

Contents

<i>CIMdata News</i>	2
CIMdata’s President & CEO to Participate in a Webinar that Will Address the Importance of Setting a Foundation for Model-Based Enterprise	2
Creo: Driving the Digital Thread: Leveraging the Model-Based Definition Core	2
Free Webinar on The Digital Thread in Aerospace & Defense, Current State, and Future Direction.....	5
Siemens Accelerates Development of Batteries and Motors for Vehicle Electrification	6
Vehicle Electrification—Accelerated by Integrated Electrical/Electronic Systems Solutions	6
<i>Acquisitions</i>	7
Accenture Completes Acquisition of Commerce Agency The Stable 10 February 2022.....	7
Francisco Partners to Acquire Litmos from SAP	8
<i>Company News</i>	8
Accenture and Changi Airport Group Extend Collaboration to Enhance Traveler Experience.....	8
Adept Builds a Powerful AI Teammate for Everyone with Oracle and NVIDIA.....	10
AKULAR TWIN achieves Powered by iTwin designation	12
Altium, IPC Education Foundation, and Arduino Announce Student Electronics Design Competition.....	12
Cadence and GlobalFoundries Collaborate on RF and mmWave Design Flow to Accelerate Mobile and 5G Innovation.....	13
HM Treasury Selects Wipro for Service Integration and Management	14
iBASEt Appoints Michel Gadbois to Senior Vice President and Chief Enterprise Architect	15
IBM and USTA Announce Multi-Year Partnership Renewal Ahead of 2022 US Open.....	15
L&T Technology Services appoints Nandini P. Nair as Global General Counsel.....	16
NTT DATA Singapore is a finalist in the Channel Asia Women in ICT Awards	17
Ruth Schiffmann is the new Managing Director of NEVARIS Bausoftware GmbH	17
Schneider Electric Partners with SkillPointe Foundation to Fund Scholarships for Skills-Based Careers	18
Submissions for the 2023 SAP Innovation Awards begin today	19
Trimble Ventures Invests in Sabanto—an Autonomous Farming-as-a-Service Company.....	20
Woolpert Launches Digital Innovations Division to Advance, Strengthen Google Partnership	21
<i>Event News</i>	21
Siemens at the AMB Stuttgart 2022.....	21
Trimble Showcases Customer-Driven Platform Strategy to Open its Insight Tech Conference + Expo	22
<i>Implementation Investments</i>	22
City of Calgary Simplifies Asset Management with Infor.....	22
JG Summit Olefins Corporation Selects Aspen Technology to Advance Operational Excellence	23
Mooneh Fulfillment & Logistics Optimizes Warehouse Management with SNS and Infor	24
Sopheon and Team Submarine Agree to Five-Year Agreement.....	24
Spyder joins Liberated Brands and modernizes their IT by adopting Centric PLM™.....	25
Xenon Arc Partners with Braskem to Bring New Innovative 3d Printing Materials to Market Throughout North America	26

CIMdata News

CIMdata's President & CEO to Participate in a Webinar that Will Address the Importance of Setting a Foundation for Model-Based Enterprise

19 August 2022

CIMdata, Inc., the leading global PLM strategic management consulting and research firm, announces that its President & CEO, Peter Bilello, will participate in a webinar, “**Setting a Foundation for Model-Based Enterprise.**” The webinar, sponsored by Razorleaf, takes place on Thursday, 8 September, at 1:00 PM EDT.

Establishing a model-based enterprise (MBE) involves setting an overall strategy that drives digital transformation in how products are developed and brought to market. An MBE-driven organization has the opportunity to embrace new organizational capabilities that can differentiate a company from its competitors. Many organizations share the same challenges in making this type of change to their business.

This webinar will share CIMdata's latest research findings on the common gaps organizations experience when implementing model-based strategies.

Peter has over 35 years of experience developing 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. He has authored numerous papers and research reports on PLM and related topics, and his articles, commentaries, and perspectives have appeared in publications throughout the Americas, Europe, and Asia.

Learn more and register at https://www.razorleaf.com/setting_a_foundation_for_mbe_webinar/-ixzz7cLwVIYhZ.

Creo: Driving the Digital Thread: Leveraging the Model-Based Definition Core

16 August 2022

Key takeaways:

- *PTC has developed an innovative product strategy built atop a product's 3D model-based definition (MBD) core that facilitates the Digital Thread.*
- *The MBD Core enables a model-based enterprise beyond product design, to include the wider scope of supply chain, production, and service.*
- *The semantic content of the MBD core facilitates the Digital Thread through downstream applications including emerging technologies.*

Developers of computer-aided design (CAD) products are actively implementing 3D model-based definition concepts within their software solutions. They add the semantic (machine-readable) knowledge that a given geometric construct is a feature of a particular type, such as a countersunk hole, a boss, or a variable radius fillet. Along with the feature knowledge comes the identification of the parameters and their values that define both the design and manufacturing aspects of that specific

CIMdata PLM Industry Summary

feature. The data represents the product manufacturing information (PMI) that can be displayed (see Figure 1) for a viewer's better understanding of the product design. CIMdata thinks PMI is meant for much more.¹

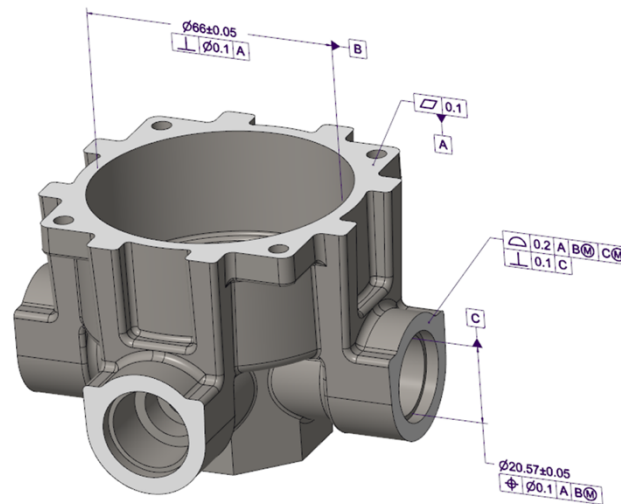


Figure 1—A Product Model with Associated PMI
(Courtesy of PTC)

The primary intended reason for PMI is to intelligently guide production personnel and equipment in the manufacturing of the product. Although semantic feature knowledge and associated PMI, generated during the product's design phase, are compelling, their true impact results when that data can be used to invoke and drive downstream manufacturing equipment without human intervention. Today, MBD-powered solutions often fall short of this goal. CIMdata believes that CAD solutions that limit the use of PMI to simply display the data are missing the opportunity to provide intelligent impact for their users.

MBD Core

PTC has made their MBD implementation in Creo the semantic core of the product model where product manufacturing information (PMI) and other metadata is machine readable avoiding error-prone human interactions historically required to drive downstream applications like manufacturing and inspection. Creo's PMI approach limits the need to display geometric dimensions and tolerances so that individuals must read the information and input it into downstream applications to drive them. With MBD at the core, the downstream applications can automatically identify product features and read the PMI to drive their own execution.

As shown in Figure 2, PTC proposes that the semantic information can help bind together the product model and the surrounding CAD and other applications. CIMdata concurs.

¹ Research for this commentary was partially supported by PTC.



Figure 2—Suite of Creo Capabilities Built Around the Product Model
(Courtesy of PTC)

All of Creo’s capabilities are built around the product model. Once created, each capability has access to the MBD and PMI features and data resident in the model. As they perform their function, those capabilities may add more information to the semantic model features that yet again other capabilities can access and leverage.

Model-Based Enterprise

Because MBD is at the core it forms the base from which users can extend to model-based enterprise across corporate disciplines such as manufacturing, quality, and in-service operations as well as into the supply chain. This knowledge extends across the full product enterprise referred to as the Model-Based Enterprise (MBE). For example, a component part might be tested for its manufactured tolerances during quality inspection, and its variance stored as semantic MBD information later used downstream to reset the necessary tolerance for drilling a hole in the component. So as the product model moves through its lifecycle, the semantic MBD information acts as packet of data being threaded through the design and manufacturing processes. It forms the base of the digital thread. CIMdata sees the power of this concept providing benefits to users for years to come.

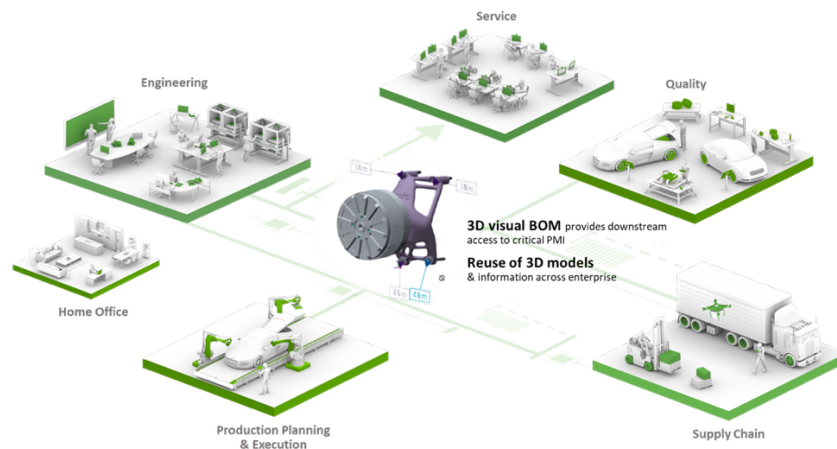


Figure 3—A Product’s Model-Based Enterprise
(Courtesy of PTC)

MBD Drives the Digital Thread

PTC has made the strategic decision to drive the product Digital Thread through downstream applications where they can machine-read MBD information and potentially add content to further improve downstream activities. MBD data weaves through the progressive stages of the product lifecycle providing bill-of-materials (BOMs) of as-designed, as-assembled, as-manufactured, and as-maintained.

Conclusion

PTC's MBD story begins in Creo with the design-time creation of product features with semantic information and PMI. As the product moves through its varied product definition operations such as simulation, the MBD content helps drive those capabilities. Then as the product evolves through its lifecycle, MBD information continues to play a role in manufacturing and service. With MBD at the core, its impact in uniting all the many diverse disciplines of product development benefits the product developer by reducing design cycle time, providing faster time to implement changes, and reducing time from concept to delivery. CIMdata recognizes the power of PTC's strategy of MBD at the core and expects to see many advantages for Creo users.

Free Webinar on The Digital Thread in Aerospace & Defense, Current State, and Future Direction

19 August 2022

CIMdata, Inc., the leading global PLM strategic management consulting and research firm, announces an upcoming free webinar, "The Digital Thread in Aerospace & Defense, Current State, and Future Direction". The webinar will occur on Thursday, 22 September 2022, at 11:00 a.m. (EDT) and will last for one hour.

The Digital Thread has been a core element of the PLM vision for decades. The concept of automated linkage of multiple representations of a product, each tuned to the needs of various creators and consumers along the lifecycle, is very powerful. Tracing these linkages has been primarily a manual process. With recent advances in commercial PLM solutions, the Digital Thread, with automated linkages and traceability, has become a practical possibility for industries with complex products, such as aerospace & defense (A&D).

Leaders in the A&D industry are starting to implement targeted digital thread solutions and envision expanding these solutions upstream and downstream throughout the product lifecycle. With the newness of this approach, there is not much available in the way of lessons learned or actual value achieved. This webinar presents a framework for characterizing the state of digital thread realization and the initial results of collaborative research between a group of A&D OEMs and PLM solution providers to examine the current state and future trends of digital thread implementation within the industry.

Attendees at this webinar will:

- Learn about the fundamental concepts of digital threads within an enterprise digital thread strategy.
- Learn about a framework for characterizing the current state and future trends in digital thread realization.
- Gain an understanding of the maturity of digital thread capability available in commercial software.

CIMdata PLM Industry Summary

- Learn about our initial research findings regarding the current state of digital thread implementations.
- Learn about our initial research findings regarding future digital thread investment.

According to James Roche, CIMdata’s Director, Aerospace & Defense Practice, and the host for this webinar, “With recent advances in technology, the Digital Thread, with automated linkages and traceability, has become a practical possibility. Industry leaders, particularly in A&D, are investing heavily, and expectations are high. But where in the product lifecycle are these investments being made, how successful are they, and what are the drivers and perceived opportunities that will determine where future investments are targeted? Researching these questions benefits planners in industrial companies and the solution provider community.”

Mr. Roche has 35+ years of experience in transformation and IT enablement of product development and manufacturing processes. Before joining CIMdata, Mr. Roche was a PLM Practice Manager at CSC Consulting and A.T. Kearney. He was also at EDS, serving as the chief architect for General Motors’ global engineering systems and as the head technical negotiator for strategic supplier contracts.

Anyone with responsibility or interest in product program integration, systems engineering, PLM program planning, digitalization, or the digital thread will find this presentation interesting.

During the webinar, attendees will have the opportunity to ask questions about the topics discussed. To find out more, visit: <https://www.cimdata.com/en/education/educational-webinars/the-digital-thread-in-aerospace-defense-current-state-and-future-direction>. To register for this webinar, please visit: <https://register.gotowebinar.com/register/7716639110277700622>.

Siemens Accelerates Development of Batteries and Motors for Vehicle Electrification

17 August 2022

ANN ARBOR, Michigan, USA 17 August 2022—CIMdata, Inc., the leading global PLM strategic management consulting and research firm, announces the release of a new whitepaper, Siemens Accelerates Development of Batteries and Motors for Vehicle Electrification. The whitepaper describes vehicle electrification engineering challenges and the capabilities of Siemens Digital Industries Software’s solutions for batteries, electrically powered motors, and the power electronics needed to make them work efficiently. With new drive lines and battery technology, not to mention the explosive growth in electronics and software, these capabilities must enable automakers to remain competitive, even as new start-ups enter the electric vehicle marketplace. Siemens Digital Industries Software (Siemens), a proven provider to the automotive industry, is keeping pace with the emerging electric vehicle automotive engineering challenges.

According to Mr. Craig Brown, CIMdata Executive Consultant with over 30 years of experience in the automotive industry, “Today’s automakers need capable tools for new powertrain subsystems: energy storage in innovative batteries instead of fuel tanks, electrically powered motors driving wheels directly, and the needed power electronics to manage energy between these new electronic powertrain subsystems. For automakers to survive and thrive, an integrated electronic powertrain software solutions set spanning multiple disciplines is required. Siemens has assembled its ePowertrain engineering tools to enable the automobile industry to pivot to electrification.”

This CIMdata Whitepaper is available at: www.CIMdata.com.

Vehicle Electrification—Accelerated by Integrated Electrical/Electronic Systems

Solutions

18 August 2022

CIMdata, Inc., the leading global PLM strategic management consulting and research firm announces the release of a new whitepaper, Vehicle Electrification—Accelerated by Integrated Electrical/Electronic Systems Solutions. The whitepaper describes vehicle electrification engineering challenges and the capabilities of Siemens Digital Industries Software’s integrated and cross-discipline approach of their Integrated E/E Systems Solutions. With new drive lines and battery technology, not to mention the explosive growth in electronics and software, these capabilities allow automakers to remain competitive, even as new start-ups enter the electric vehicle marketplace. Siemens Digital Industries Software (Siemens), a proven provider to the automotive industry, is keeping pace with the emerging electric vehicle automotive engineering challenges.

According to Mr. Craig Brown, a CIMdata Executive Consultant with over 30 years of experience in the automotive industry, “Today’s automakers need capable tools for electronic and electrical systems development beyond just communications and embedded computers and their sensors and actuators. Included now are new power electronics, electrically powered motors, innovative batteries, and power distribution wiring harnesses. More and more of the vehicle’s features, from propulsion, to range, to controls are now in the hands of systems designers skilled in electronics and electrical engineering. For them to survive and thrive, a fully integrated electrical/electronic/embedded software solutions set spanning multiple disciplines is required. Siemens continues to enable automakers as the automobile industry pivots to electrification.”

Siemens Digital Industries Software sponsored research for this whitepaper. To learn more, please download and read the complete whitepaper at www.CIMdata.com.

Acquisitions

Accenture Completes Acquisition of Commerce Agency The Stable 10 February 2022

16 August 2022

Accenture has completed its acquisition of The Stable, a commerce agency focused on helping consumer brands build and operate their own digital commerce channels as well as manage their brand and sales performance across key North American retailers, reinforcing Accenture’s continued investments in commerce to help clients accelerate growth and sustain relevance.

The acquisition of The Stable, [previously announced](#) on July 13, adds more than 400 people to Accenture bringing unparalleled omnichannel commerce capabilities and expertise that drive revenue and efficiency for brands across consumer goods, retail, marketplaces and direct-to-consumer (DTC) channels.

"The closing of our acquisition of The Stable signals the strengthening of our commerce capabilities," said Glen Hartman, Accenture Song’s global lead for commerce services. “The depth and breadth of our commerce expertise will enable us to continue to meet clients’ demand for commerce experience reinvention in a way that matches the ever-evolving relationship between customers and brands.”

Founded in 2015 and recognized as one of [Inc. Magazine’s](#) fastest-growing private companies in 2021, The Stable has a track record of growing consumer brands of all sizes, stages, and verticals through omnichannel retail and DTC commerce.

Financial terms of the transaction were not disclosed.

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As Accenture Song continues to help clients fast-track their commerce transformation across the customers' entire life journey, the acquisition of The Stable represents a significant milestone as the first commerce acquisition since [the unveiling of Accenture Song](#).

Francisco Partners to Acquire Litmos from SAP

18 August 2022

SAP SE and [Francisco Partners](#) (FP) today announced that FP has signed a definitive agreement with SAP America Inc. under which Francisco Partners will acquire [SAP Litmos](#) (Litmos) from SAP.

Litmos is an established leader in the learning management system market. FP is a leading global investment firm that specializes in partnering with technology businesses. SAP America Inc. is a wholly owned subsidiary of SAP SE.

The transaction is expected to close in the fourth quarter of 2022 and is subject to customary regulatory clearances. Financial terms of the transaction were not disclosed.

“SAP is committed to enabling every organization to become intelligent, networked and sustainable by bringing together data, technology and best practices,” said Meg Bear, President and Chief Product Officer, SAP SuccessFactors. “As a result of SAP’s ongoing company-wide portfolio review, we determined that the value propositions and functionalities of the SAP SuccessFactors Learning solution and SAP Litmos solutions overlap. We are confident that the best opportunity for Litmos to provide growth and innovation for its customers, employees and business is to operate as a stand-alone company. Francisco Partners will be able to provide Litmos the necessary investment, focus and experience to continue to realize its ongoing growth.”

Since its launch over 20 years ago, Francisco Partners has invested in over 400 technology companies, making it one of the most active and long-standing investors in the technology industry. Francisco Partners has experience in the education and human capital technology market and its investments have focused on companies that provide the best possible products for its customers, partners and managers. Francisco Partners also has extensive experience partnering with corporations to execute divisional carve-outs with transactions such as IBM’s Watson Health business (now Merative) and Discovery Inc.’s Discovery Education business.

“We are tremendously excited to partner with Litmos to further unlock its growth potential and deliver even more to its customers and partners,” said Jason Brein and Christine Wang, Partners at Francisco Partners. “As an independent company partnering with FP, Litmos will have more flexibility to focus all of its investments and operations on customer success and increase its customer happiness by augmenting platform capabilities, proprietary content library and third-party integrations.”

The current Litmos leadership team will continue in similar roles in the new stand-alone company, serving existing customers, such as corporations, OEMs and technology partners.

Company News

Accenture and Changi Airport Group Extend Collaboration to Enhance Traveler Experience

18 August 2022

Accenture and Changi Airport Group (CAG) are expanding their collaboration for the next three years to further transform operations and enhance the experience for travelers visiting Singapore Changi

CIMdata PLM Industry Summary

Airport.

The expanded collaboration builds on a partnership between Accenture and CAG that began in 2019 with the establishment of a digital factory, known as [DIVA](#) — for digital, innovation, ventures and analytics — designed to enable CAG to develop, experiment and launch new digital products and services.

Under the new agreement, the two organizations will leverage innovative technologies such as extended reality, machine learning, Internet of Things and edge computing to enable Changi to seamlessly engage travelers at various touchpoints, from before they arrive at the airport to after they leave. There will also be knowledge and skills transfer to the CAG team.



“Changi Airport Group has always put our customers first; constantly enhancing the airport experience and pleasantly delighting our customers even when they are not travelling,” said Hung Jean, group senior vice president for Enterprise Digital Ecosystem & Business at CAG. “In this next phase of our digital transformation journey, how we deliver the unique Changi experience, whether offline or online, to our customers remains key. Our vision is to build deeper relationships with our customers and strive to serve them even better through innovative and interactive digital solutions. We are happy to extend our collaboration with Accenture, who has proven to be a valuable partner with the ability to combine innovative design capabilities with technology and industry expertise.”

Wee Wei Ng, country managing director for Accenture in Singapore, said, “We have been working closely with CAG to implement digital enhancements and infuse a culture of experimentation. As the line between the physical and digital continues to blur, organizations have the opportunity to address

CIMdata PLM Industry Summary

issues like trust, sustainability, safety, responsible access and use, diversity and more, helping set the stage for the future. We see many new possibilities to bring even more immersive collaborative, personalized and meaningful experiences to CAG's customers."



From left: Jean Hung of CAG, Ng Wee Wei of Accenture

Adopting a customer-centric approach based on rapid prototyping, the two organizations will jointly design and roll-out new digital products across Changi. This will include, among other things, a new loyalty platform that will enable customers to earn points for both spending and traveling, redeem loyalty points across channels in one place and provide more redemption choices, encouraging customers to stay engaged and connected. By integrating data from various sources, the platform will allow Changi to understand its customers better, enabling the company to provide them with highly personalized communications, experiences and offers.

Accenture will also implement a centralized identity and access management solution to help improve data security and privacy. This will eliminate the need for customers to sign in through multiple accounts to access different applications.

Divyesh Vithlani, senior managing director and Accenture Southeast Asia market unit lead, said, "We aim to leverage emerging technologies such as Web3 to help Changi connect its customers, partners and their workforce to give everyone greater choice and control over how they work, live, play and learn while building a greater sense of community and culture. Facilitating knowledge and skills transfer to Changi's employees will also enable Changi to be more self-sufficient to achieve better business outcomes."

Adept Builds a Powerful AI Teammate for Everyone with Oracle and NVIDIA

15 August 2022

Adept, a machine learning research and product lab, is using [Oracle Cloud Infrastructure](#) (OCI) and NVIDIA technology to develop a universal AI teammate capable of performing a range of tasks people

CIMdata PLM Industry Summary

execute on their computer or on the internet. Running thousands of NVIDIA GPUs on clusters of OCI bare metal compute instances and taking advantage of OCI's network bandwidth, Adept can train large-scale AI and ML models faster and more economically than before. As a result, Adept has been able to rapidly advance its general intelligence roadmap and develop its first product—a rich language interface for the tools knowledge workers use every day to be productive and creative.

A Highly Scalable, Performant, and Cost-Effective Platform for AI Innovation

With OCI as its preferred cloud platform, Adept obtains the scale and high performance necessary to run massive AI models without excessive compute costs. This has enabled Adept to develop a highly flexible and dynamic natural-language interface for all software that significantly streamlines the tasks knowledge workers execute daily. As a result, users can ask their computer to perform tedious, difficult, or abstract functions, as well as use the interface to test creative ideas.

To fully support Adept with the compute capacity it required, Oracle and NVIDIA customized their offerings to ensure Adept had access to thousands of NVIDIA A100 Tensor Core GPUs needed to train its complex models. Adept, which recently closed a \$65 million funding round, is training a giant AI model on OCI using NVIDIA's most powerful A100 GPUs connected with best-of-breed RoCE network powered by NVIDIA (NICs).

“AI continues to rapidly grow in scope but until now, AI models could only read and write text and images; they couldn't actually execute actions such as designing 3D parts or fetching and analyzing data,” said David Luan, chief executive officer, Adept. “With the scalability and computing power of OCI and NVIDIA technology, we are training a neural network to use every software application, website, and API in existence—building on the capabilities that software makers have already created. The universal AI teammate gives employees an ‘extra set of hands’ to create as fast as they think and reduce time spent on manual tasks. This in turn will help their organizations become more productive, and nimble in their decision making.”

“Adept has exciting, bold ambitions for the future of AI, and we're honored that the company's team of AI and ML trailblazers recognized OCI's ability to support highly innovative and compute-heavy projects like Adept's universal AI assistant,” said Karan Batta, vice president, product management, OCI. “With the combined computing power of OCI and NVIDIA, innovators like Adept are poised to unleash the full potential of AI as a technology that can transform how work is done and make every knowledge worker in the world much more productive.”

“With brilliant minds from DeepMind, OpenAI, and other AI and ML pioneers, Adept is building the next generation of user interfaces for software applications,” said Kari Briski, vice president, AI and high-performance computing (HPC) software development kits, NVIDIA. “By working with Oracle to provide Adept with an industry-leading GPU engine and a wide range of AI and ML software tools, we're making innovative AI systems possible.”

OCI Powers Next-Generation AI Models

OCI's bare metal NVIDIA GPU instances offer startups like Adept an HPC platform for applications that rely on machine learning, image processing, and massively parallel HPC jobs. In addition, HPC on OCI provides the elasticity and consumption-based costs of the cloud, offering on-demand potential to scale tens of thousands of cores simultaneously. As a result, with HPC on OCI, customers like Adept gain access to powerful processors, fast and dense local storage, high-throughput ultra-low-latency RDMA cluster networks, and the tools to automate and run jobs seamlessly.

Additional Resources

CIMdata PLM Industry Summary

- Learn more about [OCI's NVIDIA GPU-powered](#) offerings for AI innovators
- Learn more about [Oracle Cloud Infrastructure](#)
- Get started with the [OCI Cloud Adoption Framework](#)

AKULAR TWIN achieves Powered by iTwin designation

19 August 2022

Akular announced the release of AKULAR TWIN, a lightweight app that is built on the Bentley iTwin platform. The app enables users to upload a BIM model during construction or have a BIM model created from the layout of an existing building. It means that everyone from construction workers to facility managers can compare updated versions of the same model, detect clashes, or create and track issues. All this can be done in a real-world overlay through augmented reality, by walking through it in a virtual reality, or simply pinch/zooming in 3D on a phone or tablet. All changes are immediately synced back to the platform in real time. The AKULAR TWIN app met the criteria needed to achieve the “Powered by iTwin” designation, which means that the app meets the same standards as Bentley’s own Powered by iTwin apps.

“Achieving Bentley’s ‘Powered by iTwin’ designation is a massive step forward for Akular,” said CEO Martin Rapos. “For so long now, the real estate and construction sectors have been stuck using last-century technologies, when all other industries are moving forward quickly. Digital twin applications could immediately start saving investors huge amounts of time, money and materials and make their ESG commitments more achievable. They also provide instant transparency to all stakeholders, which benefits everyone.”

“We celebrate Akular’s milestone of achieving ‘Powered by iTwin’ designation for their AKULAR TWIN app,” said Sheena Gaynes, Director, Business Development, iTwin Platform, at Bentley Systems. “As an iTwin Partner, Akular contributes to the growing ecosystem of developers building digital twin solutions on the iTwin platform. AKULAR TWIN, Powered by iTwin shows how digital twin technology can increase the performance of buildings by visualizing a variety of building data in AR/VR/3D.”

Altium, IPC Education Foundation, and Arduino Announce Student Electronics Design Competition

19 August 2022

Altium LLC, the leading printed circuit board (PCB) design software company, is partnering with the IPC Education Foundation (IPCEF) and Arduino to launch the second annual student electronics design challenge. This competition aims to engage, educate, and enhance PCB design capabilities while developing STEM solutions to environmental challenges. The electronics design challenge is an excellent opportunity for students to showcase their talents and gain real-world experience.

The [Innovation for Environmental Change 2022 International Student Design Competition](#) (#PCBeTheChange) engages student teams to help address common environmental concerns using Altium’s educational tools with Arduino hardware.

Over 17 countries submitted entries to [last year's competition](#), which addressed various local environmental issues, including city traffic, shoreline erosion, bushfire detection, honey bee endangerment, and more.

Teams will use Altium [Upverter Modular](#) PCB design software and the [Arduino Portenta H7](#) to create

CIMdata PLM Industry Summary

prototype designs that will improve the environment in each team's respective local area. The teams will be challenged to tackle one or more environmental concerns, such as air pollution, water quality, and solar energy capture.

As Yu Hu, head of Arduino Education, elaborates, "At Arduino, we believe that it is very crucial to empower the scientists and engineers of the future to address the common challenges of our time by using technology for the benefit of many. Last year's entries showed an amazing combination of ingenuity, curiosity and technical skills in their designs, and we're excited to see what new and innovative STEM solutions the teams will submit this year."

Participating teams will enter the design challenge while harnessing Altium [Upverter Education](#) and the Upverter Modular tool. Altium features multiple educational initiatives designed to support high school STEM teachers and students, along with programs to support college students and industry professionals.

"It was fascinating to see 87 teams from around the world participate, leveraging the printed circuit board design knowledge they had learned from Altium's Upverter Education, to address important environmental issues. We are excited to see more unique designs from this year's contestants and are honored to again have the opportunity to provide the curriculum and tools students need for the contest," adds Rea Callender, vice president of education at Altium.

Winning teams will be eligible to win cash prizes for each category: high school and college: \$1500 (1st prize), \$750 (2nd prize) and \$500 (3rd prize), free access to IPC APEX EXPO in San Diego, California from January 24-26, 2023. Designs will be displayed at the IPC Design Booth; awards will be presented at the IPC APEX EXPO STEM Outreach Event.

Charlene Gunter, senior director of IPCEF shares, "We believe that opportunities and experiences like this will allow students to gain awareness and access to the electronics manufacturing industry and in turn help them reach their career goals. This collaboration with Altium, Upverter Education, and Arduino showcases our mutual goals of engaging and educating students in PCB design, and we look forward to seeing the creativity and solutions the teams will create this year."

Open registration is available for the design challenge now via [Upverter Education](#) and runs through Monday, October 3. Teams must submit their designs online by Friday, November 18. Competition winners will be announced on Wednesday, December 14, followed by virtual presentations for the first place and runner-up entrants.

For more information, please contact upverter.education@altium.com.

Cadence and GlobalFoundries Collaborate on RF and mmWave Design Flow to Accelerate Mobile and 5G Innovation

19 August 2022

Cadence Design Systems, Inc today announced that it has collaborated with GlobalFoundries (GF) to accelerate 5G and mobile design innovation through the delivery of the Cadence® RF and mmWave flow for the GF 22FDX platform. As a proof point, the Cadence full-flow RF solution was used to design and tape out a 28GHz 5G mmWave IC on the GF® 22FDX platform and design an integrated antenna as a complete system-in-package (SiP) solution. Furthermore, the mmWave IC design was simulated with the Cadence AWR® Virtual System Simulator™ (VSS)—using the combined Rohde & Schwarz signal creation and analysis tools within the R&S® VSESIM-VSS supporting 5G NR—and showed a high correlation to silicon measurements and lab testing performed by the German institute,

Fraunhofer IIS/EAS.

The comprehensive RF and mmWave design flow enables customers to optimize the complete mmWave IC and SiP for performance, power efficiency and reliability. The flows include several key features, including system-level budget analysis, mmWave IC design, implementation, concurrent SiP co-design with integrated electromagnetic analysis, RF circuit simulation, reliability analysis and physical verification. The Cadence RF and mmWave solutions support the Cadence Intelligent System Design™ strategy and enable customers to achieve system-on-chip (SoC) design excellence. For more information on the Cadence RF and mmWave solutions, visit www.cadence.com/go/rfmmwave.

“By collaborating with Cadence, we’re making it faster and easier for customers to design 5G and mobile applications, leveraging both the Cadence RF and mmWave flows and our 22FDX platform,” said Dr. Bami Bastani, SVP and GM, Mobile & Wireless Infrastructure Strategic Business Unit at GF. “Our 22FDX platform delivers the power efficiency and performance levels that customers need for 5G design, and we’re looking forward to seeing mutual customers accelerate mobile innovation.”

“5G mobile designs require advanced technology integrations and semiconductor processes to meet aggressive size, weight and performance targets, and the Cadence flows were developed to support the GF 22FDX platform and improve overall design efficiency,” said Tom Beckley, senior vice president and general manager in the Custom IC & PCB Group at Cadence. “Through our collaboration with GF, we’ve demonstrated success with a 28GHz 5G mmWave IC in a package, which, in turn, provides our customers with confidence that they can achieve their own design goals.”

HM Treasury Selects Wipro for Service Integration and Management

18 August 2022

Wipro Limited, a leading technology services and consulting company, today announced that it has been awarded a multi-year contract to deliver Service Integration and Management (SIAM) Services to HM Treasury (HMT). The service will enable seamless integration of IT services across multi-functional suppliers and partners, enhancing the user experience across HMT and its Arm’s Length Bodies.

Wipro and HMT will collaborate to enable end-to-end SIAM services, from strategy, design, and implementation to running business-as-usual services such as day-to-day coordination of service integration across HMT’s vendors. Wipro’s robust SIAM capabilities and proven approach will complement HMT’s vision to build a sustainable and continuously improving supplier ecosystem and infrastructure

Huw Stephens, Chief Information Officer, HM Treasury, said: “I am looking forward to working with Wipro in shaping and delivering the next generation of IT services at HM Treasury. This new partnership will support the department by improving end to end IT services by delivering more responsive services for our users.”

Omkar Nisal, Manager Director UK & Ireland, Wipro Limited, said: “We are delighted to form a partnership with HMT and to play a key role to drive their ‘One Team’ culture. The Wipro team will be acting as an orchestrator; managing and governing end to end service operations across all of HMT’s suppliers; delivering operational efficiency, transparency and improved service quality. Public Sector digitalisation is vital to providing efficient and resilient services to citizens across the UK, so it’s an honour to play an important role in a prestigious government department at the beating heart of the UK economy.”

CIMdata PLM Industry Summary

iBASEt Appoints Michel Gadbois to Senior Vice President and Chief Enterprise Architect

19 August 2022

iBASEt, the company that helps its customers simplify how complex products are built and maintained, today announced that Michel Gadbois has been promoted to Senior Vice President (SVP) and Chief Enterprise Architect. As SVP, Chief Enterprise Architect, Gadbois will lead customer engagements helping to create successful paths to value from manufacturing, quality, and sustainment business transformations.

Michel is experienced in providing solutions to complex business problems, challenging current ideas, and championing industry best practices. He will play a key role in achieving both the company's ambitious growth goals, as well as continued product and service development.

"iBASEt is expanding its cloud-native SaaS offerings within existing markets and venturing into new ones as we continue to improve our product and services to meet the needs of our customers," said Gadbois. "At iBASEt, we strive to support our customers mission critical operations by continually providing valuable solutions. I look forward to meeting and exceeding that goal in my new position."

"Michel has been an integral part of iBASEt's growth and success. He helped lead sales through our early growth period, drove efforts on global sales and product capability expansion, and has effectively aided customers with digital thread adoption," said Naveen Poonian, CEO of iBASEt. "Michel has found success at every corner of iBASEt and I am excited to see his unique skillset at work in this new role as we continue to bring value to our customers."

Gadbois started at iBASEt in 1998 heading Sales and Marketing. As Vice-President of Worldwide sales and then Vice President of Industry Solutions, Gadbois has been at the forefront of iBASEt's growth and product development. Most recently, he served as Vice President of Aerospace, Defense, Federal and Nuclear Industries before transitioning to his new role as SVP, Chief Enterprise Architect.

IBM and USTA Announce Multi-Year Partnership Renewal Ahead of 2022 US Open

18 August 2022

IBM and the United States Tennis Association (USTA) today announced a five-year renewal of their longstanding, 30-year partnership. From the launch of USOpen.org in 1995 to the introduction of the mobile app in 2009, and last year's debut of the *IBM Power Index with Watson*, [IBM and the USTA](#) have collaborated for more than three decades, today delivering a world-class platform that provides unparalleled, first-of-its-kind fan experiences through hybrid cloud and [AI technologies](#). This year, they will continue to expand and enhance the US Open digital offerings with new features added to the US Open app and USOpen.com ahead of the 2022 tournament.

Building on the popular *IBM Match Insights with Watson* feature — which analyzes millions of data points and over 100 million sources over the course of the tournament — '**Win Factors**' brings an additional level of transparency into what is being analyzed by the AI models.. *Win Factors* is designed to provide fans with an increased understanding of the elements affecting player performance, such as the court surface, rankings, head-to-head records, ratio of games won, net of sets won, recent performance, yearly success, and media commentary. For the first time at the US Open, users can also register their own predictions for match outcomes on the US Open app and USOpen.com, through the '**Have Your Say**' function. They can then compare their prediction with the aggregated predictions of other fans and the AI-powered *Likelihood to Win* generated by IBM.

CIMdata PLM Industry Summary

"Our partnership with the USTA provides a unique opportunity to showcase the full breadth of IBM capabilities, against the backdrop of one of the most exciting and iconic sporting events in the world. As we look ahead, the possibilities to continually expand and enhance the US Open digital fan experience are endless," said **Jonathan Adashek, Senior Vice President of Communications and Marketing at IBM**. "Together we have created a platform of innovation by activating the same hybrid cloud, AI technology and IBM Consulting services that we use with our clients across all industries to bring the US Open digital properties to life for millions of tennis fans around the world."

"IBM's expertise and digital leadership has brought our fans closer to the tournament for the past three decades," said Kirsten Corio, USTA Chief Commercial Officer. "We are excited to continue to leverage IBM's innovative tech to serve up the tournament in exciting new ways and deepen global fan engagement with the US Open."

Win Factors and *Have your Say* join a comprehensive suite of digital fan features — including the **IBM Power Index, Match Insights, and Fantasy Tennis game** — on the newly redesigned US Open digital platforms.

The USTA and IBM iX, the experience design arm of IBM Consulting, worked to design and develop an updated website and app designed to enable fans around the world, and onsite at the US Open, to access the tournament, their favorite content, engaging insights and utilities faster and more intuitively than before. The US Open Digital Platforms include many new features. Fans can mark their favorite players to curate their digital experience based on their selections. The Scores, Schedule, Draws, and Players sections have been completely redesigned to deliver more relevant and contextual content and insights. The US Open mobile app introduces a new toggled state called "At the Open" which is specifically catered to the on-site attendee. "At the Open" is designed to provide fans with everything they need to optimize their visit, including ticket access management, mobile food ordering, grounds maps and curated content outlining each day's events.

The US Open's digital experiences run on a combination of on-premises, public, and private clouds, and IBM has designed a data architecture that helps ensure the right data — pulling from a variety of data sets and APIs — gets in the right hands at the right time. IBM leverages a hybrid cloud approach to collect, integrate, and distribute data and applications running on Red Hat OpenShift across multiple clouds to seamlessly handle the variety of different workloads required. This year's innovative solutions were built on IBM Cloud, and containerized using [Red Hat OpenShift](#). The flexibility of the cloud allows for rapid innovation each year, as the IBM developers building these solutions are able to write code for new features once, and deploy it in any environment.

L&T Technology Services appoints Nandini P. Nair as Global General Counsel

17 August 2022

L&T Technology Services Limited, a global leading pure-play engineering services company, today announced the appointment of Nandini P. Nair as the company's Global General Counsel.

As part of her role, Nandini will oversee all legal matters including immigration, work site and legal compliance, labor and employment, litigation and contracts. She will be based out of the company's US corporate headquarters in Edison, New Jersey.

Nandini comes with an illustrious career spanning more than two decades. She has been recognized in Chambers and Partners for Immigration, shortlisted in 2020 in Chambers Diversity & Inclusion Awards for "Diversity & Inclusion Lawyer of the Year," as an NJLJ "Trailblazer" and "Top Women in Law," an NLJ "Immigration Law Trailblazer", NJBiz Top 50 Leaders and was listed in Profiles in Diversity

CIMdata PLM Industry Summary

Journal's "Women Worth Watching." In September 2021, she was recognized as a Finalist for Attorney of Year by the New Jersey Law Journal. She lectures nationally on immigration, worksite compliance and Diversity and Inclusion topics and is frequently quoted in publications such as CNN, New York Times, Bloomberg, Economic Times and Law 360.

She was previously a Partner and Co-Chair of the Immigration Practice Group for a AM 200 multiservice law firm and had her own immigration law practice for more than a decade. She currently serves on the Board of Xavier Mission, a non-profit organization in NYC, has been appointed to the Dean's Leadership Council at Albany Law School and is a member of various bar and diversity and inclusion committees.

She completed her Bachelor of Arts degree from the State University of New York (SUNY) at Stony Brook and her Juris Doctorate (JD) from Albany Law School in Albany, New York.

NTT DATA Singapore is a finalist in the Channel Asia Women in ICT Awards

15 August 2022

NTT DATA Singapore, a global IT services leader, has been nominated as a finalist for Channel Asia's Women in ICT awards (WIICTA), in the company category for its efforts in being an inclusive hiring organisation. The award recognises companies who drive diversity and inclusion (D&I) across all aspects of the business, and for implementing policies to create inclusive hiring workplaces through targeted initiatives, with strong leadership paving the way.

As a trusted global innovator, NTT DATA SINGAPORE PTE LTD (NTT DATA) is immensely appreciative of the recognition by Channel Asia for our efforts and achievements in D & I. the NTT DATA group has built a strong global culture that believes in the value of every individual, and their contribution to our organisation. Through our inclusive hiring practices, we will continue to increase employee and client satisfaction, and create socially responsible outcomes, **said Krishnappan Ramanathan, Managing Director.**

In addition, Jean Chua, Head of Branding, Communications and D & I, has been nominated as a finalist for D & I Champion for a second year running. The award in this category recognises an influential individual who leads the way by actively advocating D & I initiatives beyond their current job responsibilities through mentoring and thought leadership. The candidate also acts as a role model for executives in their industry and beyond, driving change both internally and externally.

We are incredibly grateful for the acknowledgment by the industry for our inclusive hiring efforts, in particular towards assimilating Persons with Disabilities back into the workforce. The work is extremely meaningful and rewarding. We will continue to advocate and step up our efforts to champion and encourage more organisations to do the same and create equal opportunities for all, **added Jean Chua, Head of Branding, Communications and D & I.**

NTT DATA actively supports diversity through initiatives aimed at uniting employees of all backgrounds, races, religions, abilities, and gender. Review the [Diversity, Equity and Inclusion Annual Update 2022](#) to learn more.

Ruth Schiffmann is the new Managing Director of NEVARIS Bausoftware GmbH

16 August 2022

NEVARIS Bausoftware GmbH, a Nemetschek Group brand and provider of market-leading construction software in the DACH region, is under new management: Ruth Schiffmann was appointed Managing

CIMdata PLM Industry Summary

Director on July 18, 2022.

Ruth Schiffmann looks back on many years of experience in leading positions in the software industry. Most recently as Managing Director for the Central and Western European business of Bluebeam GmbH, provider of construction-specific software solutions for digital collaboration and construction documentation and also a company of the Nemetschek Group. From now on, Ruth Schiffmann will be the Managing Director of both companies, thus combining the strengths of the sister companies to a greater extent.

"Deep industry know-how, strength in innovation and a corporate culture that places appreciation of customers as well as employees above all else are what make NEVARIS so special. The strong and constant growth of recent years confirms that this is also appreciated by the market," says Ruth Schiffmann. "I look forward to continuing to work consistently on the strategic direction of the company together with the almost 250 employees and to opening the next chapter in the development of NEVARIS."

Yves Padrines, CEO of the Nemetschek Group, welcomes this appointment: "As a passionate and dedicated leader, Ruth Schiffmann already has an impressive track record within our group. I am particularly pleased that by combining the management of two Nemetschek brands, we will unite the strengths of Bluebeam and NEVARIS and inspire the market, our customers and our employees even more."

As Managing Director, Ruth Schiffmann succeeds Daniel Csillag, who managed the company until March 31, 2022. Philip Krause-Heiber, Interim Managing Director, will also remain with NEVARIS in his position as CFOO and authorized signatory.

Schneider Electric Partners with SkillPointe Foundation to Fund Scholarships for Skills-Based Careers

16 August 2022

[Schneider Electric](#), the global leader in the digital transformation of energy management and automation, has partnered with [SkillPointe Foundation](#) to develop America's skilled workforce and provide new opportunities for aspiring individuals of all backgrounds in the building automation, security, IT, electrical, HVAC, construction maintenance or building-related fields. By establishing a new scholarship program that will fund skills training in New York and New Jersey, Schneider Electric and SkillPointe Foundation aim to inspire individuals to reach their full potential across the industry. The Schneider Electric SkillPointe Scholarship supports vocational training that empowers participants to build better lives while providing the broader industry with needed talent.

"This partnership marks a pivotal moment in our continued efforts to develop an inclusive and skilled trade workforce while giving back to our industry," reflects James Mylett, Senior Vice President, U.S. Digital Buildings at Schneider Electric. "We're incredibly proud of our role in providing the mentorship and networking opportunities needed to help aspiring workers realize their full career potential, whether they end up on our team at Schneider Electric or with another exciting career opportunity."

A total of ten \$2,500 grants will be awarded by the Atlanta-based SkillPointe Foundation during Fall 2022, with another ten awarded in early 2023. Scholarships are available to individuals of all backgrounds in the New York Metropolitan and New Jersey areas who are pursuing vocational training for building automation, security, IT, electrical, HVAC, construction maintenance or building-related jobs such as cable/fiber technicians, electronics and electrical technicians, field service technicians, HVAC technicians, IT support specialists, construction maintenance and software developers.

CIMdata PLM Industry Summary

“Schneider Electric is helping to transform the places Americans live and work, but continued success depends on skilled talent pipelines,” said Alvin Townley, founding executive director of the SkillPointe Foundation. “We’re honored to launch this new partnership and help a global leader like Schneider Electric innovate and build a larger and more inclusive skilled workforce. Together, we’re also helping workers in New York and New Jersey obtain new skills and realize better futures.”

The program is being piloted in the New York and New Jersey area, and any selected scholarship recipients will be invited to the local Schneider Electric branch in Lyndhurst, New Jersey, led by Bobbi Jo Provost, for networking and mentorship sessions. Applications for Round 1 consideration are due September 30, 2022. You can learn more and apply at SkillPointeFoundation.org or start your application <https://www.myscholarship.app/the-schneider-electric-skillpointe-scholarship>.

Submissions for the 2023 SAP Innovation Awards begin today

15 August 2022

Around the world, as companies face challenges such as supply chain disruption and increasing pressure for business transformation, the value of creative technology to harness the power of innovation has never been more important.

For that reason, I could not be more excited to kick off the one forum completely dedicated to the impact that comes from these kinds of innovation: the 2023 [SAP Innovation Awards](#).

What makes this year particularly noteworthy is the fact that this will be the 10th annual celebration recognizing forward-thinking organizations that have harnessed the power of SAP technologies to disrupt industries and improve lives.

“The SAP Innovation Awards are incredibly special to me,” said Scott Russell, member of the Executive Board, Customer Success, SAP SE. “It’s an opportunity to witness firsthand how the most innovative companies in the world are developing incredibly creative solutions to solve some of the world’s toughest problems, revolutionizing the way things are done in order to drive lasting change.”

New Awards for a Groundbreaking Time

In keeping with the 10th anniversary theme, the 2023 awards will have 10 categories, increasing the number of winners from 25 to 30. An additional 60 finalists will also be selected, based on cutting-edge thought leadership, originality, and diversity.

Among the added awards are the 10th Anniversary Superstar, commemorating continuous innovation and building on prior successes, and the Experience Wizard, focusing on strides made in improving customer and employee experiences.

The other categories include Sustainability Hero, Industry Leader, Transformation Titan, Adoption Champion, Cutting-Edge Genius, Partner Paragon, Business Innovator, and Services Supernova – all adding to the fun and excitement of the awards.

Elite Disruptors

Since its initial launch in 2014, the SAP Innovation Awards has had more than 1,600 participants from 80 different countries. In my third year as executive sponsor of this program, I always tell our participating customers that they are really part of an elite few disrupting their respective industries. Each year, I love seeing how these ideas scale and become part of our innovation DNA.

“For a small company like us to have SAP alongside us and to be recognized at an award ceremony like this means the world,” said Diarmuid Byrne, managing director of EquiRatings, an Irish sports data and

CIMdata PLM Industry Summary

analytics company whose fan experience app gained international attention during [the pandemic](#). A contributing factor to this visibility occurred simply because EquiRatings extended its global network by stepping forward to declare it was worthy of an award.

In addition to a prestigious trophy, one of the prizes available to entrants is a ticket to SAP Sapphire Orlando or a \$1,000 gift card for a charity of their choice. By simply entering, each contestant receives an SAP donation of \$100 (up to \$20,000) for a worthy cause – yet another example of how these innovations are benefiting society.

Now's Your Chance

Submissions for the 2023 SAP Innovation Awards begin today, August 15, 2022. Finalists will be announced in March 2023, followed by the winners in April.

SAP customers and partners can participate by following [these simple steps](#). Learn more in the SAP Innovation Awards [FAQ](#) and get the latest updates [here](#).

Trimble Ventures Invests in Sabanto—an Autonomous Farming-as-a-Service Company

18 August 2022

Trimble Ventures, Trimble's corporate venture capital fund, announced today its investment in Sabanto, Inc. Sabanto is a U.S.-based agricultural technology company focusing on autonomous workflows throughout the farming cycle being offered as Farming as a Service (FaaS). This investment supports Trimble Ventures' mission to invest in early and growth-stage companies that are accelerating innovation, digital transformation and sustainability in the industries Trimble serves—such as agriculture, construction, geospatial and transportation. The investment terms were not disclosed.

Farmers face a variety of challenges including labor shortages, non-stop field operations, weather and significant capital expenses for agriculture machinery. Sabanto addresses these challenges by providing FaaS through swarms of multiple smaller tractors equipped with its autonomous technology to perform in-field operations. Sabanto has proven its ability to automate a variety of row crop field operations over significant acres throughout the Midwest. Leveraging a fleet of smaller 60 and 90 HP tractors, the company has autonomously tilled, planted, seeded, weeded, applied and mowed across Illinois, Iowa, Indiana, Missouri, Nebraska, Minnesota, North Dakota, Wisconsin and Texas. The company's advanced mission control platform has been pivotal in deploying multiple systems for multiple days of non-stop operation and pushing the FaaS concept by planting over 750 acres of corn and soybeans in one season with a single 60 HP tractor.

“We are focused on investing in companies that are seeking to address important problems in markets that align with Trimble's mission of transforming the way the world works,” said Phil Sawarynski, managing director and co-head, Trimble Ventures. “Sabanto is an ag technology pioneer offering autonomous tractors and services for row crops that can increase efficiency and maximize profitability for farmers. This is an exciting opportunity to help accelerate innovation and offer a FaaS business model to the agriculture industry.”

“We started Sabanto with our sights set on tackling labor shortages and resetting the capital expenses for agricultural machinery. We see a future of smarter, smaller, lighter, less expensive, and more sustainable swarms of autonomous equipment, substituting horsepower and weight for time,” said Craig Rupp, founder and CEO of Sabanto. “We've assembled a team of ag-experienced engineers and scientists, working alongside farmers, proving this isn't just a thought exercise. With investors such as Trimble

CIMdata PLM Industry Summary

Ventures, Sabanto can accelerate our mission to make autonomy an affordable, reliable and scalable solution for all farmers throughout the world. This capital will also allow Sabanto to increase its FaaS operations to reach more farmers, on more crops, over more acres, across more states.”

Woolpert Launches Digital Innovations Division to Advance, Strengthen Google Partnership

17 August 2022

Woolpert announced today that it has established a [Digital Innovations](#) division to support its nearly decade-long partnership with Google. Woolpert Digital Innovations was established to advance Woolpert’s Google Cloud and Google Maps services for clients around the world.

“The Digital Innovations division represents our commitment to this Google partnership and our investment in the growth of [Google Cloud](#) and [Google Maps](#) services and technologies,” Woolpert Senior Vice President Jon Downey said. “This clearly defined division enables us to build on the trajectory of the last 10 years and to set a strategy that goes deeper, expanding services and capabilities beyond the traditional partnership structure.”

[Woolpert](#) has been providing global geospatial services for more than 50 years and employs more than 600 geospatial professionals across four continents. A Google Cloud Partner since 2014, Woolpert has earned two Google Cloud Location-Based Services Partner of the Year awards and a Google Cloud Partner Award for Customer Success in Google Maps. This summer, Woolpert expanded its [Google partnership](#) internationally to serve customers in the Europe, Middle East and Africa (EMEA) region.

Google Global Managing Director Chip Hall said Woolpert’s growth in both customers and capabilities has allowed the firm to support the full range of customer needs.

“Woolpert has always been known as an expert in mapping and location-based services, but they also develop cost-effective solutions, troubleshoot and provide technical support to ensure customers succeed,” Hall said. “We are excited to see them move forward and advance this partnership.”

Downey said the Digital Innovations structure will enable Woolpert to connect more closely with the business core of the firm’s customers to help them migrate safely to the cloud, employ machine learning capabilities, modernize key applications, protect and manage data, and apply emerging technologies to address business-specific challenges.

“This is really about calling out who we are within Woolpert,” Downey said. “As our company continues to grow, our leadership understands that we need the resources and platforms that will help us, our partners and our customers excel. We are proud to be part of Woolpert and to help strengthen the firm with this new Digital Innovations division.”

Event News

Siemens at the AMB Stuttgart 2022

15 August 2022

Under the motto "**Accelerate digitalization for a sustainable tomorrow,**" Siemens will be presenting solutions at AMB Stuttgart on how to accelerate digitalization in the machine tool industry, optimize the sustainability of CNC manufacturing and improve the user experience. Thanks to the continuous analysis of manufacturing data, there is enormous optimization potential for machine tools. You can experience the Siemens solutions and experts live at the AMB booth (Hall C2 | 2B03) in Stuttgart.

Trimble Showcases Customer-Driven Platform Strategy to Open its Insight Tech Conference + Expo

15 August 2022

Trimble kicked off its 2022 Insight Tech Conference + Expo by highlighting its focus on empowering and enabling carriers, shippers and brokers to work better together. In Monday's Opening Session, Trimble leaders detailed its Connect and Scale 2025 strategy, centered on building industry-leading cloud platforms to streamline the industry lifecycle of transportation—from procurement to planning to execution.

“We are creating a digital experience that seamlessly integrates data, solutions and workflows to transform the way our customers work,” said Rob Painter, president and CEO of Trimble. “By facilitating these connections, Trimble is uniquely positioned to make transportation more collaborative, productive and sustainable—for our customers, our planet and everyone the supply chain serves.”

To support this commitment to collaboration, the 2022 edition of Insight showcases a variety of transportation industry suppliers, including integration partners and providers of competing solutions. This inclusive approach provides attendees with an unparalleled opportunity to learn about technology trends, share ideas and gain inspiration to enhance all aspects of their operations.

After hosting the event virtually in 2020 and 2021, this year's in-person conference features four days of networking and educational opportunities among industry leaders. Monday's Opening Session also gave attendees the opportunity to learn about Trimble's continued commitment to creating an ecosystem for all transportation stakeholders to be more connected.

“Since we last gathered together in person three years ago, the world has changed—but this change has reinforced the crucial role of technology in reducing inefficiencies and maximizing utilization throughout the industry,” said Ron Bisio, senior vice president of Trimble Transportation. “We remain dedicated to developing solutions that not only solve our customers unique business challenges but enable them to improve collaboration and connectivity with partners across the supply chain.”

The 2022 Insight Tech Conference + Expo takes place Aug. 14-17 at the Walt Disney World Swan and Dolphin Resort in Orlando, Florida. Highlights from this year's agenda include hundreds of educational sessions, customer recognition through the 2022 Ovation Awards and an engaging keynote with Microsoft's Scott Guthrie, executive vice president, Cloud + AI Group.

For more information on Insight 2022, visit: transportation.trimble.com/insight-2022.

Implementation Investments

City of Calgary Simplifies Asset Management with Infor

19 August 2022

Infor, the industry cloud company, announced today the successful upgrade of Infor Public Sector (IPS) asset and work management software at The City of Calgary, based in Alberta, Canada, has successfully upgraded to the latest iteration. This upgrade will allow The City of Calgary, Mobility business unit, to capitalize on newer functionalities, including mobile applications, GIS data integration, overhauled user interface and enhanced performance. The upgrade was implemented by Infor's Consulting Services (ICS) and will assist The City of Calgary to mitigate risk on its critical assets, leading to improved outcomes for the citizens of Calgary.

CIMdata PLM Industry Summary

“Infor has continued to work as a partner with The City of Calgary for many years, and we’ve been looking forward to update our software for asset and work management to take advantage of new modern features that will enable more autonomy over our assets,” said Miles Dyck, Service Design Manager. “We trust that these applications will continue to help us further streamline processes and improve operations, management, maintenance and customer service.”

Working alongside Infor ICS, which provides organizations with a clear, simple path for upgrading or migrating an existing Infor solution, The City of Calgary gained a completely new version of their Infor solutions - which provides the public sector-specific functionality needed to ensure efficient business operations. With this software, The City of Calgary can potentially make faster, better-informed decisions related to asset tracking and valuation, work management, preventive maintenance scheduling, work order management, and advanced asset analysis.

“Infor has a deep understanding of the very specific needs of our public sector clients, and our applications are exactly what they’re looking for to excel,” said Matt Breslin, executive vice president and general manager, Infor. “Knowing the vast range of challenges our clients face, including intense cost pressures and constantly shifting regulations, we’ve designed a simple and efficient solution with a proven track record of success. It’s exciting to consider the lasting impact our solutions can have for our public sector clients far into the future.”

[Infor Public Sector](#) is an industry-specific software platform that encompasses a comprehensive suite of solutions unique to federal, state and local government organizations.

JG Summit Olefins Corporation Selects Aspen Technology to Advance Operational Excellence

16 August 2022

[Aspen Technology, Inc.](#), a global leader in industrial software, today announced that the largest petrochemicals company in the Philippines, JG Summit Olefins Corporation (JGSOC), is advancing its journey toward operational excellence by unlocking untapped value in production optimization. This planned deployment with Aspen Unified PIMS™ supports the company’s innovation-driven vision and is projected to boost operating margin by optimizing feedstock selection at the crackers. The JGSOC expansion project is a step toward further diversification of the local petrochemical and chemical industries and is envisioned to strengthen the industrial value chain linkages for the manufacturing sector.

Samuel Co Chan, Vice-President for Supply Trading and Product Optimization, JG Summit Olefins Group, said: “AspenTech’s distinct and transparent solutions align with JGSOC’s pursuit of operational excellence by deploying the best and most efficient technologies. As the leading, value-driven, and highly innovative software, Aspen Unified PIMS can enable production optimization with greater intuition, accuracy, and accessibility. JGSOC is deriving current benefits in plant efficiency and productivity with Aspen Plus® and Aspen DMCplus® solutions.”

Lawrence Ng, Vice President of Sales, Asia Pacific & Japan, Aspen Technology, added: “AspenTech is pleased to deepen our partnership with JG Summit Olefins Group through the company’s latest adoption of Aspen Unified PIMS software. In advancing toward the Self-Optimizing Plant, this planned deployment empowers JGSOC with a scalable technology solution amidst industry skills shortage.”

Mooneh Fulfillment & Logistics Optimizes Warehouse Management with SNS and Infor

17 August 2022

Infor, the industry cloud company, today announced that Mooneh, a third-party logistics storage and distribution provider operating on behalf of leading international pharmaceutical corporates, has deployed Infor WMS (warehouse management system). In addition to establishing an efficient and effective warehouse operation, the solution is set to deliver full traceability of all inventory. The project was successfully delivered by [SNS](#), a leading provider of supply chain consultancy and software implementation.

Learn more about [Infor WMS](#).

With 100,000 sqm of temperature-controlled logistics infrastructure and storage capacity to allocate over 100,000 tons of FMCGs a year, including up to 22,000 pallets of pharmaceuticals and medical supplies, Mooneh provides fulfillment & logistics solutions. As part of its objective to optimise warehouse operations, Mooneh's project goals were two-fold. The first was focused on receiving, storing and shipping efficiently by fully utilising the warehouse space, while the second sought to minimise human intervention and travel time for optimised productivity. Infor WMS now manages Mooneh's entire warehousing operation from receiving goods to storage and shipping.

"As global supply chains continue to face disruptions and volatility, we needed a warehouse management solution that would enable us to demonstrate best practice and resilience in upholding the high standards our customers have to come to expect of Mooneh," comments Oday Abu Shehab, Mooneh's executive director. "The in-depth functionality of Infor WMS supports our warehouse operation from goods received to shipment. Further, the system generates insights built on gathering, analyzing and synthesizing intelligence. thus, enabling us to utilize strategic alignment and response capacity."

"SNS worked closely with our team to deliver the project on time and to budget, as well as providing additional support on areas such the relabelling of warehouse locations, zones, areas and pallets to support enhanced traceability. Through our Venture Investment program, launched to ignite supply chain, fulfillment and logistics innovation in emerging technologies, we shall continue to invest in industry specific solutions provided by Infor & SNS to evolve our role in the biopharma and global logistics market as a whole, projected to be valued at \$12.9 billion by 2027."

"This successful Infor WMS deployment will help Mooneh deliver greater automation in its warehouse, enhanced traceability in its inventory management, and greater resilience within the wider supply chain," comments Mohammad Obaidah, SNS director of services. "As a leading 3PL for the pharma industry, Mooneh is embracing digital transformation at its helm, and we're delighted to be able to support them in their ambitions to drive best practice in their warehouse operations."

Sopheon and Team Submarine Agree to Five-Year Agreement

17 August 2022

Sopheon, a global leader in enterprise innovation management solutions, announced today that Team Submarine, a grouping of submarine programs within the Naval Sea Systems Command (NAVSEA)—the largest of the U.S. Navy's six system commands—will use Sopheon's flagship solution, Accolade®, to modernize numerous processes related to the engineering of and training for new submarines. The five-year, \$11.2 million enterprise agreement, contracted through General Dynamics, represents one of the largest customer contracts in Sopheon history.

CIMdata PLM Industry Summary

Team Submarine is responsible for enhancing the structures and processes in submarine research, development, acquisition and maintenance communities. Using Accolade, they will be able to deliver faster, more accurate decisions, introduce standardization and visibility, and more easily manage engineering and training processes across cross-functional and geographically separated teams. In the face of changing demands and cyclical technology improvements, Accolade will help Team Submarine modernize and manage its strategy and innovation planning and build alignment between changing strategic plans and innovation initiatives. Accolade will help to ensure that resources will be allocated to the right mix of capabilities, and that those with the most potential will be rapidly developed and delivered.

Accolade is Sopheon's award-winning innovation management software that connects people, systems and information across departments and functions. The world's largest and most complex enterprises benefit from trusted, timely data for faster, better and more dynamic decision-making. Team Submarine will also rely on Accolade to replace manual processes with more streamlined manpower and training exercises.

Accolade will also allow Team Submarine to replace outdated manual training tools and communication channels with a dynamic automated system that will give sailors the most comprehensive and efficient training necessary to operate advanced, highly technical submarines.

The agreement extends Sopheon's [partnership with NAVSEA](#). In 2021, Accolade became the first commercial cloud innovation management platform to achieve Authority to Operate (ATO) for NAVSEA, exceeding the U.S. Navy's rigorous Risk Management Framework. Today's announcement further solidifies Sopheon as a trusted innovation partner for a wide range of governmental organizations.

"Sopheon is delighted to partner with Team Submarine and to extend our growing relationship with the U.S. Government," said Greg Coticchia, CEO of Sopheon. "It is an honor to work with the best on one of the most advanced technology roadmaps known to industry. We look forward to great success in this partnership with Team Submarine, and to helping them achieve their goals for many years."

Spyder joins Liberated Brands and modernizes their IT by adopting Centric PLM™

16 August 2022

Spyder, the innovative performance apparel company, has selected Centric Software®'s Product Lifecycle Management (PLM) solution. [Centric Software](#) provides the most innovative business solutions to plan, design, develop, source and sell products such as apparel, footwear, sporting goods, furniture, décor, cosmetics, food & beverage and luxury to achieve strategic and operational goals of digital transformation goals.

Founded in 1978 and headquartered in Boulder, Colorado, Spyder apparel and accessories can be found worldwide in over 40 countries. Spyder builds technologically advanced gear for elite athletes and modern consumers. A sponsor of the US Ski Team since 1989, Spyder describes themselves as fusing technology, form, function and fashion. Steve Chastain, VP of Global IT at Liberated Brands, Spyder's parent company, says, "We were very excited about having Spyder join the Liberated Brands family and an important part of that integration was to modernize Spyder's IT landscape and bring their systems up to speed."

Spyder had previously been working with the same legacy PLM system that Volcom had used before they switched to Centric PLM. Knowing firsthand from their own experience how the Volcom teams had benefited from Centric, for example, being able to enter a style 7 times faster than previously in

their old system, they were convinced about the fast ROI.

The aim of replacing Spyder's former system was to modernize the brand's IT technology and increase user adoption. The company wanted to expand the scope of PLM within product development and improve efficiencies. Says Chastain, "We've had great success with Centric PLM over at Volcom (also under Liberated Brands) and are looking to align our brands on one single platform. Centric has advanced technical design and constantly updated features that will streamline Spyder's workflow, improve visibility and eventually merge seamlessly with the rest of the company systems."

In spite of limited time to dedicate to the implementation due to business demands, the project was completed in just 6 weeks and was on time and on budget. The sourcing, style, materials, costing and sampling modules were launched, with the merchandising module in the works. User adoption and feedback has been positive with increased efficiency and communication.

Chris Groves, President and CEO of Centric Software says, "It is a pleasure to welcome such an innovative company like Spyder into the Centric family. Besides bringing modern functionality to Spyder, Liberated Brands will benefit from managing data on one single platform and gain synergies by doing so."

Xenon Arc Partners with Braskem to Bring New Innovative 3d Printing Materials to Market Throughout North America

17 August 2022

Xenon arc and Braskem, the largest polyolefins producer in the Americas, as well as a market leader and pioneer producer of biopolymers on an industrial scale, are excited to announce the launch of Braskem3D – an advanced direct to consumer technology platform that greatly simplifies and accelerates the accessibility of Braskem's 3D materials to the North American market. This latest innovation will provide a strategic platform for growth to help support the growing demand for Braskem's unique line of sustainable and innovative products. The platform is available at www.braskem3d.com.

Leveraging Xenon arc's directibility™ solution, Braskem is able to pair its dedicated team of thermoplastic experts with a sophisticated e-commerce platform to maximize the use of data and technology to drive alignment and brand loyalty across strategic and small to medium-sized business (SMB) customer segments.

"We are pleased to partner with Braskem, a forward-thinking company who shares our commitment to utilizing advanced technology to build a sustainable future," notes Alyssa Cunningham, Chief Operating Officer at Xenon arc. "Coupling Braskem and Xenon arc's digital-first, data-driven philosophy with a strong commitment to developing greater customer intimacy opens both organizations to endless growth opportunities."

Braskem supports technology and innovation to achieve sustainable solutions through chemicals and plastics. The company's strategic vision is to become the world leader in sustainable chemistry and to strengthen the entire petrochemical chain.

With an ever-growing portfolio, Braskem focuses on making polypropylene, polyethylene, recycled and bio-based filaments, powders, and pellets easily accessible to the additive manufacturing industry.

"Directibility™ was engineered for client convenience and sustainability," said Jason Vagnozzi, Braskem Commercial Director of Additive Manufacturing. "All our inventory, logistics, analytics, and client communication systems are integrated into one fully integrated and professionally supported

CIMdata PLM Industry Summary

online e-commerce platform. From product discovery through purchase and post-sale support we can deliver a better overall experience for our SMB clients.”

Braskem offers solutions across 3D printing technologies such as Fused Filament Fabrication (FFF), Selective Laser Sintering (SLS), and High-Speed Pellet Extrusion. Through Braskem's decades of expertise in materials science and product development, its state-of-the-art 3D printing labs, as well as its strategic partnerships with industry leaders, Braskem is committed to delivering new and innovative products to the market.