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Company News

Addnode India Opens New Thane Office to Boost Innovation and Collaboration

9 December

TECHNIA, the leading provider of virtual twin solutions and digital engineering, is pleased to announce the new office opening of the sister company Addnode India which provides capability and business services to the companies within the Addnode Group.

Addnode India is proud to mark 12 years of continuous growth and success, highlighted by the grand inauguration of its new office in Thane last week. The event was a heartfelt celebration, combining traditional Indian ceremonies with the active involvement of employees and their families.

The inauguration comprised a pooja ceremony and formal proceedings, attended by employees, their families, and our esteemed business partners, including TECHNIA's executive management team. We sincerely thank everyone who joined us, making this milestone a memorable occasion in the company's journey.

"It was a fantastic day, and I am incredibly proud of the Addnode India team. A big thanks to everyone who helped organize this great office opening — your dedication has made this milestone possible, and it's a true reflection of our collective efforts."

Magnus Falkman, CEO | TECHNIA

"We are adapting to the ever-evolving work environment to empower our employees and foster a workplace that thrives on a global collaboration and adaptability. This approach brings numerous benefits aligned with our core values. As we step into this new chapter, we are deeply grateful for the trust, collaboration, and unwavering support from our customers, employees, and partners. Your blessings and continued support enable us to achieve even greater milestones together."

Saurabh Gupta, Managing Director | Addnode India

"Congratulations Team Addnode India on the opening of your new office in Thane as you complete 12 successful years in India. We thank you for making us a part of your 'family' celebration along with your management team from Addnode Group of companies. Stockholm looking forward to witnessing more milestones with you."

The Consulate General of Sweden in Mumbai, India

The New Office Address:

Addnode India Private Limited
604-A & 605-A, 6th floor
Centrum Business Square,
Plot D-1, Road 16, Wagle Estate
Thane (West) – 400 604, INDIA

PTC Appoints Robert Dahdah as Executive Vice President, Chief Revenue Officer

9 December

PTC today announced that it has appointed Robert Dahdah as Executive Vice President, Chief Revenue Officer.

Dahdah joins PTC from Microsoft, where he served as Corporate Vice President of Global Healthcare and Life Sciences. Dahdah will be responsible for global sales and customer success for PTC's Digital Thread group and the overall execution of the company's vertical-focused go-to-market strategy.

"Rob is an accomplished go-to-market leader with a proven track record of delivering results, building winning teams, and creating a great customer experience," said Neil Barua, President and CEO, PTC. "We look forward to Rob bringing focus, speed, and accountability to our Digital Thread go-to-market team and helping us grow the business."

Dahdah brings more than 30 years of experience leading large, global sales and go-to-market organizations for public companies. During his tenures with companies such as Microsoft, Nuance Communications, and ADP, Dahdah has demonstrated his expertise in managing the full sales cycle, accelerating pipeline across vertical markets, expanding and cross-selling into top accounts, and creating scalable models for expansion into emerging geographies.

"I'm thrilled to join an industry leader in PTC, whose software plays a critical role in how manufacturers and product companies design, manufacture, and service the products that the world relies on," said Dahdah. "I look forward to partnering with Neil and the leadership team to help PTC achieve its goals, execute the vertical-focused go-to-market strategy, and deliver for our customers and partners."

Implementation Investments

Trespass Goes Live with AI-Powered Centric Planning for Allocation & Replenishment

9 December 2024

Centric Software® is pleased to announce that outdoor brand and retailer Trespass is now executing their allocation and replenishment planning with Centric Planning™. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, price and sell products such as apparel, footwear, sporting goods, furniture, home décor, consumer electronics, cosmetics, food & beverage and luxury to achieve strategic and operational digital transformation goals.

Trespass is one of the UK's most successful outdoor clothing brands retailing a wide range of products from specialist performance clothing to outdoor sports equipment, selling internationally and exporting to over 60 countries.

With Centric Planning now in place, Trespass is now benefitting from AI-driven insights and smart data for better range planning, forecasting and inventory allocation, and expects to reclaim 20% of their weekly reporting time and empower faster assortment planning.

“Mondays were usually spent updating reporting in spreadsheets, so we expect to gain back one day a week, enabling our merchandisers to drill down deeper into decision-making. Instead of setting up these massive spreadsheets, it will all be there in one inclusive system, making range planning faster and freeing up time in-season,” remarks Kean Martin, Senior Merchandiser at Trespass.

“By forecasting replenishment using AI-assisted suggestions we expect to reduce markdowns and increase store sales by filtering each SKU into the right location. It’s an intuitive, straightforward, easy-to-use system,” he concludes. “Centric has been absolutely brilliant with any of the challenges we have thrown at them, and the feedback from our team has been overwhelmingly positive. Everyone’s excited about being able to work faster and more efficiently. Centric Planning will really speed things up, and it will make us, in the long run, more accurate, more profitable as well.”

“We’re excited to announce that Trespass has successfully gone live with Centric Planning,” says Fabrice Canonge, President of Centric Software. “Trespass is now leveraging AI-driven planning, merchandising and allocation to drive more profitable assortments. We’re honored to work with Trespass on their retail planning digital transformation journey, and we’re looking forward to seeing Centric Planning deliver concrete and long-term results for Trespass.”

Product News

KeyCreator 2025 Service Pack 1 Released

9 December 2024

Kubotek Kosmos, a leader in engineering and manufacturing geometric software technology, today announced the release of KeyCreator 2025 Service Pack 1.

The newly released service pack upgrades several CAD translators to the latest versions. Coincidentally, all three are related to Siemens Digital Industries Software products. Parasolid X_T reading and writing has been extended to support version 37. Support for JT files now covers read of the latest version 10.10. Read capabilities for NX 3D and drawing files are now handling the 2406 file format.

One noteworthy user-requested enhancement to PDF export has been introduced in this minor release. A new option in the PDF export dialogs allows “Export model mode and all layouts.” Enabling this option when exporting 2D or 3D PDF from Model Mode will create a PDF with a page for the model and one for each drawing layout in the CKD file. Using this option from Drawing Layout Mode will add a page with an image of the model in the current display view and render mode.

The Service Pack 1 release also corrects more than fifty miscellaneous issues. The complete release notes documentation is available to KeyCreator customers from their software account.

New Generative AI Tool Supercharges the Design Process for Emerging Brands

9 December 2024

Centric Software® is thrilled to announce the release of [Centric AI Fashion Inspiration™](#) for emerging brands, a generative AI image tool for fast-growing companies in apparel, footwear and accessories. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products such as fashion, luxury, footwear, outdoor, home and related goods like cosmetics & personal care as well as multi-category retail to achieve strategic and operational digital transformation goals.

Emerging brands in the apparel industry face unique challenges. To stay competitive, they must rapidly introduce new products, often with limited resources. Design teams must create innovative styles while buyers and merchandisers often have creative ideas but no tools to communicate their vision. Generative AI enables product development teams to explore design ideas, fast. However, current tools and datasets are not specialized for fashion and do not integrate with existing design workflows.

Designed for small to mid-sized brands in any segment of the apparel industry, from garments to footwear, jewelry and bags, Centric AI Fashion Inspiration speeds up design, cuts time-to-market and generates on-trend styles and variations. Emerging brands can now gain a creative edge and outpace the competition using AI-generated design concepts, leveraging Centric's vast fashion dataset.

Embedded in the cloud-based Centric SMB, the market-leading [PLM platform](#) for emerging brands, Centric AI Fashion Inspiration is trained on a vast, proprietary dataset, including over 1 billion clean fashion product images across 800 categories with 1000+ design attributes. As a result, the generative AI leverages fashion-specific knowledge to create unique, high-quality design ideas. Each product variation is algorithmically generated to ensure originality and to avoid replicating intellectual property.

Now both designers and non-designers can collaborate in the design process to fill in-season gaps quickly and embrace trending opportunities with just a few clicks. Design teams can streamline a constant flow of ideas and stay ahead of trends while capitalizing on new market opportunities.

"We are excited to extend our solution offering to emerging brands with the addition of Centric AI Fashion Inspiration for SMBs," says Steve Carmody, Director, Global SMB Sales. "This solution will enable smaller design teams, already stretched for resources, to innovate faster and ensure they stay ahead of trends."

Emerging brands now have access to the same AI design tools as the fashion giants, equipping smaller teams with the power to generate fresh ideas, improve team communication and alignment, and streamline decision-making.

"Centric AI Fashion Inspiration for emerging brands is designed to add efficiency and speed to product ideation," says Chris Groves, CEO of Centric Software. "We look forward to seeing how brands and retailers innovate and bring products to market faster with this new solution."

SPEC Delivers Major SPECworkstation 4.0 Benchmark Update, Adds AI/ML Workloads

9 December 2024

[The Standard Performance Evaluation Corporation](#) (SPEC), the trusted global leader in computing benchmarks, today announced the availability of the [SPECworkstation 4.0 benchmark](#), a major update to SPEC's comprehensive tool designed to measure all key aspects of workstation performance. This significant upgrade from version 3.1 incorporates cutting-edge features to keep pace with the latest workstation hardware and the evolving demands of professional applications, including the increasing reliance on data analytics, AI and machine learning (ML).

The new SPECworkstation 4.0 benchmark provides a robust, real-world measure of CPU, graphics, accelerator, and disk performance, ensuring professionals have the data they need to make informed decisions about their hardware investments. The benchmark caters to the diverse needs of engineers, scientists, and developers who rely on workstation hardware for daily tasks. It includes real-world applications like Blender, Handbrake, LLVM and more, providing a comprehensive performance measure across seven different industry verticals, each focusing on specific use cases and subsystems critical to workstation users.

SPECworkstation 4.0 benchmark marks a significant milestone for measuring workstation AI performance, providing an unbiased, real-world, application-driven tool for measuring how workstations handle AI/ML workloads.

"A key value of this release lies in its ability to provide AI professionals with insights into how different hardware configurations handle diverse AI workloads," said SPECwpc Chair Chandra Sakhivel. "This is essential for optimizing workstation setups for AI/ML tasks, driving the development of more efficient models, and ultimately advancing the capabilities of AI technology. As AI models evolve, a standardized benchmark that can assess performance across various dimensions – such as precision, throughput, and latency – will be invaluable for industry professionals and researchers."

Key New Features of the SPECworkstation 4.0 benchmark

Compared to the SPECworkstation 3.1 benchmark, the SPECworkstation 4.0 benchmark provides a more accurate, detailed, and relevant measure of the performance of today's workstations, especially when it comes to AM/ML. Key new features of the benchmark include:

- *Support for AI/ML* – The benchmark includes a dedicated set of tests focusing on AI and ML workloads, including data science tasks and ONNX runtime-based inference tests, reflecting the growing importance of AI/ML in workstation environments.
- *New workloads*
 - Autodesk Inventor: Measures key performance metrics in Inventor, a popular software package in the architecture, engineering, and construction (AEC) segment.

- LLVM-Clang: Measure code compilation performance using the LLVM compiler and toolchain.
 - Data Science: Represents a data scientist's workflow, including data scrubbing, ETL (extract, transform, load), and classical ML operations using tools such as Numpy, Pandas, Scikit-learn, and XGBoost.
 - Hidden Line Removal: Measures time taken to remove occluded edges from wireframe models.
 - MFEM: Uses finite element methods to perform dynamic adaptive mesh refinement (AMR).
 - ONNX Inference: Benchmarks AI/ML inference latency and throughput using the ONNX runtime, a popular framework for evaluating machine learning models.
 - Updated CPU Workloads: Updates for popular workloads like Blender, Handbrake, NAMD, and Octave improve relevance, accuracy, and compatibility for performance measurements.
 - Updated Graphics Workloads: Tests adapted from the SPECviewperf2003 v3.1: measure the performance of professional graphics cards using application-based traces.
- *New Accelerator subsystem* – This release introduces the Accelerator subsystem, recognizing the rapid innovation in the computing space. With accelerators playing a critical role in speeding up tasks such as AI/ML processing, video transcoding, and other compute-intensive operations, measuring and understanding their performance in the workstation environment is essential.
 - *Enhanced user interfaces* – A completely redesigned UI simplifies the benchmarking process, making it more user-friendly, and a new command line interface (CLI) enables easier automation.

For an in-depth discussion of the SPECworkstation 4.0 benchmark's AI/ML capabilities, [read the blog post](#).