroco perfectly embodies this vision and we're excited to see how they will leverage the power of modeFRONTIER to design the world's fastest sailboat", said **Carlo Poloni**, the President of ESTECO.



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## Product News

### ***Agiloft Launches New User Interface and Enhanced AI for Contract Lifecycle Management to Accelerate Enterprise Productivity***

30 March 2021

Agiloft, the global standard in contract lifecycle management (CLM), announced its latest product release featuring a new intuitive user interface to boost usability and make the platform easier to search and navigate. In addition to the interface, the 2021 spring product release adds a substantial improvement to Agiloft's AI capabilities, enabling enterprises to streamline contract import, review, and analysis.

"The latest release is all about making it easier to work in Agiloft's contract lifecycle management platform and utilizing AI to improve contract management processes for large enterprises," said Andy Wishart, Agiloft Chief Product Officer. "Our new interface adds more intuitive navigation, table views, and search, while our enhanced AI capabilities greatly improve accuracy and speed in reviewing and analyzing contracts"



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New features and enhancements include:

- **New User Interface:** Search, view, and navigate faster than ever with the new, intuitive interface. Quickly navigate tables arranged in horizontal tabs, view tables grouped by use case, and customize table displays. Learn how to navigate the platform more easily with the updated design.
- **New Search:** Get exact results more easily with improved search capabilities. Combine the breadth of a global search with a targeted table-specific search to quickly find information. Identify contracts with central themes such as deal value or risk scoring. Capture and narrow down relevant results with intuitive filters.
- **New Microsoft 365 Apps:** Streamline workflows with improved Microsoft apps. Accelerate negotiation with AI-enabled contract review, while working in Microsoft Word. Create and update a clause library from contract documents. Merge email with contract records for easy tracking and auditing in Outlook, whether on PC, Mac, or Outlook online.
- **Enhanced Adobe Sign Integration:** Simplify the signature process with Adobe Sign e-signature, now fully integrated with Agiloft. Manage complex signing matrices that require the full use of Adobe Sign roles. Send documents to different parties to sign, then track and manage within the system. Reorder documents and correct signers even after creating the agreement.
- **Expanded AI Toolkit:** Review and analyze contracts faster and more accurately. Get up and running in minutes with AI models developed to extract key terms and clauses from third-party paper. Quickly locate existing clauses, determine how they align with preferred wording and verify if any requirements are missing. Optimize Agiloft's new AI Core architecture for exceptional accuracy and security.

"As the number one provider of agile CLM software, Agiloft helps customers automate their most complex contract processes and quickly adapt these processes when business needs change," said Eric Laughlin, Agiloft CEO. "With Agiloft's new intuitive user interface, it is easier than ever to configure our no-code CLM platform to precisely fit your needs faster and with less resources."

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## ***Altair Increases Productivity for Designers and Architects with Thea Render Version 3.0***

30 March 2021

Altair, a global technology company providing solutions in simulation, high-performance computing (HPC), and artificial intelligence (AI), is pleased to announce the release of Thea Render version 3.0. Thea Render is the most versatile 3D-renderer featuring state-of-the-art, unbiased and graphics processing unit (GPU) engines. Thea Render engines – all of which operate within the same framework – significantly reduce rendering times and enable designers to focus on detailing photorealistic quality visualizations. Altair's solution for innovative designers, architects, and digital artists to create, evaluate, and visualize designs faster than ever before is available for SketchUp, Rhino, and Altair Inspire Studio users.

"Thea Render's new functionalities come with tremendous workflow enhancements and speed improvements, ensuring increased productivity for designers and architects applying our rendering engine," said James Dagg, chief technical officer, Altair. "True to our commitment to an open architecture approach, we will continue to support all plug-ins for third-party design tools such as

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SketchUp and Rhino, as well as for our own design solution, Altair Inspire Studio. Thea Render also integrates the Intel Open Image Denoiser and the NVIDIA CUDA Toolkit 11, which brings support for the NVIDIA Ampere architecture.”

“I use Thea Render for SketchUp daily as it allows me to render and visualize buildings very realistically, including lights, textures, effects, and more,” said Jean Thiriet, freelancer for architectural visualization. “For my work, the tight integration with both NVIDIA and Intel denoisers is the most important feature of the new release. It makes rendering significantly faster, almost real time, which is the holy grail for all users of architectural visualization tools. In addition, the link between Thea Render and SketchUp has also been improved, making it easier and faster to iterate designs.”

Thea Render version 3.0 highlights include:

- **Adaptive Tracing** – A technique that solves difficult lighting scenarios, such as caustics from point lights, sun pools, and diffuse interreflections. This results in images with a higher dynamic range and lighting effects that were previously impossible.
- **Relight Editor** – Allows users to create infinite images from a single render. When Relight is enabled, every light in the scene can be modified (intensity, color, and status) and different lighting setups can be created in post production. Every Relight setup can be saved in the Relight Editor panel as a Snap and then loaded back to the Darkroom for further editing or exported to an image file.
- **Random Color Texture** – A procedural texture that adds variation to instanced models and creates rich looking images for grass, bushes, trees, wooden floors, and more.
- **Support for Intel® Open Image Denoiser** – The Intel Open Image Denoiser is now available in Thea Render. The AI-accelerated denoiser provides high-quality, noise-free images and runs on a central processing unit (CPU).
- **Interactive Denoising** – Denoising with both Intel and NVIDIA AI denoisers is also supported during an interactive rendering session.
- **Support for NVIDIA® CUDA® 11** – Thea Render uses the latest NVIDIA CUDA Toolkit, which introduces support for the NVIDIA Ampere architecture.

“Using NVIDIA GPUs to power these latest enhancements in Thea Render 3.0 enables the world-class speed and reliability required by users in interactive rendering sessions, providing near-instant feedback and rapid acceleration throughout the setup and design decision processes,” said Andrew Rink, global marketing strategy lead for AEC at NVIDIA.



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## ***Easysteck combines customer service with digital marketing through 3D CAD product configurator powered by CADENAS***

29 March 2021

Who has not seen the typical metal profiles in mechanical construction. Easysteck, however, has taken a completely different direction as far as the basic material is concerned. With its revolutionary plastic profiles, the manufacturer from Dinklage offers completely new possibilities for lightweight designers. It was also important to Easysteck to be able to offer its customers exceptional service right from their market launch: In cooperation with CADENAS, an intelligent 3D CAD product configurator was

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created based on eCATALOGsolutions technology, which is directly integrated on the manufacturer's website.

## **Customer acquisition despite canceled trade fairs thanks to digital product catalog**

It was Easysteck's vision to go innovative ways not only in their products but also in their marketing and sales: "Our product is new and therefore we also want to reach innovative customers who recognize the advantages of plastic for their designs. Lightweight designers, for example, especially benefit from the plastic profiles as they are significantly lighter and can thus be used more flexibly in areas with low loads," says Klemens Garvels, Managing Director of Easysteck.

Another decisive factor in the decision for CADENAS was the possibility of 24/7 online marketing: "Since personal customer contact at trade fairs is impossible due to the current situation, it is even more important for us to have as broad a digital presence as possible with our products. By marketing our plastic profiles on our website and on the CADENAS

platforms [www.3dfindit.com](http://www.3dfindit.com) and [www.partcommunity.com](http://www.partcommunity.com), we benefit from millions of engineers and planners who use these tools every day. This way, we are reaching customers from all over the world, at any time, unlike with traditional marketing strategies," explains Garvels.

## **Configuration, bill of materials and ordering: all in one place**

Easysteck's digital product catalog so far contains 3D CAD models of the 40 mm profiles with 8 mm grooves on all sides, as well as an assembly kit which can be configured freely. The customer only needs to enter the desired dimensions and, on this basis, the CADENAS product configurator creates the CAD assembly including all necessary connectors. All installed components are then automatically transferred to the bill of materials for purchasing.

The manufacturer also offers construction panels, kits used as shelving systems in, for example, caravans, and various connectors. Thanks to the Easysteck connection technology, these connectors can be integrated into the design without additional processing, creating countless combinations and design options.

Easysteck thus gives its customers access to 3D CAD models and all product information relevant for planning. These digital twins can be downloaded free of charge in over 150 native and neutral CAD formats, such as Autodesk Inventor, AutoCAD, Solid Edge, SOLIDWORKS or NX. After that, the integration of the model into existing designs takes only a few clicks.



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## ***Furniture On Demand by Lectra: a sought-after solution for a changing market***

30 March 2021

**The COVID-19 health crisis is driving transformation in manufacturing businesses, especially in the furniture industry. The change in consumer behavior and expectations is forcing upholstered furniture manufacturers to adapt in order to meet the growing demand for personalized furniture. These changes in consumer demand, introduce major challenges to the production process, requiring furniture manufacturing companies to industrialize and switch from manual operations to automated and digital processes. A major global player in the furniture, fashion and automotive industries, Lectra designs smart industrial solutions combining—software, equipment, data and services—for brands, manufacturers and retailers.**

**Furniture On Demand by Lectra is Lectra's 4.0 offer dedicated to personalized furniture and**

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**small series production. It is a turnkey solution for manufacturers of sofas and armchairs, covering the entire furniture manufacturing workflow, from order processing to cutting.**

Artificial intelligence (AI), the Industrial Internet of Things (IIoT), cloud computing and big data are key Industry 4.0 technologies that Lectra has integrated in its solutions since 2015. This is particularly the case with Furniture On Demand by Lectra, which helps furniture manufacturers industrialize and optimize their production, both for small series and personalized orders, thanks to on demand (Made to Order) and customized (Made to Customize) production processes.

In practice, Furniture On Demand by Lectra captures automatically the styles, materials and components information of the product, directly from the customer's order. This data is then transformed into a cutting order, transmitted to the cutting room, and monitored in real time during the entire process. The one-click cutting solution speeds up production while minimizing the risk of error.

## **COVID-19 increased the importance of home in people's lives**

COVID-19 disrupted the lifestyles of people across the globe, encouraging them to spend more time at home. At the height of the pandemic, 78% of consumers worldwide decided that home was their haven and two out of five made changes to their homes in 2020<sup>1</sup>.

With reduced spending on travel, dining and leisure, consumer purchasing is shifting to home décor and design. The immediacy of the need increased during the pandemic, as retailers saw the emergence of compulsive buying behavior, both on the high street and online.

A trend that is benefiting the upholstered furniture market. , which had already been growing steadily over the past decade. This trend that existed before the pandemic should strengthen.

In the office furniture market, manufacturers must now meet the expectations of new customers who work from home. They must adapt their B2B model to a B2C approach and totally rethink their offer, pricing strategy and distribution network accordingly.

## **Personalization: a global structural trend**

Consumers increasingly want to participate in the design of their own furniture. In the United Kingdom<sup>3</sup>, nearly one in two buyers shows a keen interest in custom-made furniture, while nine out of ten American consumers<sup>4</sup> are willing to pay up to an additional \$300 for a personalized sofa. In China, this market segment<sup>5</sup> is even expected to grow by 18%.

This trend is driven by Millennials, those born between 1980 and 2000, who want to buy furniture that reflects their personality and customize it themselves. They see furniture as a way to reflect a certain lifestyle within a given moment and no longer consider it a long-term investment. The average lifespan of a sofa, for example, has been halved since the 1980s and 2000s<sup>2</sup>. Millennials are even prepared to pay more for their furniture as long as they don't have to wait for delivery. This is a side effect of buying online.

## **Furniture On Demand by Lectra: a sought-after solution by leading manufacturers**

Furniture on Demand by Lectra is a solution designed specifically to meet the needs of furniture manufacturers, regardless of their geographic location and business model. As evidenced by the many companies that have already adopted it and are improving the efficiency of their day-to-day operations:

ATL Group, Andreu World, Cassina, DFM, Duresta, Euroline, Design Foundry, Furia Cuscini, Karimoku, King Hickory, Lee Industries, Molteni , OFS, Plumbs, Poliform, Polipol, Ruchaud, Sherrill Furniture, Smith Brothers, Tetrad, Vilmers, Whitemeadow, Zanotta.

*"Today, with Furniture On Demand by Lectra, furniture manufacturers no longer have to choose*

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*between quality and profitability. In an economic context in which it is crucial to control costs and reinvent the customer experience, they can produce small series and personalized furniture as quickly as standard products and make on-demand production a new growth driver", enthuses Maria Modroño, Chief Marketing & Communications Officer at Lectra.*

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### ***PTC Expands Spatial Computing Capabilities with Vuforia Engine Area Targets***

30 March 2021

PTC announced the newest addition to its Vuforia® augmented reality (AR) enterprise platform, the Vuforia Engine™ Area Targets offering – the first offering in the market to support the creations of immersive augmented reality (AR) experiences for spaces up to 300,000 square feet. Through the use of Area Targets, industrial organizations can create AR interfaces within their facilities to enable employees to better engage with machinery and understand how the environment is being utilized.

With support from Matterport and Leica 3D scanners, along with NavVis's indoor mobile mapping systems, Area Targets users can generate photorealistic, survey-grade digital twins, empowering them to create digital canvases of spaces such as factories, malls, or offices for advanced spatial computing applications.

As one of the leading emerging technologies, spatial computing powers digital twin renderings to support the activities of machines and people, as well as environments in which they operate. When deployed across the industrial enterprise, spatial computing enables seamless interactions between employees through AR, enabling companies to close the loop on performance management, improve machine learning capabilities with spatial analytics, and optimize design and factory floor operations.

"Vuforia Engine Area Targets is a one-of-a-kind solution for large, persistent AR experiences," said Mike Campbell, Executive Vice President and General Manager of Augmented Reality, PTC. "Whether users are looking to add navigation to their office building or view in-context data on a factory floor, Area Targets is the answer. We're pleased to be expanding such a key capability and component of PTC's spatial computing vision."

The release of Vuforia Engine Area Targets marks the second Vuforia offering to deploy spatial computing in the form of area targets within the industrial setting, the first being the Vuforia Spatial Toolbox™ platform. Combined with the Vuforia Chalk™, Vuforia Expert Capture™, and Vuforia Studio™ AR products, the Vuforia AR Enterprise Platform provides a robust set of offerings that enables users to increase workforce safety and efficiency, improve customer experiences, and reduce costs.

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### ***Siemens extends Simcenter portfolio for testing in extreme conditions***

31 March 2021

Siemens Digital Industries Software announces Simcenter™ SCADAS™ RS hardware, a brand-new data acquisition system for fast and accurate testing under severe conditions. With Simcenter SCADAS RS, test engineers and managers can optimize their test data acquisition and measurement performance

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in harsh environments, such as those found in heavy equipment and transportation industries. It is the latest addition to Simcenter™ simulation and test solutions software within Siemens' Xcelerator™ portfolio of integrated software and services.

Load data collection tests are often performed on small and large prototypes in demanding conditions, on proving grounds, public roads or in remote areas. In addition, test and measurement teams are continually pushed to perform more and more tests under ever tighter deadlines. Simcenter SCADAS RS is modular in design and offers maximum flexibility in how it may be mounted on any vehicle or machine. It can withstand test campaigns in extreme temperatures, moisture, mud and dust, and high shock and vibration levels. This not only allows for precise data measurement, but also streamlined analysis and in-depth processing using the Simcenter™ Testlab™ software suite. From here, test engineers can use this validated data for further load data processing and use it in combination with simulation models to help actualize the digital twin.

Test managers can optimize ROI and boost test productivity by integrating Simcenter SCADAS RS with existing processes and procedures. Simcenter SCADAS RS can easily be integrated in company wired and wireless networks, or even over public networks. It allows easy access for multiple concurrent to its on-board application from any device: PC, tablet or smart phone. It is a true 'edge' device that can be integrated in automation processes for cloud computing and advanced engineering analysis.



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### ***TCS Wins 2021 Data Breakthrough Award for AI-Powered Software Suite***

30 March 2021

Tata Consultancy Services (TCS), a leading global IT services, consulting and business solutions organization, announced that its AI-powered retail optimization software suite, TCS Optumera™, has won the 2021 Data Breakthrough Award in the category Data Solution of the Year – Retail.

The Data Breakthrough Awards honor the most innovative products, solutions, and companies in the field of data technology. An expert panel of judges, representing a mix of technical, business, academic and marketing expertise evaluated entries for innovation, value, performance, ease of use, and functionality.

*“Last year was a lesson in the power of adaptability and resilience for retailers and consumers alike. With its ability to evaluate thousands of attributes that impact the shopping experience, TCS Optumera’s AI-driven recommendations enable retailers to respond effectively to changing omnichannel dynamics while improving growth, margins, and customer satisfaction,”* said Shankar Narayanan, Business Group Head, Retail, CPG, Travel & Hospitality, TCS. *“We are delighted at this recognition of TCS Optumera’s innovative use of AI to help retailers around the world gain a competitive advantage.”*

TCS Optumera uses advanced AI to monitor thousands of customer, market, and vendor behaviors. This real-time analysis helps retailers offer customers the right products in the right stores, in the right place, and at competitive prices. AI simulations also gauge the effectiveness of new merchandizing and product strategies. For example, if a retailer wanted to only sell organic products, TCS Optumera provides the potential impact on space, mix, price, promotion, inventory decisions, and supply chain.

TCS Optumera is part of the TCS Algo Retail™ suite of products and platforms. TCS Algo Retail is a



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paradigm shift in the way retailers do business and reimagines processes with automation and intelligence, orchestrating data across the retail value chain and unlocking exponential business value.



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