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## Acquisitions

### *Autodesk Completes Acquisition of Substantially all of the Assets of 3D Geo GmbH*

8 September 2008

[Autodesk, Inc.](#) announced that it has completed the acquisition of substantially all of the assets of 3D Geo GmbH, the privately held maker of intelligent 3D urban modeling software. Autodesk announced its intent to acquire substantially all of the Potsdam, Germany-based company's assets on August 11, 2008. Terms of the transaction were not disclosed.

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The purchased 3D Geo assets will allow Autodesk to offer software and services for effectively creating, aggregating, analyzing, managing, and distributing large-scale databases that offer a rich visual model of the urban landscape.

"This acquisition extends Autodesk's ability to help customers visualize urban and infrastructure designs on a city-wide scale. We are looking forward to working with 3D Geo's customers, partners and employees," said Lisa Campbell, vice president, Autodesk Geospatial.

For more information please visit <http://www.3dgeo.de/>

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## CIMdata News

### *Ask the CIMdata PLM Expert: Lessons from Boeing's 787 Slips*

September 2008

[Managing Automation Online](#) offers an opportunity to ask PLM related questions of our Director of Research, Ken Amann.

Here is the latest question & answer:

**Question:** Dear Mr. Amann, In your opinion what are the lessons learned from the problems faced by Boeing 787 causing delivery postponing?

**Answer:** There are many factors in any situation like this, but some of the lessons learned have been:

When outsourcing design, you need to manage the suppliers, set expectations, and track performance. Do not just assume they will deliver as expected. Strong program management is essential.

A very tight compression of development, assembly, test, and delivery cycles is prone to slip. You must have realistic margins, resources, and plans to address slips.

Introduction of new methods, materials, and technologies will always be more complex than originally assumed. Add time and resources to deal with it.

Do you have a product lifecycle management question for Ken? Then navigate to

<http://www.managingautomation.com/maonline/channel/ProductLifecycleManagementPLM/expert>

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### *A New White Paper from CIMdata on the Impact of Dassault Systèmes' ENOVIA PLM Solution on Mid-Sized Companies*

9 September 2008

CIMdata announces the availability of a white paper entitled "Dassault Systèmes' Value for the Mid-Market: ENOVIA SmarTeam's Impact on Mid-Sized Companies". The paper examines the business issues faced by mid-sized companies as they utilize Product Lifecycle Management (PLM) to pursue success in their markets; provides a brief description of the ENOVIA SmarTeam solution offerings; and presents the results of CIMdata interviews with a select set of ENOVIA SmarTeam users.

Ed Miller, President of CIMdata, noted, "In the increasingly competitive global marketplace, companies around the world are implementing PLM as a strategic initiative to ensure that they can survive and

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thrive in their respective markets.” Mr. Miller explained that even though PLM has been pioneered in larger enterprises with proven and substantial benefits, today businesses of all sizes can benefit from its use. He said, “While small- and mid-sized businesses (SMBs) share many of the same PLM requirements as larger enterprises, they also have characteristics that are especially challenging for successful PLM implementations, such as limited resources and budgets, and a demand for fast impact with minimized risk.”

Dassault Systèmes (DS), one of the major suppliers of PLM solutions, offers one of the leading SMB-focused PLM solutions, ENOVIA SmarTeam. This solution offering has evolved over several years and has developed a relatively substantial customer base. To better understand the perspectives of SMB companies that have implemented PLM solutions, CIMdata interviewed a number of ENOVIA SmarTeam SMB customers from various industries and geographies regarding their business drivers, motivations for implementing PLM, experiences during this process, benefits they have gained from their investments, and their plans for the future.

The customers that CIMdata interviewed reported positive experiences adapting the ENOVIA SmarTeam solution to meet the different challenges they face in their respective domains, expanding implementations as needed, and working with the variety of DS partners that have supported their implementations. Mr. Miller commented, “The value and benefits that they have reported are impressive, reinforcing our contention that PLM can bring significant gains to SMBs around the world. We also believe that the lessons learned by mid-sized companies in their adoption of PLM will benefit all enterprises, regardless of size.”

Copies of the “Dassault Systèmes’ Value for the Mid-Market: ENOVIA SmarTeam’s Impact on Mid-Sized Companies” white paper are available at no cost through the [CIMdata](#) website.

## About PLM

CIMdata defines PLM as a strategic business approach that applies a consistent set of business solutions in support of the collaborative creation, management, dissemination, and use of product definition information across the extended enterprise from concept to end of life—integrating people, processes, business systems, and information. PLM forms the product information backbone for a company and its extended enterprise.

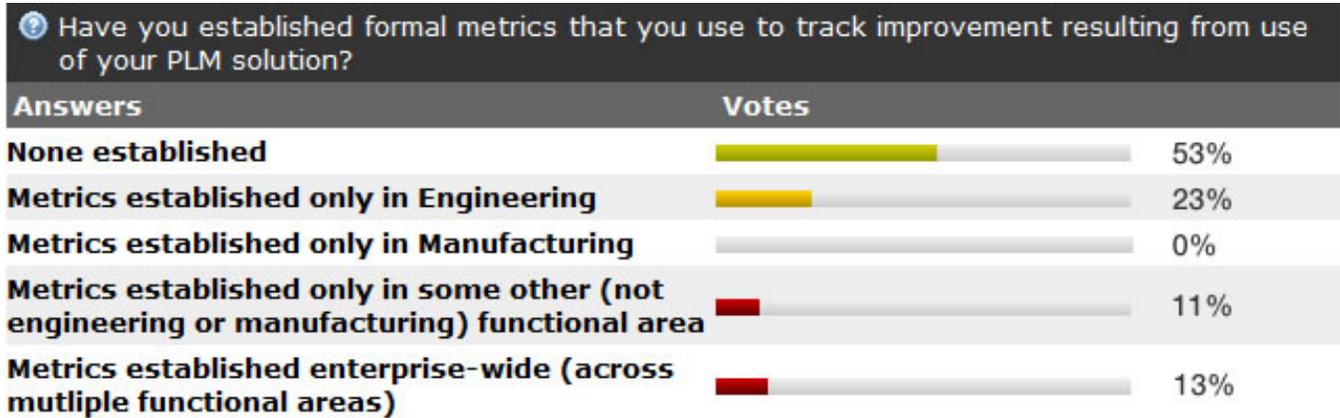
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## ***CIMdata Releases Poll Results for “Have You Established Formal Metrics to Track the Improvements Resulting From the Use of Your PLM Solution”***

12 September 2008

The results for our August 2008 opinion poll are:

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**NOTE:** The results of these polls are anecdotal, not scientific.

*If you have a suggestion for a poll you'd like to see contact us at [info@cimdata.com](mailto:info@cimdata.com).*

The results of CIMdata's latest on-line poll shows that just over 50% of responders indicated that their companies have not established metrics to track business, productivity or process improvements related to their PLM solution deployments. However 23% indicated that they had metrics for engineering and another 23% indicated that they had established metrics in other areas (enterprise wide 13%, and other non-engineering or manufacturing 11%).

CIMdata strongly recommends that companies use metrics to track and validate the impact of their PLM solutions on the business. Only by measuring changes can they quantify the return on their investment and identify areas and processes that have been improved, or those that need additional effort to be improved. Failure to measure can result in incorrect perceptions of the impact of PLM investments on the business and make it difficult to justify further investments. Further, the use of appropriate metrics helps communicate the benefits that PLM provides to individuals and managers within the enterprise that are being affected by PLM-related changes in processes and methods.

While many of the early metrics were focused on the engineering processes and departments, the trend to use enterprise level metrics that look beyond engineering reflects the knowledge that PLM can have a broader impact on a company. Metrics that look at enterprise performance can help management understand both the overall impact of PLM and how it should be positioned compared to other business investments.

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## Company News

### ***ASCENT Releases New Autodesk® 3ds Max® Design Training Guide***

9 September 2008

RAND Worldwide announced that its courseware division, ASCENT – Center for Technical Knowledge®, released its Autodesk 3ds Max Design 2009 Fundamentals training guide.

ASCENT's Autodesk 3ds Max Design 2009 Fundamentals is created based on the company's existing 3ds Max 2008 Fundamentals training guide. The guide is written by Mark Gerhard, one of the first artists at Autodesk® dedicated to multimedia products, and now an employee in RAND's IMAGINiT

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Technologies division. The training guide content is derived from his 18 years of experience with 3ds Max products. Users in the architectural, civil and mechanical engineering, and product and interior design industries using Autodesk® 3ds Max® Design will benefit from the course's tailored design visualization content and focus on the fundamental concepts and techniques required to create sophisticated photo-realistic renderings and desktop animations. Users of Autodesk® 3ds Max® 2009 will also benefit from the training guide, which provides instruction for the interface, workflow and project configuration, and 3D model creation from 2D objects. The guide's content places greater emphasis on using mental ray lighting, materials, and rendering including the new Revit® compatible ProMaterials. In addition, new subject matter provides focus on the software's enhanced features including spline mapping, mental ray proxies, and lighting analysis.

ASCENT is an Authorized Author, Publisher and Developer of courseware for Autodesk® applications. All of the company's Autodesk®-related training courseware is available to educational institutions, individuals, and corporations.

ASCENT will be releasing the following titles in the fall: *Revit Architecture 2009 Advanced*, *Maya 2008 Fundamentals*, and *Vault 2009: Data Management for Inventor Users*. To see the company's complete courseware lineup for Autodesk, Dassault Systèmes, and PTC software solutions, please visit <http://www.ASCENTed.com>.

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## ***aspenONE V7 for Process Engineering Addresses Key Issues Facing Traditional and Alternative Energy Companies***

8 September 2008

Aspen Technology, Inc. outlined how its new aspenONE V7 software addresses key issues facing traditional and alternative energy companies. ([For more on aspenONE V7, see the "AspenTech Introduces aspenONE V7" press release.](#))

**1. Optimal Design for Increased Capacity.** Traditional and alternative energy companies need to squeeze more capacity from their production and refining assets.

Solution: aspenONE V7 enables the optimal design of plants and processes used by Energy companies. As a result, these companies are able to achieve higher levels of efficiency throughout the lifecycle of plant assets.

**2. Energy management.** Reducing energy costs are critical to achieving higher margins.

Solution: By using aspenONE V7, process industry companies are able to produce more product using less energy. aspenONE V7 also enables energy companies to effectively revamp or redesign their processes to reduce energy consumption.

**3. "Follow the Sun" Global Project Execution.** Traditional energy companies are investing billions of dollars in new capital projects across the globe to expand capacity. Many of these projects present logistical, geographical and organizational challenges to both operating and engineering & construction companies.

Solution: The integrated conceptual engineering workflow in aspenONE V7 makes it easier for global engineering project teams to work together across multiple geographies and engineering disciplines. Enabling 24 x 7 "follow the sun" engineering improves utilization of finite engineering resources, and

speeds time-to-market for new facilities.

**4. Environmental Regulations.** Increasingly strict regulations continue to present major operational challenges energy companies face globally.

Solution: With aspenONE V7, process industry companies can model the complete production process, quantify their environmental impact, design appropriate safeguards, and achieve local regulatory compliance.

**5. “Grey 2K”** A large number of experienced engineers nearing retirement coupled with a shortage of engineers with relevant expertise has created a significant resource problem.

Solution: aspenONE V7 allows companies to capture expertise by transferring “best practice” knowledge from engineers to the software applications they use daily, enabling companies to retain the expertise built through decades of managing their facilities. aspenONE also enables companies to accurately model their processes using [established engineering best practices](#).

### Supporting Quote:

*Mark Fusco, President and CEO, AspenTech*

“The demand for affordable, environmentally friendly, and sustainable energy resources is the most pressing issue facing the global economy. Key to solving the energy crisis is the ability to develop and market both new and existing energy sources more quickly and efficiently. AspenTech’s leading customers are showing that proven technology is in place today to achieve greater efficiencies in both traditional and alternative energy production.”

### Supporting Resources:

-- Links to more information:

-- [aspenONE V7](#)

-- [Industry and Customer Testimonials](#)

-- [Industry Articles](#)



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## ***EMC, IBM and Microsoft Jointly Create First Web Services Interface Specification for Greater Interoperability of Enterprise Content Management Systems***

10 September 2008

EMC Corporation and Microsoft announced a jointly developed specification which uses Web Services and Web 2.0 interfaces to enable applications to interoperate with multiple Enterprise Content Management (ECM) repositories by different vendors. The companies intend to submit the Content Management Interoperability Services specification to OASIS (Organization for the Advancement of Structured Information Standards) for advancement through its standards development process.

The ultimate goal of CMIS is to reduce the IT burden around multi-vendor, multi-repository content management environments. Currently, customers must spend valuable time and money to create and maintain custom integration code and one-off integrations to get different ECM systems within their organizations to "talk" to one another. The specification will also benefit independent software vendors (ISVs) by enabling them to create specialized applications that are capable of running over a variety of

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content management systems.

Working together since late 2006, the three companies were joined in the creation of the CMIS draft specification by other leading software providers including: Alfresco Software, OpenText, Oracle and SAP. A final gathering of all seven companies was recently held to validate interoperability of the specification before submission to OASIS.

"For some time now the world of content management has been evolving from separate application platforms to an integral part of a company's information infrastructure," said Razmik Abnous, vice president and chief technology officer, Content Management and Archiving Division at EMC. "As content management rapidly becomes a key piece of a company's business process, there's a heightened need for interoperability between the vast and diverse sources that manage this content. Today's agreement is a major step forward in achieving this goal."

"By working together to define the CMIS standard, IBM, Microsoft and EMC are clearly putting the needs of all customers first in this important technology area. We have worked hard to develop a standard that continues IBM's efforts to leverage the principles of SOA and Web 2.0 interfaces to benefit the industry as a whole," said Ken Bisconti, vice president, products and strategy, IBM Enterprise Content Management.

"The real winner in today's announcement is the customer," said Jeff Teper, corporate vice president of the Office Business Platform, Office SharePoint Server Group at Microsoft. "Today's businesses are driven by information. When companies operate in silos, with information scattered throughout the enterprise, it becomes extremely difficult for customers to realize its full value. By working together, we believe we can enable customers to maximize the use of critical business assets."

Key to the new specification, EMC, IBM and Microsoft worked together to define an interface that:

- Is designed to work over existing repositories enabling customers to build and leverage applications against multiple repositories—unlocking content they already have

- De-couples web services and content from the content management repository, enabling customers to manage content independently

- Provides common web services and Web 2.0 interfaces to dramatically simplify application development

  - Is development platform and language agnostic

  - Supports composite application development and mash-ups by the business or IT analyst

  - Grows the ISV and developer community

"We applaud EMC, IBM, and Microsoft for reaching this milestone and for choosing to take the next step and advance this important work through an open standards process," said Laurent Liscia, executive director of OASIS. "We look forward to furthering the evolution of CMIS from specification to standard and to promoting the broadest possible industry adoption through education and implementation efforts."

For more information, and to download a preview copy of the CMIS technical specification draft, please visit any of the following websites of these contributing vendors:

[EMC Corporation](#)

[IBM](#)

[Microsoft](#)

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## ***ENOVIA SmarTeam PLM Solution Drives Success at Leading Mid-Market Customers***

9 September 2008

Dassault Systèmes (DS) announced the availability of a new white paper from CIMdata entitled “Dassault Systèmes Value for the Mid-Market: ENOVIA SmarTeam’s Impact on Mid-Sized Companies”. The paper examines the business issues faced by mid-sized companies as they pursue success in their markets, and reviews the value that several customers from various industries, geographies and disciplines have gained by using ENOVIA SmarTeam’s design, engineering and enterprise PLM solutions.

CIMdata interviewed some of ENOVIA SmarTeam’s customers to identify their unique business challenges in product development and reasons for implementing a PLM solution. Among the select customers are Tesla Motors, a specialized OEM auto manufacturer; Viking Range, a manufacturer of consumer appliances; PIAB AB, a developer of vacuum solutions for industrial product manufacturers; Aerosud Aviation, a key supplier to aerospace OEMs; and INFAC, a major electronics supplier to automotive OEMs.

“Mid-sized companies can benefit tremendously from the implementation of PLM strategies and solutions. They can overcome size and resource constraints and effectively respond to the growing complexities and demands from their customers to better compete in the global marketplace,” says Ed Miller, president, CIMdata. “DS’ ENOVIA SmarTeam is one of the industry’s leading PLM solutions focused on the mid-market. It has a long history of success combined with an extensive customer base, many of whom have demonstrated clear value with ENOVIA SmarTeam. We appreciate DS’ investment in bringing PLM to the mid-market and are impressed with the ENOVIA SmarTeam customer experiences that we’ve had the opportunity to review. For this reason, CIMdata recommends that SMBs evaluating PLM solutions seriously consider ENOVIA SmarTeam.”

ENOVIA SmarTeam’s mid-market solutions aim to enable companies to achieve product excellence, quick time to market and low total cost of ownership by optimizing design and engineering processes throughout a company’s product development cycle. With ENOVIA SmarTeam, customers improved efficiency and control over product knowledge. Customers also gain quick and broad visibility into product and process information across the entire organization, beyond engineering. Leveraging its modularity and scalability, ENOVIA SmarTeam supports mid-market customers and additional functions, teams, sites and users.

“ENOVIA SmarTeam helps our customers, numbering over 6000 to date, to produce quick-to-market, high quality and cost-effective products. It’s usually very difficult for companies to claim to meet all three of these requirements simultaneously. Supported by our strong global channel of dedicated, professional local value-added resellers (VARs), ENOVIA SmarTeam enables our customers to avoid compromise, and produce the excellent products that enable them to be leaders in their markets,” said Alex Zeltcer, general manager, ENOVIA SmarTeam, Dassault Systèmes.

The CIMdata white paper is available at <http://www.cimdata.com> and on the <http://www.3ds.com> web site.

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## ***Eurostep .Net Awards 2008 Winner***

9 September 2008

[Eurostep](#) won the Microsoft .Net awards in the ISV category with its standards-based PLM collaboration software Share-A-space®. The prize ceremony took place in Kista, Sweden, on September 4th, as part of the Microsoft Summit.

With the highest number of submission ever, the jury's motivation for awarding the title to Eurostep and Share-A-space® was: "For a product that with SOA (service oriented architecture) and the latest technology from Microsoft brings order to complex product data management within and between organizations in a secure and efficient way."

"We are very excited about winning the .NET Award", says Håkan Kårdén, CEO Eurostep Group. "The combination of standards such as STEP and PLCS with the latest technology provided by Microsoft will mean a lot for the acceptance of standards-based PLM. Eurostep and other organizations have invested hundreds of man-years in making sure that the STEP and PLCS standards reflect the needs of the end users. The acceptance and implementation of these standards require that the results brought to the market by the STEP and PLCS communities work in harmony with existing IT infrastructure, where Microsoft is a key player. This endorsement from Microsoft signals "buy in" from a huge and global market looking for next generation PLM", ends Mr Kårdén.

In 2008, Share-A-space® was certified for Windows Server 2008 and Eurostep became a Microsoft Gold Partner.

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## ***Open Text Pledges Support for New Content Management Interoperability Standard (CMIS)***

10 September 2008

Open Text™ Corporation announced that it is supporting the new Content Management Interoperability Services standard announced by a group of leading ECM companies, which are collaborating on the development of the new standard. Open Text has worked with SAP AG to create a prototype that uses the CMIS standard to manage content from SAP® applications with Open Text Enterprise Library Services.

CMIS is a new, open standard that will offer new ways for content applications to "talk" to content repositories. With the new standard, developers can write applications that can work with multiple repositories from different vendors, allowing users to access and organize information stored in different repositories through a single application and interface. Open Text is a member of the group of companies working to develop the standard.

According to the press release issued today, "The ultimate goal of CMIS is to dramatically reduce the IT burden around multi-vendor, multi-repository content management environments. Currently, customers must spend valuable time and money to create and maintain custom integration code and one-off integrations to get different ECM systems within their organizations to 'talk' to one another. The specification will also benefit independent software vendors (ISVs) by enabling them to create specialized applications that are capable of running over a variety of content management systems.

"CMIS will mean much greater flexibility, so that organizations and their users can gain more value from information, no matter where it's stored," said Richard Anstey, Vice President Technology and

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Product Strategy for ECM Suite at Open Text. "CMIS will open up the world of ECM for developers to write new types of content applications that are freed from the confines of different information repositories. We think this flexibility will help customers realize a true enterprise ECM strategy by giving them more powerful content application that extend across the enterprise. Ultimately, CMIS is the perfect vehicle to help decouple the user experience from the complexity of the underlying content repositories in an organization."

According to Anstey, the CMIS standard will allow Open Text to leverage its content services to deliver richer enterprise content mashup applications much faster. The CMIS prototype for SAP applications is an example of how the CMIS standard can be leveraged by Open Text Content Services to expose a CMIS interface to Open Text's own applications as well as third party applications such as those offered by SAP.

CMIS is being submitted today for acceptance as an OASIS standard (<http://www.oasis-open.org/>). OASIS (Organization for the Advancement of Structured Information Standards) is a not-for-profit consortium that drives the development, convergence and adoption of open standards for the global information society.

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## ***Synopsys and Ovonix Collaborate on TCAD Models for Phase Change Memory***

10 September 2008

[Synopsys, Inc.](#) and Ovonix Inc., a developer of proprietary phase change semiconductor memory technology, announced an agreement to work on the development of device simulation models for phase change memory (PCM) based on Ovonix's PCM technology.

DRAM and Flash memories are the two largest segments of the semiconductor memory market and are fundamental components in consumer and industrial electronic devices such as computers, cellular phones, MP3 players and digital cameras. PCM is widely considered to be a practical alternative to Flash and DRAM devices, both of which will encounter increasing scaling challenges in the face of shrinking device geometries. With this collaboration, Ovonix provides Synopsys with material and device characterization data for Synopsys to develop and calibrate TCAD models for PCM device simulation.

"Ovonix's PCM technology offers the benefit of increased performance and relative ease of scaling to future smaller memory device nodes," said Howard Ko, senior vice president and general manager of the Silicon Engineering Group at Synopsys. "This collaboration can increase the effectiveness of Synopsys' Sentaurus TCAD tools for modeling emerging technologies such as PCM, so that chipmakers can have a cost-effective alternative for continued scaling of semiconductor devices."

"Synopsys has world-class expertise in developing sophisticated Technology Computer-Aided Design (TCAD) simulation tools for the semiconductor industry," said Tyler Lowrey, president and chief executive officer of Ovonix. "We believe this collaboration with Synopsys to develop and enhance simulation capabilities for PCM will assist the commercialization efforts of PCM products by worldwide chipmakers."

### **About Phase Change Memory Technology**

[Ovonix](#) and its largest shareholder, Energy Conversion Devices, invented and pioneered the development of "PCM" technology, thereby gaining a fundamental understanding of PCM operation,

# CIMdata PLM Industry Summary

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including PCM devices, materials, processing, design, modeling, and performance. Ovonix PCM technology uses a reversible phase-change process that provides for high performance, dense, array-addressed semiconductor memory technology that can be used as cost effective Flash and DRAM device replacements, as well as in embedded applications such as microcontrollers and reconfigurable MOS logic.

## About Synopsys TCAD

Technology CAD (TCAD) refers to the use of computer simulation to model semiconductor processing and device operation. TCAD provides insight into the fundamental physical phenomena that ultimately impact performance and yield.

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## *Wipro Technologies Joins Power Forward Initiative*

8 September 2008

**Power Forward Initiative** (PFI) announced that Wipro Technologies has recently joined the initiative and is offering Common Power Format (CPF)-enabled low-power design capabilities to its design services customers worldwide. The PFI membership has now grown to over 30 companies around the world, representing a broad spectrum of semiconductor, IP, EDA, ASIC, design services and manufacturing providers.

Wipro has adopted the Cadence® Design Systems, Inc. Low-Power Solution, which integrates design, verification, and implementation technology with the CPF standard to deliver an end-to-end low-power design solution to IC engineers. By preserving low-power design intent throughout the design process, the solution eliminates laborious manual work, reduces power-related chip failure, and provides power predictability early in the design process, enabling sharing and reuse of low-power intelligence throughout the design process.

"Reducing the energy footprint of electronic products has become an important consideration for ICs and subsystems targeting a wide range of both handheld and wired products," said Vasudevan Aghoramoorthy, vice president, Semiconductor & System Solutions, Wipro Technologies. "Cadence's commitment to driving industry-wide solutions in low power design is in direct alignment with Wipro's own low power design Green initiatives. We are pleased to join Cadence and other industry leaders in this important effort."

"The demand for low power design is growing rapidly in all geographies driven by business and environmental considerations," said Pankaj Mayor, group director of Business Enablement at Cadence Design Systems, Inc. "By joining the Power Forward Initiative, Wipro is affirming their commitment to collaborate with the industry to support customers' mandates to reduce energy consumption."

## About Wipro

Wipro is a \$4 bn global provider of IT Services, Outsourced R&D, Infrastructure Outsourcing, Business Process Services, and Business Consulting. Wipro Technologies' 2100+ Semiconductor / System engineers and 16,000+ embedded software engineers make it the World's largest independent R&D service provider. Combined with methodology, EagleWision™ Wipro has one of the best first-pass-success rate for 300+ silicon and 200+ system designs delivered over the last 2 years. These include engagements in 65nm, 90nm and 0.13µ for telecommunication, storage, avionics, consumer electronics, medical electronics, automotive and industrial control domains. For more information, please visit our

websites at <http://www.wipro.com>, <http://www.wiprocorporate.com>, <http://www.wipro.com/vlsi>.

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## Events News

### ***AVEVA to Showcase Powerful New Release of AVEVA NET at Rio Oil and Gas Expo 08***

10 September 2008

[AVEVA](#) announced that it will continue its international showcasing of the latest release of its AVEVA NET technology at Rio Oil and Gas Expo in Rio de Janeiro, Brazil, between 15-18 September 2008.

AVEVA NET extends and enhances the information management capabilities that were first developed in AVEVA's VNET solution, which has been used in multiple customer deployments since 2003.

AVEVA NET allows plant operators to maximize safety and productivity through providing access to mission critical data including real-time plant operating information. Working with companies such as Data Systems & Solutions (DS&S) and ISS Group Ltd has enabled AVEVA NET to deliver sophisticated monitoring and management of vital real-time plant information and KPI's. Through AVEVA NET, plant operators can track plant performance characteristics and other "vital statistics" which can be made constantly visible on-screen, alongside all other types of information.

The new release also features extensive collaboration and work process management capabilities. These enable AVEVA's customers and partners to develop solutions which integrate and control the processes used to manage information content and flows within their business. These capabilities encompass workflow management, configuration management, impact assessment, management of change, and a range of other features designed to ensure information integrity and optimise business processes.

#### **What is AVEVA NET, who needs it, and what are its benefits?**

AVEVA NET addresses a key concern for Owner Operators, namely the ability to view, manage and actively exploit information from many disparate sources. Owner Operators often use several different technologies to address these needs, but there is typically little or no communication between these technologies. The result: often, critical information simply does not arrive at the right place and is not acted upon, or its impact remains unforeseen.

Derek Middlemas, Executive Vice President Business Strategy at AVEVA, commented: "This high-profile Latin American event is the next stage in our international promotion of the new generation of AVEVA NET technology. Our commitment - particularly to existing customers using our VNET solution - to put intelligent, fully managed collaboration within their reach has been fulfilled in the latest release of AVEVA NET. Across the globe, in a series of previews, showcases and unveilings, we are systematically spreading the message that AVEVA NET adds value to digital information according to each operator's needs."

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### ***Dassault Systèmes Presents PLM 2.0 Vision; Showcases Power of V6 Platform in Special Eco-Design and Sustainability Sessions***

9 September 2008

# CIMdata PLM Industry Summary

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Dassault Systèmes (DS) announced that its ENOVIA Customer Conference Asia Pacific (ECC AP) in Tokyo, Japan will open today with more than 500 of the region's leading executives expected to attend. Over the next two days the event will provide a showcase for customer testimonials, industry best practices, while also featuring special sessions on sustainability and the emergence of the global eco-design trend.

Themed "Collaborate to Innovate" attendees will have the opportunity to hear how some of the world's leading companies, including Mitsubishi, Nikon and Toshiba have leveraged PLM solutions to help them maintain their innovation advantage. In addition, the conference will feature Dassault Systèmes' executives sharing how PLM best business practices are helping customers address challenges and develop new opportunities.

Attendees at ECC Asia Pacific will learn more about "PLM 2.0" and experience Dassault Systèmes' V6 PLM platform through education, training, demonstrations and customer presentations. The V6 platform delivers a single platform for all PLM business processes, available to anybody anywhere, spanning engineering/manufacturing groups, business and end-users. V6 also gives intelligent access to IP, regardless of its data source or location.

"Designed to provide our customers with an opportunity to share experiences and learn more about the latest developments in PLM – particularly around the PLM 2.0 vision and V6 platform, ECC Asia Pacific provides us with an invaluable window into the practical application of our vision, strategy and product road map in the real world," said Joel Lemke, chief executive officer, ENOVIA, Dassault Systèmes. "ECC Asia Pacific represents the culmination of a series of three regional events over the past six months including North America and EMEA."

ECC Asia Pacific highlights include:

- Keynote addresses from the platinum sponsors including IBM, Microsoft and NS Solutions;
- General session customer success stories from companies including TUV Rheinland Group and STX Shipbuilding;
- Six industry-specific tracks featuring customers, such as Toshiba in E&E; Nikon in semiconductor Larsen & Toubro in Power, Process & Petroleum/Shipbuilding; Pacific Brands in apparel;
- In-depth presentations and breakout sessions on the new V6 PLM platform and how it helps customers achieve PLM 2.0.
- Day Two will feature sessions with Dassault Systèmes' key technology leaders focusing on a variety of topics, including four tracks dedicated to IP management, business process collaboration, mid-market solutions, mastering the supply chain and V6 infrastructure and deployment.

For more information on PLM 2.0 and V6, please visit <http://www.3ds.com/V6>.

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## ***Omnify Software to Host Fifth Annual Customer Conference***

8 September 2008

[Omnify Software](#) announced that it is hosting its fifth annual customer conference, Empower '08, September 22 and 23, 2008 at the Doubletree Guest Suites in Boston.

Based on a theme of collaboration and education, the 2008 Conference will include many in-depth,

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informative sessions, including hands-on One-to-One Technical Sessions with Omnify Support Professionals and focused Training Sessions. Two keynote customer presentations from [Texas Instruments](#) and a leading manufacturer of defense technology, will demonstrate how the Omnify Empower PLM solution is used to improve product development by automating business processes and enabling the sharing of key product information among design and manufacturing teams.

“Our primary focus for the 2008 conference is to provide a forum for customers to deepen their product skills, network with fellow users and engage with Omnify staff to enhance their overall Omnify experience,” stated Chuck Cimalore, CTO for Omnify Software. “The annual conference is designed to deliver the most beneficial information to customers and exemplifies our customer-centric company philosophy.”

Each year the Omnify Customer Conference brings together customers, technical staff, and technology and business partners throughout North America.

For more information, visit the 2008 Omnify Software User Conference website at [www.omnifysoft.com/ouc](http://www.omnifysoft.com/ouc)

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## ***Sescoi Partner in Japanese Advanced 5-Axis Machining Seminar***

9 September 2008

60 delegates from several Japanese companies such as Ahresty Die Mold Kumamoto Corporation, Kyushu Ikegami Mold Engineering Co. Ltd. and Hitachi Metals Ltd, attended a collaborative seminar at the Yamazaki Mazak Kyushu Technology Center in Japan, on 8th August 2008.

The purpose of the seminar was to demonstrate the productivity benefits which can be gained by combining some of the latest advances in 5-axis machining technology from MST Corporation, Hitachi Tool Engineering Ltd and [Sescoi](#).

The session was introduced by tool holder manufacturer, the MST Corporation. MST has developed Deta-1, a new concept in slim line, shrink-fit tool holders, capable of accuracies within 5 microns, overcoming many of the difficulties associated with holder collisions, excessive tool length and the inherent weakness of side lock arbours in 5-axis machining.

Hitachi Tool Engineering demonstrated its new Epoch cutters, which utilize a PVD nano technology coating to achieve low friction and hence low cutting forces, longer tool life and better chip evacuation, reducing machining times by half.

Sescoi showed delegates how its WorkNC CAM/CAD software could program parts in 3+2 axis and 5-axis, highlighting the benefits of 5-axis machining, such as the ability to cut more of the part in one setting, achieve improvements in accuracy, and the capability of using shorter and more rigid cutters which will raise the quality of the part. The company was also able to demonstrate how its Auto 5 module could automatically change 3-axis toolpaths into 5-axis, greatly simplifying and speeding up 5-axis programming while ensuring that machine limitations are considered and tool and holder collisions avoided.

To emphasize the benefits of 5-axis machining, Sescoi provided two sets of NC code for the same part. The first was 3-axis and was machined on a Mazak VERTICAL CENTER NEXUS 410A-II, while the second was 5-axis and was machined on a Mazak VARIAXIS 500-5X II. The machining demonstrations

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enabled the delegates to see how the machining center, CAM software, cutting tools and tool holders can be combined to produce major productivity improvements for 5-axis applications.

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## ***The IntelliCAD Technology Consortium Announces IntelliCAD® World Meeting 2008***

10 September 2008

The IntelliCAD Technology Consortium (ITC) (<http://www.intellicad.org/>) announced the fourth IntelliCAD World Meeting, a multi-day conference designed for people interested in IntelliCAD to meet with ITC members, the IntelliCAD development team, and other innovators in the CAD industry.

IntelliCAD World Meeting 2008 will be held October 29 to 31, 2008 in Athens, Greece. The conference focuses on the next generation of the IntelliCAD technology, to be released during Q2 2009. Seminars will demonstrate the capabilities and importance of this new technology, including new components and application programming interfaces to create custom objects in IntelliCAD. These new development tools further enhance the current capabilities of ITC members to create advanced object-oriented vertical solutions for their end-users.

The ITC team has been working for over 3 years refactoring the widely used IntelliCAD engine, an open platform upon which hundreds of engineering applications have been based. The new IntelliCAD will offer greater speed and wider functionality, and is using the Open Design Alliance DWGdirect™ libraries as its internal database, aimed at offering the best alternative to Autodesk® AutoCAD® for developers.

Mark Driscoll, OEM Business Development Manager for Dassault Systèmes SolidWorks Corp., commented that his company "has been a member of the ITC for many years now and we have seen how this technology has advanced over the years. ARX functionality together with native DWG support in a familiar look and feel will definitely turn the "New IntelliCAD" into a more valuable resource for our customers in support of their 2D drawing data. As a software development platform, IntelliCAD provides a robust and feature rich environment in which CAD software developers may build their applications."

When asked about this year's upcoming IntelliCAD World Meeting, ITC Chairman of the Board and co-founder of DP Tech, Cedric Desbordes said, "This meeting is of high interest for our members, and any company interested in the IntelliCAD technology, to discover the great potential of IntelliCAD 7 and learn how they can start now to migrate their ARX, DRX, SDS or ADS applications. More than ever it is time to join the consortium and I encourage potential members to attend this meeting to learn more about IntelliCAD, our members, and our technology partners."

To get more information about this event and to register for the IntelliCAD World Meeting, visit <http://www.intellicad.org/WorldMeeting2008/> or send an e-mail to [worldmeeting2008@intellicad.org](mailto:worldmeeting2008@intellicad.org).

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## Financial News

***ESI Group Sales for the first half of 2008/09 - Organic growth of +10% (at constant exchange rates)***

9 September 2008

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ESI Group announced its consolidated sales for its first half to 31st July 2008.

## Changes in quarterly and half-year sales:

First-half sales totalled 29.3 million euros, up +9.9% at constant exchange rates.

Licence sales for the six months were up +6.7% at constant exchange rates, a similar trend to the two previous quarters.

Services activity continued to record buoyant growth, recording an increase of +19.8% by volume over the first half of 2008/09 compared to the same period of the previous financial year.

The European zone contributed 46% of consolidated half-year sales, versus 42% in the first half of 2007/08. The contributions of the Asian and American zones, penalised by exchange rate effects, were 40% and 14% respectively over the first six months of the year, versus 42% and 16% a year earlier. Europe's fine performance, with sales up +13.3% in euros, was associated with the winning of major new contracts, whilst the Asian and American zones recorded significant growth in volume terms, gaining +8.2% and +10.0% respectively.

## **Key indicators:**

### Negative exchange rate impact

The negative exchange rate evolution, in particular regarding the US dollar and the Korean won, continued to hardly weigh on real terms growth resulting in a -4% negative impact on the Group's consolidated half-year activity.

### Evolution of the product mix

As a consequence of the buoyant growth in Services, the product mix evolved significantly in favour of this activity: Services represented 27.3% of consolidated first-half sales this year, versus 24.6% over the first half of 2007/08.

### Increase in repeat business for Licence activity sales

Repeat business for Licence activity sales represented 81% of all Licence sales by volume, versus 72% for the same period of 2007/08.

The Group's cash position stood at 9.4 million euros at 31st July 2008, following 1.4 million euros worth of share buybacks. The percentage of treasury shares had increased to 7.18% of capital at 31st July 2008.

Alain de Rouvray, ESI Group's Chairman and CEO, concludes: *"The high level of repeat business for Licence sales lays witness to the substantial renewal of licences by our clients, which ensures us good visibility on this activity despite an economic situation that remains turbulent. The continuing and amplified fine performance of Services activity today reflects the gradual change in our model towards increased high added value Services. It confirms our leadership in this domain, with unique know-how and global coverage that meets growing demands by industrial clients to be supported in their understanding and accelerated implementation of multi-domain Simulation Based-Design. This excellent performance of strategic Services is leading to the adoption of new licences and secures the buoyant growth and the strengthening of our software activity."*

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## Implementation Investments

### *ADAM Integrated Industries Sees Swift ROI through Efficient CAM and Nesting Software*

12 September 2008

ADAM Integrated Industries Inc, based in British Columbia, Canada, was formed in 2006 and provides contract manufacturing services using a Trumpf L2503e laser and FastCut Plasma. The plasma was supplied with a CAM system that could generate NC code for both machines, although it was slow to use and proved problematic, so in 2007 they decided to research the market.

Said Colin McMaster, President; “We had a number of problems with the old software. You had to individually nest parts and then point and click as to where each stop and start would be. Also, the automation did not work, with the head jumping all over the table. On large nests it was easy to double cut holes or miss them altogether. In the end we had to double-check each nest by comparing it to the original CAD file.”

They decided to evaluate the market and looked at three systems, one of which was JETCAM. Each company provided comparison nests. Colin added; “Just looking at the nests I could see that JETCAM would meet our needs. Also, as many of our parts are custom it was important that the process from CAD to NC code was fast and JETCAM was the easiest I’d seen by far. When comparing JETCAM with a system I’d used previously it was around 30% faster due to SCAP (single component automatic processing). We can automatically import an entire directory of CAD files and apply profiling information, ready for nesting. I also felt that NestOne, the JETCAM dealer had real confidence in the product and that goes a long way in selling it. They had a real willingness to work with us to put together a package that really met our needs rather than just selling us what they could.”

The system was installed in 2007. A license of JETCAM Expert, along with Free Form High Performance Nesting (FFHPN) was installed. Although two days of training were booked the operator was trained and generating 100% accurate NC code for both machines by the end of the first day, with the second day purely covering ‘what if’ scenarios. Further downstream training was provided by the trained member of staff, with a new staff member proficient in the software within two hours.

Shortly after the software was installed one of the programmers left the company. The previous CAM system required a full time programmer just for nesting, with the whole CAM process taking two staff in total. As JETCAM was now automating the CAD file import, application of cutting technologies on the part and the nesting, Colin took the decision not to replace the dedicated programmer, instead now allowing two design staff to take ownership of the task without impacting on their existing workload.

In addition to the reduction in labor costs the company also saw a considerable improvement in material utilization, often as much as 20%. FFHPN can be configured to run over a preset length of time to allow the software to get the best efficiency. Colin added; “The ability to specify a part as a ‘filler’ part within JETCAM stops us from having to think ‘what can I fill that space with’, which has reduced material waste. The process of quoting on jobs has also been made faster, easier and more accurate. CAD files can be imported and nested in seconds, with runtime estimation and material utilization information quickly available to calculate cost per part information. We’re also using the component order list, which makes it very easy to monitor existing orders and set priorities for nesting.”

Where previously much of the company’s work would be end-to-end manufacturing, covering welding, fabrication and coating, now the business is far more competitive on laser-only contracts. Colin

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concluded; "We expect to see a return on investment on JETCAM within 10-12 months. The efficiencies it provides allow us to compete strongly in markets that previously we would not have been successful."

Benefits achieved:

- Reduction in staff dedicated to programming
- From CAD to NC code is 30% faster than systems previously used
- Material utilization improved by up to 20%
- SCAP used to auto import CAD files, ready for nesting
- 100% accurate NC code every time
- Can import CAD files quickly using SCAP
- MRP orders list provides easy way to set nesting priorities
- Return on investment in under a year
- Can specify 'filler parts' to maximize sheet efficiency
- Both designers can now nest parts
- New staff trained internally in 2 hours
- Local dealer excellent pre and post sales support

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### ***Analog Devices Selects Virage Logic's AEON® Non-Volatile Memory Technology for High-Reliability Applications***

9 September 2008

Virage Logic Corporation announced that Analog Devices, a global company in high-performance semiconductors for signal processing applications, has licensed the company's AEON embedded non-volatile memories (NVM) for use in a broad range of analog and mixed-signal products. The AEON product line, acquired by Virage Logic as part of its recent purchase of the NVM IP business of Seattle-based Impinj, Inc., is part of the company's comprehensive portfolio of embedded NVM solutions.

Manufactured on standard CMOS and high voltage processes and qualified for use in a range of demanding environments, Virage Logic's AEON technology eliminates the costly manufacturing steps normally associated with floating gate memory, while reducing the engineering effort and associated costs of integrating NVM into system-on-chip (SoC) designs. AEON memory features high yield and reliability and is designed to operate over a wide temperature range with a minimum 10-year data retention, making it ideal for demanding automotive applications. AEON memory undergoes a rigorous qualification process including full characterization and reliability testing over extended temperatures and manufacturing process conditions.

"Flexible embedded multi-time programmable (MTP) non-volatile memory is a key functionality benefit for many ADI products," said Mike Britchfield, product line director, precision signal processing, Analog Devices.

"Now, more than ever, Virage Logic provides a full complement of reliable, flexible and highly secure embedded multi-time programmable NVM solutions in a package that is cost-effective and consistently

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high-yielding," said Brani Buric, vice president of marketing at Virage Logic. "We are certainly pleased that Analog Devices has chosen to validate our technology with their commitment to deploying AEON in a variety of high-reliability applications."

Virage Logic's AEON embedded MTP NVM provides full read and program operation at temperatures ranging from -40C to 150C, with 10-year data retention at 150C. The AEON memory system supports 100,000 write-erase cycles over the life of the memory and provides bit counts from eight bits to 8K bits. Designed for high yield and reliability, AEON enables 100-percent electrical testing at wafer sort, eliminating costly field programming failures associated with one-time programmable solutions. Designed to enable considerable manufacturing and operational flexibility, final calibration can be performed at wafer test, post-packaging or in the field. Moreover, identical integrated circuits (ICs) can be calibrated and configured to implement different features at final test immediately prior to shipping.

Virage Logic currently offers more than 700 AEON instances from 250-nanometer (nm) down to 65-nanometer (nm) on standard CMOS, and is in development on TSMC's 180-nm 5V process that includes high-voltage BCD options.

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## ***Autodesk Presents Revit BIM Experience Award to Lissoni Associati Milano***

11 September 2008

Autodesk, Inc. announced that Lissoni Associati Milano (<http://www.lissoniassociati.it/index2.htm>), an Italian award-winning firm based in Milan, has been selected to receive a Revit BIM Experience Award. The studio provides architecture, interior, industrial and graphic design services in addition to art direction and corporate image services. The firm is being honored for its use of building information modeling (BIM) for internal team and client collaboration to develop, study and manage alternative design solutions within a single building model. The award recognizes Lissoni Associati Milano's integration of Revit Architecture software and Autodesk 3ds Max software to create advanced 3D visualizations, including modeling of custom furniture elements.

"Revit Architecture makes it possible for our projects to be divided into discrete portions, which allows our designers to work concurrently on different parts of the project at the same time," said Mitla Morato, architecture department coordinator for Lissoni Associati Milano. "We can immediately see the work of other team members and adjust automatically so our architects can spend more time thinking about designing instead of redoing drawings. We've also found that our client and team reviews are more productive with the photorealistic visualizations we make from the Revit model using 3ds Max."

Renowned architect Piero Lissoni and his partner Nicoletta Canesi founded Studio Lissoni (which later became Lissoni Associati Milano) in 1986 and Graph.x in 1996. With a staff of more than 70 architects, industrial designers and graphic designers, Lissoni Associati Milano's projects range from luxury hotels and residences to custom furniture, kitchen and bathroom systems and accessories, as well as lighting design, corporate identity, signage and packaging. Systema S.r.l. (<http://www.systemasrl.it/>) of Milan, Italy provided Lissoni Associati Milano with Revit Architecture software training and implementation support.

Lissoni Associati Milano has demonstrated exemplary use of the BIM process on a number of projects including the interior redesign of an historic Italian palazzo on Lake Garda, and the Brillia Tower Grand-Suite in Nagoya, Japan. The Revit model for the palazzo, which will become a four-star hotel, simplified the process for the demolition and replacement of interior walls and the generation of a large

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set of construction documents. For the new 29- story Brillia Tower Grand-Suite project, the firm used Revit Architecture to produce a concept design and meet a demanding construction schedule. The Revit model was used in conjunction with Autodesk 3ds Max to create photorealistic visualizations of the residential structure for client and design team reviews.

The Revit BIM Experience Award celebrates building industry professionals and educators around the world who are helping to transform the building industry through building information modeling. Autodesk honors firms with this award for innovation and excellence in implementing the Revit platform (including Revit Architecture, Revit Structure and Revit MEP software applications) for building information modeling on one or more projects. Details of winning projects are available at Revit BIM Experience Award site (<http://usa.autodesk.com/adsk/servlet/index?siteID=123112&id=9970998>).

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## ***Autodesk Presents Revit BIM Experience Award to SENER Engineering and Technology Group***

11 September 2008

Autodesk, Inc. announced that SENER, an engineering and technology group based in Bilbao, Spain, has been selected to receive a Revit BIM Experience Award (<http://www.autodesk.com/pr-bimexperienceaward>). The firm is being honored for its advanced use of the Revit software platform for building information modeling (BIM) in conjunction with other BIM solutions including AutoCAD Civil 3D software (<http://www.autodesk.com/pr-civil3d>) and Autodesk Inventor (<http://www.autodesk.com/pr-inventor>) software. The award also recognizes SENER's integrated use of Revit Structure (<http://www.autodesk.com/pr-revitstructure>) software with Autodesk's recently acquired ROBOT Millennium (<http://www.robobat.com/n/en/262>) software for structural analysis, as well as the use of Autodesk 3ds Max (<http://www.autodesk.com/pr-3dsmax>) for visualizations.

"BIM is greatly improving collaboration between the different disciplines involved in our building and infrastructure projects," said Ramon Jesus Gonzalez-Marquez, manager of architecture for SENER. "With a model that's always up-to-date and consistent we catch interferences and errors early in the design process. We've also found that using the Revit and Civil 3D for BIM gives us a competitive advantage."

SENER is an international engineering and technology group founded in Bilbao, Spain in 1956. The firm has 12 offices worldwide, including Spain, Poland, Argentina, Mexico, Portugal, Japan and, most recently, the United States, Algeria and United Arab Emirates (UAE). With a workforce of more than 4,500 professionals, SENER provides engineering and consultancy services for a broad range of industries including space, aeronautics and vehicles, power and process, actuation and control systems, marine, and civil engineering and architecture. SENER has also been awarded with the Premio Principe Felipe a la Innovacion Tecnologica, the most prestigious prize given by the Spanish Ministry of Industry, in recognition for its innovative activities in all the fields where the company is involved. Demo Arquitectura (Madrid, Spain) provided Revit software platform training and implementation support.

SENER has demonstrated exemplary use of the BIM process on a number of projects including the La Segrera Train Station in Barcelona, Spain and the new soccer stadium for the city of Krakow, Poland, awarded to the Spanish consortium formed by Estudio Lamela and SENER. To preserve views of Krakow's city skyline for fans attending daytime events the SENER team first used Revit Architecture

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(<http://www.autodesk.com/pr-revitarchitecture>) to create a 3D model of the stadium and then employed Autodesk Inventor (<http://www.autodesk.com/pr-inventor>) to design a retractable lighting system. AutoCAD Civil 3D (<http://www.autodesk.com/pr-civil3d>) was used to model the existing site topography and to calculate the amount of excess earth that will have to be hauled offsite during the demolition of the current stadium. To effectively communicate the stadium's design for client and team reviews, Autodesk 3ds Max (<http://www.autodesk.com/pr-3dsmax>) was used to create photorealistic renderings of the model. When faced with a fast-track schedule to complete the new 300,000 square meters La Segrera Train Station by 2012, the SENER team used Revit Structure (<http://www.autodesk.com/pr-revitstructure>) in combination with ROBOT Millennium (<http://www.robotat.com/n/en/262>) analysis software to eliminate redundant modeling for design and structural analysis.

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## ***Catalog Data Solutions Selected by Charlotte Pipe for Online Catalog and AutoCAD MEP CAD Downloads***

10 September 2008

Catalog Data Solutions ([CDS](#)) announced that [Charlotte Pipe and Foundry](#) has selected its Online Catalog and CAD Download solution to present and download AutoCAD MEP CAD models online. Charlotte Pipe and Foundry is the nation's leading maker of cast iron and plastic pipe and fittings.

“Adding a digitally searchable catalog and CAD Downloads to our web site will save our customers time in drawing and specifying pipe fittings,” said Brad Muller, [Vice President, Marketing, Charlotte Pipe and Foundry. “As a result we expect to see an increase in the number of online sales leads and RFQs.”

“We are delighted to have been selected by Charlotte Pipe for our leading online CAD model download and digital Catalog solution”, said John Major, CEO Catalog Data Solutions, “online 3D models are an important sales and marketing tool for all industrial suppliers and distributors. With many customers moving from 2D to 3D CAD systems providing online 3D CAD model downloads often ‘locks’ products into a design so suppliers later benefit from the sales success of that design. Conversely suppliers without 3D models on their website are at risk of losing customers to their competition who do offer 3D models”.

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## ***Clean Energy Companies Rely on Arena PLM to Help Accelerate Product Development***

10 September 2008

[Arena Solutions](#) announced that its Arena PLM software is helping clean energy companies accelerate product development to meet the surge of demand created by the rush to move away from fossil fuels and adopt clean energy.

Arena Solutions’ wind, solar, and geothermal customers, such as Nordic Windpower Ltd., Sunlink Corporation, and Free Source Energies LLC, as well as others involved with the transportation and storage and conversion industries, are staying ahead of their competition—even as new, well-funded companies pour into the market—in part by using Arena PLM to keep current products on schedule and speed new product introductions. Arena PLM also helps them increase accuracy and reduce

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development costs by virtually eliminating potentially expensive errors that eat away profit margins and threaten success.

The challenge made by former Vice President Al Gore this summer, to abandon electricity generated by fossil fuels within a decade and rely on the sun, wind, and other environmentally friendly sources of power, puts pressure on alternative energy businesses to deliver at much higher levels. To make this increase in production possible, clean energy companies must employ the right mix of technology—one that includes PLM software—to ramp up product development and run their businesses.

Nordic Windpower Ltd. implemented Arena PLM to accelerate the domestic and international rollout of its advanced wind turbines. The software has been instrumental in helping the company hit product launch goals, ensure product data integrity, and collaborate with worldwide contract manufacturing partners.

“We’re trying to make clean, sustainable wind power a more viable alternative by reducing its cost. Using Arena PLM, we can do it faster. Arena PLM streamlines processes and eliminates costly mistakes before they occur. We pass these lower costs onto our customers and ultimately will be able to expand production, distribution and global use of this renewable energy source,” said Greg Mead, vice president of manufacturing and operations at Nordic Windpower.

“We’re proud that Arena PLM is the product development backbone for so many clean energy companies working to decrease the world’s dependence on fossil fuels,” said Craig Livingston, chief executive officer of Arena Solutions. “The urgency for companies in this space is very real. With Arena PLM, instead of spending time and resources on expensive hardware and IT maintenance, clean energy companies can focus on speeding innovative, high-quality products to market ahead of their competition.”

SunLink Corporation, a leading provider of highly engineered, aerodynamically designed solar electric mounting systems for the commercial market, chose Arena PLM to shorten new product introduction (NPI) times, collaborate more effectively with its supply chain partners, and better manage product revisions. Having Arena PLM for support in managing its design through manufacturing processes has allowed SunLink to devote greater focus to boosting its competitive position and scaling to serve an industry poised to triple in three years.

“Arena PLM is helping us accelerate our time to market and improve our NPI project execution. The software also ensures our entire supply chain has the revision information they need to build products on time and budget,” said Ranjan Prasad, director of operations and supply chain management of SunLink.

Every new product design means exponentially more documents to be managed across the extended enterprise and throughout the product’s lifecycle. Traditionally small- to medium-sized businesses have managed this information with disparate applications, such as Microsoft Excel and QuickBooks. Highly ineffective, companies often pay for it with mistakes that could have been prevented and delays in getting to market—things that clean energy companies can’t afford to do. Arena PLM provides a cost-effective way to replace this ad hoc collection of software with a single product record that’s centralized across the extended enterprise and connects employees, partners, and suppliers to engage in real time around engineering change, compliance, testing, and other design and manufacturing processes.

“To begin using the robust functionality of Arena PLM, we didn’t have to make any big investments—no significant increases in headcount or operating costs. We pay as we go and get automatic software upgrades included in the price. It doesn’t get more affordable—or valuable—than that,” said Laura Matykiewicz of Free Source Energies, LLC, a developer of direct exchange geothermal units. Free

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Source Energies selected Arena PLM not only to replace its disparate systems, but for the centralized product record, ease of use, low cost of ownership, and ability to scale with company growth.

A web-native, on-demand (SaaS) application, Arena PLM offers significant advantages related to connectivity, cost savings, security and ease of implementation and use. Unlike traditional software, there are no behind-the-firewall access rights to configure and manage each time a user is added or removed. The scalability of Arena PLM means that companies can plan for growth—but can reap benefits immediately by investing only the time and resources to support what they need at that time. In addition, with all infrastructure and data securely hosted by Arena, customers need little to no overhead to support Arena PLM, even across multiple locations.

“The fact Arena PLM is Internet-based is very significant: We can access it from anywhere, include partners and vendors in the process and enjoy the benefits of PLM while keeping our IT and hardware costs low. In Arena PLM, we’ve found a scalable PLM application that will fully support us as we continue to grow,” said Matykiewicz.

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## ***Creative Design Studios Rolls-Out RLM’s FashionManager™ On-Demand Software Solution***

21 August 2008

RLM Apparel Software Systems Inc. (<http://www.ronlynn.com>) announced that Creative Design Studios (CDS) is rolling-out the FashionManager™ all-in-one business software solution across design, merchandising, development, sourcing, and production teams at its new Manhattan headquarters. The apparel firm is currently implementing RLM’s FM On-Demand system, which is hosted on a remote application server and delivered to CDS teams through a secure internet connection. The company expects to grow its user count to more than 60 employees and numerous global trading partners by the end of next year.

“To build a world-class operation in today’s fast-paced fashion industry, we knew we would need a comprehensive system”, stated Lee Goldenberg, CDS SVP of Operations and CIO. “RLM’s deep functionality, continued long-term success, and innovative on-demand platform made them our obvious choice. The fact that we have implemented a complete order-to-cash system across three separate divisions in less than 90 days validates this decision.”

New York-based Creative Design Studios (CDS) was formed by NRDC Equity Partners in October 2007 with a mission to develop and manufacture designer-driven brands for Lord and Taylor and other regional department stores and to invest in great American design talent. CDS is the parent company of Peter Som, and brands designed by Charles Nolan, Jeff Mahshie and Joseph Abboud. CDS is part of The Hudson’s Bay Trading Company (HBTC), which also comprises Hudson’s Bay Company, Lord & Taylor, and Fortunoff’s.

Mr. Goldenberg, a 30-year fashion industry veteran, noted that “the predominant factor in selecting RLM was the hosted solution option. This allowed us to get started very simply and easily, with no major financial risk or hardware investment. We have accomplished in 90 days what would take 9 months with most ERP or enterprise systems. We are already creating styles, cost sheets, product catalogs, receiving EDI orders, and issuing production purchase orders in our system. Our people are already benefiting from the system and loving it.”

“Having implemented earlier RLM client-server solutions at other companies, I was pleased to learn that

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they left nothing out when creating the software-as-a-service version. Not only does it have all of the super-mature functionality that they are known for, it has a more consistent and user-friendly interface that makes our teams more productive. Once you learn how to do one thing, you basically know how to navigate and control the whole system. It is so logical and intuitive that our talented staff learned to enter production orders in just 15 minutes.”

CDS is now working to implement the system’s PLM (product lifecycle management) tools with its men’s design team. This will help the company gain greater visibility and control over the concept, colors, materials, and sampling processes. It will also set up a vendor portal that will enable it to collaborate on vendor RFQ’s and bids for its production programs. Looking forward, the company plans to roll-out the solution to its foreign buying offices as well as other divisions and business.

According to Goldenberg, “RLM’s hosted solution eliminates the barriers of traditional enterprise software. It takes away the concerns over server and database platforms, runs equally well on PC’s and Macs, and allows us to connect across the globe. Many fashion companies can benefit from this as they will no longer be held captive by their prior technology investments. Software-as-a-service is not the future; it is the present.”

“We are pleased to have the opportunity to support the growth of CDS”, stated Andy Lynn, vice president of business development at RLM. “We designed FM On-Demand specifically to enable companies like CDS to benefit from our comprehensive solution without the complexity, time, and risks associated with traditional ERP, PLM, and SCM systems.”

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## ***Delcam Software Powers Growth for Toolmaker***

11 September 2008

A combination of Delcam software has powered growth at toolmaker and precision machinist Eccles Tooling Systems in a number of ways. The most obvious growth is in the size of the machine tools at the company, which has recently added an 8m x 3m x 1.3m Correa five-axis mill and a 3m seven-axis Faro arm to its large range of equipment. The company, which has been based in Halesowen, in the UK’s West Midlands, for over 60 years, has also increased the range of industries that it supplies with tooling, prototypes and machined components to include the aerospace, automotive, defence, marine, medical, motorsport and rail industries.

“Seven or eight years ago, around 95% of our work was for the automotive industry,” remembered Managing Director, Bob Morton. “We were undertaking projects for most of the leading manufacturers, including BMW, Ford, Honda, Jaguar, Land Rover, Mercedes, Renault, and Toyota. Even so, we knew we had to expand into other areas. We had always done a small amount of work in the aerospace industry so we have focussed on growing that business. We are also winning projects in the marine and rail sectors.”

The latest changes continue the expansion that the company has experienced since the introduction of its first CNC machine in 1996. This addition, together with the use of Delcam software, provided the improved productivity and shortened delivery times that were needed to make the company more competitive. As a result, Eccles was able to increase dramatically the number of projects it was winning. Additional staff, more equipment and larger premises followed, as part of a long-term investment plan to take the business from strength to strength.

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The ways in which the Delcam software is used has also changed. “Like most companies, we started with a dedicated CAD/CAM office to carry out both the design work and the programming of the machines,” said Mr. Morton. “However, as we became more confident with the software, we transferred most of the programming onto the shop floor. PowerMILL is so reliable that the operators don’t need to spend so much time monitoring the machines. While one job is running, they usually have time to program the next project.”

The reliability of the software has also allowed Eccles to do much more “round-the-clock” machining. “We can run projects overnight or even over a weekend with minimal supervision,” claimed Mr. Morton. “Many of the larger parts still need to be produced to fine tolerances. This means longer machining times but there is still the same pressure for fast delivery. 24-hour shift machining is essential with the tight deadlines that we now face.”

Of course, the eight-large capacity Correa CNC machines at Eccles help the company to win larger projects. However, they also increase productivity as the bed sizes range from 2,000mm to 8,000mm, which allows a number of parts to be machined in one operation. “The flexibility of the Delcam software is just as important for this multi-part machining,” said Mr. Morton. “For example, if we need to make a left-hand and right-hand version of a design, we can program one part and then quickly edit the PowerMILL project to produce the mirrored component. Also, we don’t have to complete one piece and then machine the next one. We can integrate the toolpaths for several parts into one session and so minimise the number of tool changes.”

Another big change where the Delcam software proved essential was the introduction of five-axis machining. “With five-axis machining, we can cut our larger parts with shorter cutters that give greater accuracy and allow faster machining,” explained Mr. Morton. “Many of the aerospace projects we are now winning would not be practical without five-axis machining because of the number of set-ups that would be needed on a three-axis machine. PowerMILL has all the strategies we need to get the maximum productivity from our machines.”

“In the twelve years that we have been using CNC machines, we have watched Delcam grow and seen the software become faster and more powerful,” concluded Mr. Morton. “We expect our partnership to strengthen further as we continue our expansion.”

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### ***G.D Expands Utilization Of PTC® Product Development System to Drive Innovation Efficiency, Reduce Costs and Improve Collaboration with Third Parties***

8 September 2008

PTC announced that G.D has selected PTC® PLM solutions to manage its core product development cycle. G.D, a world leader in the design and manufacturing of automatic packaging machinery, started working with PTC 15 years ago, when Pro/ENGINEER® was introduced. Recently, G.D decided to deploy Windchill®, to replace their existing PLM system in all their Pro/ENGINEER-related applications. The decision to use Windchill was made after a careful evaluation of PTC's enterprise PLM capabilities and the results of a pilot project carried out together with PTC. In particular, Windchill proved to be extremely efficient in managing very complex Pro/ENGINEER data and would help G.D optimize their detailed design activities, expand their digital design capabilities, and continue to improve their overall product development process.

For the past 15 years, the Engineering Department of G.D has been using Pro/ENGINEER high

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performance capabilities for its top down development process. Windchill was selected for its capability to reliably manage very large Pro/ENGINEER assembly models (tens of thousands components), to remarkably expand their visibility within and outside the organization, through secure shared access, and to ensure full continued compatibility with Pro/ENGINEER complex evolving functionalities.

The core expertise of G.D is its research & development strategy for efficient cigarette making and packing lines. Innovation, design creativity and large investments in the development of new solutions (more than 10% of its annual revenues) have been the company's recipe for revolutionary products. G.D realized that PTC's integral product development system would help them accelerate the Design process and make it more efficient. Key elements of successful design for G.D include turning more ideas into feasible digital products, reuse of designs, implementing concurrent engineering, and collaborating with third-parties. As a result, the entire product development cycle becomes smoother and leaner, i.e. more efficient, with a shorter development time. The innovations introduced by G.D have also been based on its capacity to work as a partner with customers, to understand their needs, to develop new solutions, to plan and reach together future targets. PTC's Product Development System offers G.D the ideal platform to implement this strategy and achieve its business objectives.

“Our industry is changing rapidly, and our ability to provide a wider range of innovative, flexible, top-performing packaging solutions, in conjunction with more value-added services, is critical. We need to respond by streamlining our development process, expanding our lean manufacturing practices, and injecting more digital contents to reduce costs and time while increasing our final design quality. PTC is not only able to provide us with the best-in-class product development system to meet these requests, but has also proven to be a first-class service partner for supporting us along this journey, based on a clear deployment roadmap,” said Francesco Nicastro, CIO of G.D. “The fast roll-out of an integral Product Development System will substantially support our organic growth and allow us to achieve our objectives.”

“The automated machinery industry is under significant competitive pressure to reduce cycle times and costs by sharing and reusing more mechanical and software data on a global scale,” said Josh Fredberg, VP of product and market strategy, [PTC](#). “This requires a Web-based PLM infrastructure which can be easily rolled out on a global scale, but it also requires a deep knowledge about the product development process. G.D's decision to strengthen its partnership with PTC demonstrates that we are providing leading technology combined with the services expertise to help our customers realize important short-term and long-term business achievements.”

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## ***Leading Global Foods Manufacturer Utilizes SAP NetWeaver® Master Data Management to Increase Efficiencies and Provide Unified Data Foundation for SAP® ERP Roll-Out***

9 September 2008

SAP AG announced that Kraft Foods has adopted the SAP NetWeaver® technology platform as the backbone of its information and business transformation strategy. Kraft has deployed SAP NetWeaver® Master Data Management (SAP NetWeaver MDM) to integrate and consolidate data both from SAP and non-SAP legacy systems, enabling increased efficiency, more effective reporting and streamlined compliance. In less than nine months, Kraft's SAP NetWeaver MDM project rolled out data repositories focused on customer, product, vendor and materials data, to lay a foundation of comprehensive, real-time data as the company embarked upon a North American rollout of SAP's flagship enterprise

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resource planning product, SAP® ERP. The announcement was made at SAP® TechEd 2008, being held in Las Vegas, Nevada, Sept. 8-12.

"Unified master data is a critical component in Kraft's global business transformation effort," said Mark Johnson, senior director, Operations & Business Services at Kraft Foods, Inc. "Investing in technological innovations such as SAP NetWeaver MDM provides key decision-makers with reliable real-time access to master data from SAP and non-SAP solutions - transcending organizational, geographic and systems boundaries. Our teams are now able to make more effective decisions, improve collaboration with suppliers and trading partners, and more easily comply with reporting requirements. By establishing an effective master data management process, we will gain a broader view of our company's data, streamline our SAP ERP deployment and accelerate the time to value for the new system."

Consumer products companies, particularly food companies such as Kraft, are challenged to track, update and report on data regarding thousands of finished goods including sources of ingredients for food items. In order to best comply with reporting regulations and increase efficiencies in business processes such as order-to-cash, Kraft needed to standardize data to arrive at a "single source of truth," eliminating redundancies and data discrepancies. As part of this process, Kraft established a global data governance model that will help improve data integrity.

As Kraft continues an overall IT transformation to position the company for continued leadership, the use of standardized master data will enable Kraft to develop more accurate insights into customer needs and help employees make better business decisions quickly. The company is utilizing SAP NetWeaver® Process Integration as the integration layer for moving foundational data into the SAP ERP application. Kraft is also implementing universal data feeds out of MDM as part of its service-oriented architecture, which allows SAP and non-SAP systems to get the data they need without building multiple interfaces.

This strategy allows Kraft to have a single source of master data, reducing the number of disparate data sources, creating consistent definitions and providing opportunities to harmonize wherever possible. Access to quality master data is key to the success of the overall business transformation as Kraft implements its SAP ERP solution.

SAP NetWeaver MDM provides harmonized, consistent reference information to applications across the enterprise, enabling companies to store and consolidate master data from heterogeneous systems in multiple locations. The product is an integral part of SAP solutions that support customers' enterprise information management strategies. It is complemented by Business Objects information management products including BusinessObjects™ Data Integrator, BusinessObjects Data Quality Management and BusinessObjects Data Services.

"For companies that are making the SAP NetWeaver technology platform the centerpiece of their service-oriented architecture, an enterprise information management strategy is a critical first step," said Klaus Kreplin, corporate officer and member of the Executive Council, head of SAP NetWeaver Technology, SAP AG. "SAP NetWeaver master data management capabilities enable industry-leading companies such as Kraft Foods to consolidate and better oversee complex product, sales and vendor information. Companies embarking on their business network transformation initiatives need a single, trusted version of the truth as the basis for improving core business. The SAP NetWeaver technology platform can help companies achieve that goal."

## **SAP® TechEd 2008 in Las Vegas, Berlin, Shanghai and Bangalore**

More than 16,000 SAP customers, partners and technical experts are convening at SAP® TechEd 2008

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to learn how to transform existing business processes and IT landscapes and take advantage of the power and flexibility of service-oriented architecture. Celebrating its 12th anniversary, SAP's largest ecosystem education event of the year offers more than 1,000 hours of lecture-driven and hands-on sessions. SAP TechEd 2008 is being held in Las Vegas on September 8-12, Berlin on October 14-16, Shanghai on November 5-6 and Bangalore on November 12-14. For more information, please visit

<http://www.saptech.com>.

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## ***Major Defense Aerospace Manufacturer Adopts Lattice Technology XVL Products Company's New VisPM Initiative to use XVL***

10 September 2008

Lattice Technology announced that Lockheed Martin has adopted XVL into its new Visual Product Model (VisPM) initiative.

Lattice Technology provides software for the creation and management of usable, intelligent 3D content throughout the manufacturing enterprise. The compression of Lattice Technology's XVL format allows even the largest and most complex assemblies to be used throughout the manufacturing lifecycle. Lattice Technology's digital manufacturing applications directly use XVL data for manufacturers to perform Design Review, Digital Assembly, Manufacturing Process Instructions and Simulation, Technical Illustration, Customer Service, Marketing, Sales, Quality Control, Product Development and Supply Chain instructions.

Lockheed Martin sought out Lattice Technology's XVL solutions in order to provide a lightweight, 3D platform for integration with its VisPM initiative.

"As part of our efforts in this initiative, we had a mission to locate technology that will enable the seamless sharing of 3D data in an easily viewable format," said Marc O'Brien, Lockheed Martin. "With a growing portfolio of 3D data, accessibility to that data has become a priority. Lattice's lightweight solutions make these valuable assets available throughout the entire organization."

Bill Barnes, General Manager, Lattice Technology said, "We provide manufacturers with total ease-of-use for 3D data. The biggest challenge with sharing and using 3D data is that the wide range of proprietary CAD formats can be overwhelming. Lattice Technology's XVL format brings that data accurately into a single, easily managed, lightweight format, and that data can then be applied in many different ways – viewing, animations, in spreadsheets, on the web, in Office documents and more – via our XVL applications."

To view demonstrations of Lattice Technology's applications, please visit

[http://www.lattice3d.com/solutions\\_view\\_3d\\_software.html](http://www.lattice3d.com/solutions_view_3d_software.html)

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## ***New Case Study Highlights TEPCO Project Completed in 50% Less Time Using CADWorx fieldPipe***

8 September 2008

[COADE](#) announced the publication of a new Case History from [TEPCO](#) on the installation of a chilled water extension to accommodate a 26-floor medical facility at the Texas Medical Center (TMC) near

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downtown Houston. This challenging project required hot-tapping into the municipal 48-inch supply and return lines, working in a maze of existing infrastructure and underground utilities, all without disrupting operations of major hospitals, universities and research institutions in the TMC complex.

For this challenging project, TEPSCO elected to use CADWorx fieldPipe, which allowed them to capture site information using the laser accuracy of the Leica Geosystems Total Station to produce accurate and complete piping drawings without the operator leaving the site. The result was an estimated 50% reduction in the time that would have been required without CADWorx fieldPipe. "Using this tool really cut down the man-hours and time, saving all parties unnecessary expenses," explained Homero Garcia, the program manager for TEPSCO's District Energy Group, who was overseeing the project. This and other Case History articles can be found at [www.coade.com](http://www.coade.com).

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### ***Performance Apparel & Footwear Leader Pearl Izumi Implements Yunique Solutions PLM***

7 September 2008

Yunique Solutions Inc. (<http://www.yunique.com>) announced that Pearl Izumi USA Inc., developer and marketer of the world's foremost line of technical performing and quality manufactured apparel for serious cyclists and runners, is currently implementing its plmOn™ product lifecycle management (PLM) software solution in its Louisville, Colorado (USA) headquarters. The company plans to go-live on the web-based software this fall, which it will utilize throughout its apparel and footwear product development, merchandising, and operations departments. The company will also utilize Yunique's srmOn™ supplier relationship management (SRM) to integrate its trading partners into the system.

"As our product lines expanded to meet growing global demand, the need for a PLM solution became obvious", noted Tiffany Howell, Senior Development Manager for Apparel at Pearl Izumi. "The extreme level of detail and processes required to manage technical performance products grew beyond the practical limits of the spreadsheet and email tools that we relied on in the past. We can already see how Yunique Solutions will simplify our work and enable our teams to make more informed decisions and be more creative."

"Although our teams were already highly productive, we will have much greater control and visibility with plmOn", continued Ms. Howell. "We selected Yunique because they demonstrated more out-of-the-box capabilities and a greater understanding of our diverse business needs. Our teams liked the user-friendly plmOn interface, and our management liked the web-based platform that will allow us to access to all the latest information with our laptops from anywhere in the world."

Pearl Izumi USA (<http://www.pearlizumi.com>) is a world leader in technical cycling, running and active outdoor wear for men and women from outerwear to shoes, shorts, tights, tops, jerseys and accessories. It is a subsidiary of Shimano American Corporation, the U.S.-based subsidiary of Shimano, Inc., a multi-national manufacturer of bicycle components and fishing tackle. Shimano acquired Pearl Izumi USA from Nautilus Inc. in 2008.

"We are pleased to have the opportunity to work with such a successful company and fine organization as Pearl Izumi", added Yunique Vice President Lenny Weiss. "We believe that plmOn will enable them to take their passion for product and efficiency to new heights."

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## *Sequence, Faraday, NemoChips Team To Slash Over 50% Of Total Power From Advanced Mobile Processor*

10 September 2008

Pairing Sequence Design's PowerTheater, and the low-power design expertise of NemoChips and [Faraday Technology Corporation](#), led to a 52 percent reduction in total power for an advanced mobile processor design.

[NemoChips](#) recently taped out its next-generation processor, designed jointly with Faraday's SoCompiler Design Services, that ushers in a new era in mobile computing with ultra-high performance for streaming HD video, and power usage as much as 10X less than its closest competitor. NemoChips is an emerging leader in low-power multimedia platform ICs.

NemoChips designers scored their biggest power savings early in the design cycle thanks to PowerTheater's prowess in RTL power analysis and power prototyping where Sequence estimates as much as 80 percent of total power savings can be realized.

"By leveraging the best design talent, methodologies, and tools we have achieved this significant low-power design milestone," said NemoChips President Dr. Lifeng Zhao. "Our customers are building portable technologies with unprecedented features and battery life, and look to us to provide them with the right silicon to meet market requirements."

"The Faraday PowerSmart™ design flow speeds the development of low-power technologies using industry-standard flows along with best-in-class tools such as PowerTheater," according to Joseph Hong, General Manager for the U.S., Faraday Technology. "This combination gives our design center customers consistently superior results and fast time to market."

"High performance and low power are expected by today's consumer," said Sequence President and CEO Vic Kulkarni. "It is amazing to see how far we can continue to push the envelope to meet these demands, and what can be accomplished when the skills and talents of multiple companies like Sequence, Faraday, and NemoChips come together."

### About PowerTheater/PowerTheater-Explorer

PowerTheater is a RTL power analysis and power prototyping solution with the singular ability to accurately analyze power at RTL and support power management techniques such as voltage islands, mixed voltage threshold, power gating, and clock gating. PowerTheater recently added support for the Si2 CPF standard along with the following new features:

- Control all aspects of running PowerTheater through a single Tcl-based command file.
- Identify high-power windows utilizing comprehensive simulations from hardware accelerators.
- Compute full-chip, gate-level power efficiently using RTL simulations.
- Prevent voltage-drop related test and functional failures by automatically identifying critical vectors from multiple simulations.

PowerTheater-Explorer is a capability that adds power visualization and debugs features for fast, interactive RTL power analysis. A new SmartSource Viewer allows designers to determine hot spots in the design, to visualize, debug and interactively analyze a design's power consumption. The hierarchical RTL power tree display shows hot spots that can be cross-probed to schematics, showing connectivity and indicating how activity is moving through the design and how instances impact one another. These

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results can be displayed and analyzed at RTL, gate, or mixed levels of abstraction. SmartSource also provides a dedicated view of the clock tree for fast analysis and tracing of clock nets in the design. For more information, visit: [www.sequencedesign.com/solutions/powertheater.php](http://www.sequencedesign.com/solutions/powertheater.php).

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## ***SolidWorks 3D CAD Software Helps Enable Launch of SideEyes, a Potentially Life-Saving Infrared Alert System***

8 September 2008

Tens of thousands of Americans die every year in auto crashes. Novitá Technologies of Hendersonville, Tenn., has released a potentially life-saving solution to chip away at the problem.

Called SideEyes®, the electronic blind spot alerting system was developed with 3D CAD software from [Dassault Systèmes](#) SolidWorks Corp. (DS [SolidWorks](#)). Launched in August for the Chrysler® Town & Country and Dodge® Caravan, SideEyes effectively eliminates the blind spot behind the driver on both sides of the car. When a car or motorcycle enters the 3-meter-by-7-meter danger zone, an LED indicator on the mirror bezel glows bright orange.

“The technology development began in the mid 80’s, but we needed a tool like SolidWorks® to reduce the size of the componentry so it would fit unobtrusively on a car mirror,” said Novitá mechanical design engineer Chad Ice. “We’ve achieved that with SolidWorks and did so rather quickly thanks to its parametric capabilities, interference detection, measurement/mass properties tools, and integration with our electronic design automation (EDA) software. If we hadn’t standardized on SolidWorks, SideEyes would likely be languishing on the drawing board.”

SideEyes uses infrared technology to sense vehicles, including motorcycles, on both sides of a car. It is a dealer-installed option planned for all major makes and models and distribution through auto parts retailers. Novitá Technologies used SolidWorks software to model the infrared light emitters, sensors, and electronics so that SideEyes never requires alignment.

“We’ve all found ourselves in the wrong place at the wrong time on the road, and it’s a constant concern for most responsible drivers,” said Efrat Ravid, Director of Marketing Alliances for DS SolidWorks Corp. “Through SideEyes, Novitá Technologies is tackling one major category of road hazard and, it stands to reason, potentially saving the lives of many loved ones.”

### **A Cure for Dangerous Blind Spots –**

Novitá Technologies relies on authorized SolidWorks reseller [ModernTech Mechanical](#) for ongoing software training, implementation, and support.

Novitá, based in Hendersonville, Tenn., manufactures and supplies Tridon® flashers that cover 90 percent of the automotive aftermarket and the most effective side object detection system in the original equipment market today. For more information, visit [http://www.novitatech.com/prod\\_sideeyes.html](http://www.novitatech.com/prod_sideeyes.html).

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## ***Synopsys HSPICE Simulator Delivers 6X Faster Throughput for Intrinsicity's 45-nm Technology Development***

10 September 2008

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[Synopsys, Inc.](#) announced that Intrinsicity Inc., a design technology company which develops embedded IP cores for high speed and low power applications, has adopted Synopsys' HSPICE® circuit simulator for design and verification of their 45-nanometer (nm) FastCore® embedded IP cores based on Fast14® technology. HSPICE delivered 6X throughput performance improvement over competing simulators.

"HSPICE has a long-standing reputation for providing golden accuracy for silicon device models and integrated circuit simulation. With HSPICE, Intrinsicity continues to deliver groundbreaking high-speed, low-power embedded core designs for the semiconductor industry," said Michael Gehl, vice president of Product Development and Marketing for Intrinsicity. "In addition, HSPICE simulated our 45-nanometer circuits more than six times faster than other commercial circuit simulators. We are confident that HSPICE will continue to meet our needs for fast, high-accuracy simulation for 45-nanometer and below designs."

The newest version of the HSPICE simulator delivers improvements in the symbolic DC operating point convergence algorithm, transient time-step control, netlist parsing, model performance and multi-threading. These enhancements accelerate overall simulation throughput on single-core and multi-core computers. HSPICE's fast transient (time-based) analysis technique, combined with its high-accuracy 40- and 45-nm device models, successfully improved the quality and efficiency of Intrinsicity's design process. By running HSPICE for power and current simulations, Intrinsicity was able to quickly optimize the size of the circuit's 45-nm gates and attain the optimal power consumption versus switching speed trade-off on their Fast14 and FastCore designs.

"HSPICE is widely accepted as the industry's most trusted circuit simulator with golden accuracy. Synopsys has made significant investments to support advanced process technology nodes," said Graham Etchells, director of marketing for the Analog/Mixed-Signal Group at Synopsys. "Recent advancements in HSPICE performance and device modeling have enabled Intrinsicity to attain silicon-accurate power and current measurements at 45 nanometers while greatly reducing verification time for their leading-edge designs."

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### ***TUV Rheinland Leverages Dassault Systèmes V6 PLM Solution to Launch Compliance Platform***

9 September 2008

Dassault Systèmes ([DS](#)) announced that TUV Rheinland Group has selected its ENOVIA V6 PLM solutions to launch the TUV Compliance Platform, an integrated compliance portal for customers. Based on a "Design for Compliance" concept, the portal provides TUV's customers with the opportunity to reduce costs and minimize time to market by evaluating material and regulatory compliance early in the product development lifecycle – an approach that can also be extended throughout the entire value chain for suppliers as well as OEMs.

By leveraging ENOVIA Materials Compliance Central, TUV's new portal will provide customers with a "one stop shop" offering a variety of best practices, including the ability to collect, integrate, analyze and report a product's environmental compliance throughout its development. As a result, designers will be able to use the portal to determine if components meet specific compliance standards and substance thresholds, and suppliers can be incorporated into the evaluation process to ensure that the component library contains the most current materials composition and RoHS certifications. In addition, TUV will deploy ENOVIA's Engineering Central and Library Central to improve cross-functional and regional collaboration while also helping to manage bill of material (BOM) capabilities and accelerate product

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development and delivery through intellectual property (IP) re-use.

“With more than 135 years experience in product testing, assessment and certification, TUV Rheinland is well-positioned to help its customers navigate the increasingly complex world of material and regulatory compliance. Our strategic partnership with Dassault Systèmes has enabled us to enhance our certification and consulting portfolio with the launch of the TUV Compliance Platform, a unique service that enables our customers to better manage risk, as well as global material and regulatory compliance issues,” said Sebastian Doose, COO, TUV Rheinland Japan.

“Whether you’re a components supplier or one of the world’s largest manufacturers, the ability to comply with local and regional regulatory and materials requirements is an essential element of conducting global business. As a result, we’re seeing an increasing demand for technology solutions that help companies simplify and cost-effectively manage the process of compliance,” said Andy Kalambi, general manager for Asia, ENOVIA, Dassault Systèmes. “The deal with TUV Rheinland is a perfect example of how our Materials Compliance Central Solution can be leveraged to develop new value-added services.”

Built on the ENOVIA V6 platform, ENOVIA Materials Compliance Central is a business-process application designed to empower companies to adopt proactive environmental compliance strategies throughout a product’s lifecycle, from design to disposal. New “Eco-Design” capabilities enable automotive and high-tech manufacturers to meet the increasingly-stringent regulations mandated by the EU, specifically the End-of-Life Vehicle (ELV), Restriction of Hazardous Substances (RoHS) and Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) directives. These regulations are focused on the European market, but automotive and high-tech/electronics manufacturers must concern themselves with a broad variety of other regional compliance mandates, such as China RoHS, Korea RoHS-ELV, and California RoHS.

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## ***Ubicom Achieves First Silicon Success Using Cadence Encounter Timing System for StreamEngine 7000 Processor Tapeout***

8 September 2008

Cadence Design Systems, Inc. announced that Ubicom, Inc., a provider of communications processor and software solutions, used the **Cadence® Encounter®** Timing System to achieve timing and signal integrity (SI) sign-off for its StreamEngine 7000™ family of communications processors. Ubicom achieved first-silicon success with higher performance, lower power and in a smaller package than originally planned. Ubicom joins over 150 other worldwide customers who prefer and use the industry- and foundry-endorsed Cadence timing and SI sign-off analysis solution.

Encounter Timing System is a single solution for both timing and SI sign-off analysis. It provides a visual debug, cross-probing and diagnostics environment, enabling users to find and resolve interdependent timing, SI, and power issues in their design. In addition to advanced sign-off and debug, the same fast and sign-off accurate engines are embedded into the Encounter digital place and route system for implementation and optimization that correlates to final sign-off. This consistency throughout the design flow and final sign-off enabled Ubicom to focus on meeting design objectives for the StreamEngine 7000 processor and spend less time trying to correlate and debug late-stage timing and SI issues in the design cycle.

"After a detailed review of alternatives, we selected the Encounter Timing System to add signal integrity

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analysis to the Uvicom design flow," said Jon Gibbons, vice president of VLSI at Uvicom. "The correlation from implementation in the Encounter digital implementation environment to sign-off in Encounter Timing System was seamless, resulting in first silicon success on our StreamEngine 7000 tapeout."

[Uvicom](#) provides OEM customers with efficient, high-quality and high-performance network processors for a wide range of applications. Encounter Timing System's integrated sign-off solution provided the performance and debug features necessary for Uvicom to exceed its design objectives and bring its products to market quickly and reliably.

"Uvicom's StreamEngine 7000 processor family sets a high watermark in networking performance and is another great example of the results designers can achieve using SoC Encounter and Encounter Timing System together," said David Desharnais, group director of IC digital products at [Cadence](#). "We are pleased to see Encounter Timing System continue to gain recognition in the market as the preferred solution for fast, accurate, and integrated timing and SI sign-off analysis."

A universal technology within the Cadence Encounter digital IC design platform and a component of the Cadence Logic Design Team Solution, Encounter Timing System is available in L, XL, and GXL offerings.

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## ***Zuken Heads Full Steam towards Becoming a Leader in the Rail Vehicle Sector Thanks to E<sup>3</sup>.series***

11 September 2008

Increasing numbers of rail vehicle manufacturers are using [E<sup>3</sup>.series](#) for the electrical design of their products. Alstom LHB Salzgitter will be supplying the first rail car platform designed with E<sup>3</sup>.series before the year is out. This underlines Zuken's strategy of growth in the rail vehicle market, adding to the company's growing market share at a local and international level. In its work with manufacturers of rail vehicles, Zuken considers itself a provider of solutions for electronics and electrical engineering, with its eye keenly on the position of market leader. Global companies like Alstom, Bombardier Transportation, Voith Turbo and others are now relying on the E<sup>3</sup>.series software suite for electrical design. This year, the company's stand at [InnoTrans](#) in Berlin is demonstrating the gains in productivity that can be achieved with E<sup>3</sup>.series.

"E<sup>3</sup>.series was the first piece of E-CAE software to be developed from scratch for use on Windows systems. Another of the strengths of E<sup>3</sup>.series is the huge number of ways in which it can be integrated with existing IT infrastructures and how it exchanges data with other software solutions. The graphical user interface is intuitive and enables new users to become productive in a very short time. And this is the feature that has won over the rail vehicle manufacturers," explains Joachim Frank, Director of E<sup>3</sup>.business.

### **Alstom opts for configurators**

By working with E<sup>3</sup>.series, Alstom is now able to use a configurator. In the past whenever a new order arrived in the electrical department, the first job was to look for similar past projects and to use the one most appropriate as a basis for the new order. All parameters, including the follow-up parameters, then had to be adjusted by hand. Calculating the follow-up parameters in particular was not only time-consuming but also prone to error due to the manual changes needed.

Using configurators offers a more effective approach and one which is less prone to error: "To start

with, we produced a master plan, containing all the options for the Coradia Continental vehicle platform. The customer now specifies which of the options he wants. For example, if he needs an electric multiple unit with a total of seven wagons and a maximum speed of 120 km/h, we simply enter the main parameters from the customer's requests into the configurator. Most of the follow-up parameters are then calculated automatically by control equipment stored in the configurator," says Mr Fricke, group leader for circuit diagrams, commenting on how the configurator works.

Using E<sup>3</sup>.series functionalities in combination with a configurator is just one of the ways in which this E-CAE solution can be used. You can find more information about E<sup>3</sup>.series at

<http://www.zuken.com/e3>

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## Product News

### ***AESSiS Joins Aras Partner Program***

11 September 2008

[Aras](#)® announced that AESSiS, an expert in product lifecycle management [PLM] solution services for complex engineering processes, has joined the Aras Partner Program.

[AESSiS](#) provides engineering process consulting and systems implementation services for complex PLM initiatives at discrete manufacturing companies. AESSiS specializes in identifying engineering process improvements for efficiency gains and cost reductions, and provides a full range of services from program management for solution deployment to PLM technical implementation and systems integration.

“We believe that the enterprise open source business model that Aras uses is ideal for companies that want true risk sharing. By removing the capital requirement for licenses Aras provides companies with the ability to know that the PLM solution will work for their business,” said James Byrne, Chief Technology Officer for AESSiS. “Aras is delivering true innovation and the open model will forever change the economics of the PLM market.”

“Aras is proud to welcome AESSiS as a new partner, and we are encouraged by their commitment to the open approach,” said Martin Allemann, Vice President EMEA for Aras. “The AESSiS experience in complex engineering environments will provide companies with significant expertise in deploying the Aras solution for PLM which maximize the cost savings potential throughout the supply chain.”

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### ***AspenTech Introduces aspenONE V7 for Process***

8 September 2008

Aspen Technology, Inc. introduced aspenONE V7 for Process Engineering. The new release of aspenONE software enables process industry companies to achieve the [seven best practices of engineering excellence](#).

- The best practices enabled by aspenONE V7 reflect state-of-the-art engineering work processes used by leading AspenTech customers. These process manufacturers and engineering & construction companies include global leaders such as Dow, BP, BASF, Fluor and Technip.

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- Guided by input from AspenTech's leading customers around the world, aspenONE V7 delivers innovations and enhancements that make it easier for engineering teams to "do more with less" in the face of shrinking human resources and increasing market demand.
- Building upon previous innovations from AspenTech, aspenONE V7 includes several process engineering "industry firsts" –
  - An integrated conceptual engineering workflow via a single user interface. This tightly integrates simulation, equipment design and economic analysis, and enables simultaneous rather than sequential engineering.
  - A patented master data model (MDM) that enables process manufacturers to effectively manage assets across the entire lifecycle - from design through operations.
  - An industry-standard, vendor-neutral interface (ISO 15926-compliant) that links basic to detailed engineering, enabling workflow across multiple types of engineering teams who need to work together on global projects.
  - Out-of-the-box modelling functionality for coal gasification, bio-fuels, and other alternative energy sources.
  - The industry's most comprehensive physical property database incorporating over 23,000 components, developed in collaboration with the National Institute of Standards & Technology (NIST), supporting complex process modelling and optimization requirements.
  - The integration of both equation-oriented and sequential modular approaches to simulation for the Energy industry.
- aspenONE V7 software also delivers additional IT and usability innovations that provide fast and easy access for users across the enterprise and simplify deployment and management of the software:
  - "Virtualization ready" software support for leading virtualization technologies from Microsoft, VMware and Citrix, dramatically reducing deployment time from months to weeks.
  - The introduction of the Aspen Licensing Center. The Licensing Center graphically displays how aspenONE engineering products are used across the enterprise, making it easier to identify and replicate best practices, and simplifying access of new products through on-demand evaluation. ([See AspenTech's Aspen Licensing Center press release for more information.](#))
  - New operator training simulation (OTS) with a new model integration framework to help operators get up-to-speed faster and better manage plant performance.
  - Pop-up Viewlets providing instant help and guidance throughout aspenONE V7.
- As a result of the many innovations in aspenONE V7, process industry companies can better respond to today's most pressing market challenges --
  - Rapidly responding to increased capacity needs - through more efficient engineering and re-use of engineering knowledge in operations.
  - Identifying optimal energy management solutions during design - through an integrated conceptual engineering workflow.
  - Accelerating alternative energy projects - through proven process models and engineering tools tailored for these markets.

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- Executing larger, more complex projects with fewer engineers - through global project execution and a collaborative framework.
- Achieving greater engineering efficiency - through the ability to support multiple engineering projects on a single PC.
- Improved response to environmental regulations - through accurate modelling of CO2 and acid gas removal.

aspenONE V7 is available immediately. For more information, visit <http://www.aspentech.com>.

## Supporting Quotes:

Mark Fusco, President and CEO, AspenTech

- “aspenONE V7 changes the game in process engineering. It is the culmination of over 25 years of focus and leadership by AspenTech in the process industries. aspenONE V7 was developed by the brightest minds in process engineering software, working closely with AspenTech customers who are the world’s leading process industry companies. It represents a major next step in our relentless drive to make it easier for process manufacturers to achieve operational excellence through process optimization.”

Jerry Gipson, Director of Engineering Solutions, Dow Chemical, a \$54B diversified chemical company

- “Over the past several years, Dow has been optimizing its engineering workflow to accelerate the transition from Conceptual Design to Basic and Detailed Engineering, and we are always glad to see new offerings that support these efforts. The integration of process simulation with model-based economic analysis and equipment design improves our engineering efficiency, and reduces the potential for error from manual transfer of data. Automation of data flow among its engineering tools allows Dow to develop better, more economical process designs with a higher return on capital investment.”

Ashish Shah, Project Automation Director, Fluor, a \$16B engineering & construction company

- "For Fluor, the ability to collaborate with licensors, Owner-Operators and subcontractors through data exchange is an important element to executing projects globally. AspenTech is on the right track with aspenONE V7 in adding important usability and functionality to help project teams be more productive. Aspen Basic Engineering, formerly known as Aspen Zygad, is a global reference software at Fluor."

Dr. Ric Jackson, Executive Director, FIATECH Consortium

- “FIATECH is pleased to see a major vendor of tools for Conceptual and Basic Design embrace ISO 15926. Because of aspenONE V7’s integrated workflow, fully automated design and operation of process facilities can now be extended back into the early stages of the asset lifecycle for the first time.”

## Supporting Resources:

- Link to more information at <http://www.aspentech.com/V7>
- The 7 Best Practices of Engineering Excellence overview
- The 7 Best Practices of Engineering Excellence webinar series
- The 7 Best Practices of Engineering Excellence multimedia presentation

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## ***AspenTech's Aspen Licensing Center Provides Customers Insight to Replicate Best Practices Across the Enterprise***

8 September 2008

Aspen Technology, Inc. announced the launch of the Aspen Licensing Center. The secure, web-based licensing center provides customers with insight that enables them to replicate best practices across the enterprise. It also makes it easy to evaluate new aspenONE applications with just three clicks.

The Aspen Licensing Center is being introduced in conjunction with aspenONE V7, a groundbreaking new software release that enables process industry companies to achieve the [seven best practices of engineering excellence](#). (See "[AspenTech Introduces aspenONE V7](#)" [press release for more information](#).)

At the heart of the new licensing center is AspenTech's innovative and flexible, token-based licensing model. Customers can access aspenONE applications on a "check out/check in" basis up to their purchased amount of tokens. The flexibility of the token model enables customers to access and use the right software at the right time, based on their changing business needs.

The Aspen Licensing Center provides customers with graphical views of how their software is being used across the enterprise, enabling them to identify best practice usage of the software.

The Aspen Licensing Center also delivers 24x7, self-service product evaluation. With just three clicks, customers can download and start using aspenONE applications.

### **Supporting Quote:**

*Blair Wheeler, Senior Vice President of Marketing, AspenTech*

"With today's rapidly changing market conditions, process industry companies cannot afford to be locked into rigid software licensing models that result in shelfware. Our flexible token-based licensing model gives customers the ability to use the software they need when they need it. The new Aspen Licensing Center gives them unprecedented insight into their usage patterns to optimize the value of their software investment."

### **Supporting Resources:**

Link to more information on aspenONE V7 and screen shots of the Aspen Licensing Center at [www.aspentech.com/V7](http://www.aspentech.com/V7)



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## ***Cadence Encounter Power System Delivers Next-Generation Power Integrity and Signoff Analysis for Advanced Node Design***

8 September 2008

Cadence Design Systems, Inc. announced Cadence® Encounter® Power System, a next-generation power integrity and analysis solution for digital implementation and signoff. Building upon the Si2 Common Power Format (CPF) at the core of the Cadence Low-Power Solution, Encounter Power System provides a unified interface and database for timing, signal integrity, power analysis and diagnostics, enabling correct-by-construction optimization and signoff across these domains. The system was tested on multiple designs and process nodes by several IC companies including Fujitsu Microelectronics, Ltd., Cortina Systems, SiCortex and Tiler, and those companies reported

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significantly improved productivity, precision, and performance.

Encounter Power System delivers these benefits by providing a comprehensive view of timing and power integrity in the design phase. The unified database delivers fast, full-chip power grid analysis, as well as enhanced static and dynamic analysis, electromigration, thermal analysis, and statistical analyses, including on-chip power impacts from package and board parasitics.

"In replacing our incumbent signoff solution, the [Cadence](#) Encounter Power System provides more than just advanced dynamic power and IR drop analysis capabilities to the Fujitsu Reference Design Flow," said Shoji Ichino, Technology Development Division, General Manager at Fujitsu Microelectronics, Ltd. "It also delivers increased productivity, usability, and accuracy necessary for spice-accurate comprehensive full-chip power grid analysis on our most advanced designs, including accurate modeling of transistors, mixed-signal and analog blocks."

The transition to 45-nanometer design brings a necessity for methodologies to have a consistent, converging view of power for both implementation and signoff. Power closure will require consideration of interdependent electrical effects, silicon variability, and design complexity with a consistent view of power intent from design and physical implementation through final signoff analysis. Encounter Power System provides full-featured, integrated gate- and grid-level power integrity analysis throughout the design flow, including floorplanning, power planning, design, implementation, clock-tree synthesis, signoff and manufacturing, resulting in consistent, correlated, signoff-quality results at every step of the flow.

"Accurate power grid analysis is an essential part of pre-tapeout signoff," said Dan Jackson, director of chip development at SiCortex. "Encounter Power System provides a well-integrated solution for performing the analysis and then zeroing in on any problem areas in the design."

"We are pleased to see the enthusiasm and rapid adoption of new Encounter Power System by industry-leading companies," said David Desharnais, group director of IC Digital products at Cadence. "Encounter Power System's unique and powerful set of CPF-enabled integrated power analysis, optimization, and diagnostic capabilities are proof of our continuing commitment to delivering leadership in advanced low power design solutions."

In combination with Encounter Timing System and Encounter Library Characterizer, Encounter Power System offers integrated timing, SI, power and statistical characterization and analysis with a common user interface, constraints, commands, debug and reporting. With its integration to the Encounter digital IC design platform, Encounter Power System can be leveraged for quick what-if analysis, design optimization with decoupling-capacitance and power-switch ECOs, and final signoff, all from within the Encounter interface.

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## ***Cadence Expands Enterprise Verification Solution to Include Planning, Unified Verification Metrics and Industry Databases***

9 September 2008

[Cadence](#) Design Systems, Inc. introduced significant enhancements to its **enterprise verification solution** that will help project and program leaders better manage complex verification projects by providing much greater visibility from specification to closure. With these enhancements, project managers can now more easily create verification plans, expand the scope and scalability of project

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metrics being managed, and combine formal verification, testbench simulation, and verification acceleration metrics for integrated verification process management. These new capabilities can lead to higher quality products, more productive multi-specialist verification teams, and increased project predictability.

Mainstream adoption of coverage-driven verification (CDV) methodology such as the open verification methodology (OVM) and e reuse methodology (eRM) have improved the quality and productivity of verification teams. However, challenges remain around creating a useful verification plan, leveraging assertion-based verification (ABV) and formal verification in a CDV approach, and coping with the increased volume of data. Cadence now provides a new metric-driven verification (MDV) methodology and solution which extends CDV to address these issues.

"The Cadence verification solution continues to transform our approach to managing verification projects," said Dominic Wong, Engineering Tools Strategic Manager, of Teradyne. "Engineering specifications are now the golden document used to determine high-quality verification completion. In addition we firmly believe in formal verification, and the ability to incorporate our specification into the process brings more leverage to our existing methodology."

The Incisive® Enterprise Manager now includes a new verification planner, aiding creation of verification plans for MDV either interactively or by directly annotating Microsoft Word®- or PDF-formatted specifications. The integration of Incisive Formal Verifier expands metrics to include assertions and checks, complementing metrics from Incisive Enterprise Simulator, Incisive Xtreme III, and Incisive Palladium, resulting in unified verification metrics. Incisive Verification IP is MDV-enabled to jump start the methodology for standard protocols. Integration with scalable SQL databases handles the explosive growth of metrics for verification, and provides open metrics management and analysis across Incisive formal, testbench simulation and acceleration technologies.

"More project management desktops are running Microsoft Office® and the Cadence technology provides a unique link between the Office world and workstation-based engineering processes that facilitate electronics development," said Sanjay Ravi, Worldwide Industry Managing Director, High Tech and Electronics Industry, EPG, Microsoft. "By addressing the need of multi-specialist SoC and system-development teams for more reliable enterprise-level verification processes, this new offering clearly demonstrates the power and success of Microsoft's commitment to work with companies such as Cadence to develop role-based productivity solutions to provide broad access to enterprise data and processes through familiar Microsoft productivity tools."

These innovations enable better risk mitigation by clearly documenting requirements in the executable specification, across hardware and embedded software. They provide a correlation of project requirements—in Microsoft Word or PDF—to executable plans, with change management and tracking, while minimizing the verification costs associated with the rippling effect of hundreds of specification changes.

"The improvements we've made to the Cadence enterprise verification solution will go a long way in providing managers with the visibility they've been seeking to ensure their complex verification projects stay on track," said Michal Siwinski, Enterprise Verification group marketing director at Cadence. "The efficiencies gained through our planning and project management technology can really mean the difference between meeting verification goals and missing them, resulting in higher project risks."

Cadence enterprise verification technology will be the topic of several sessions at CDNLive! Silicon Valley, the Cadence user group conference that begins today at the San Jose Convention Center and San

Jose Marriott Hotel.

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## ***Cadence Extends Low-Power Leadership With Early Dynamic Power Analysis and Pre-RTL Exploration***

8 September 2008

Cadence having established the **Cadence® Low-Power Solution** as a leader in design, implementation and verification systems for advanced low-power chips, Cadence now addresses designers' next critical need – faster power exploration and estimation - earlier in the product design lifecycle.

Cadence Incisive® Palladium® Dynamic Power Analysis enables SoC designers, architects and validation engineers to estimate the power consumption of their system during the design phase, analyzing the effects of running various real software stacks and other real-world stimuli. The new offerings also include the Cadence InCyte Chip Estimator, which can now provide what-if power analysis through exploration of different low-power techniques. The InCyte Chip Estimator also generates automatically the Si2 Common Power Format (CPF), which helps drive architectural power specification and intent into implementation and verification.

The Palladium Dynamic Power Analysis innovation presents a methodology shift for power budgeting of electronic devices with system-level implications. With a focus on productivity improvement, Palladium Dynamic Power Analysis helps to identify the average and peak power consumption of SoC designs running real software in various operational scenarios. Leveraging Palladium III built-in memory and RTL Compiler power estimation engine, Cadence provides a first high-performance, cycle-accurate integrated solution delivering full-system power analysis of designs, including both hardware and software.

"As an industry, we've only begun to realize the benefits of power efficient design," said Will Strauss, principal wireless analyst for Forward Concepts. "At the same time, consumers are demanding more applications and greater performance with the same or better battery life and footprint. What Cadence delivers is a unique ability to analyze and verify power tradeoffs at the point where hardware and software design converge – the system level, where chip design can impact system software performance and vice versa. There's a great need for faster, easier and more efficient power design at this level."

Delivering on customer requirements for even earlier power exploration and estimation, the Cadence InCyte Chip Estimator now offers low-power planning capabilities, including automatic creation of the Common Power Format. This allows designers to perform accurate pre-RTL estimation of die size, performance and cost, enabling early exploration of the design impact of various low-power techniques. The InCyte Chip Estimator can be used to author and explore CPF scenarios and interfaces into downstream Cadence implementation, RTL simulation and emulation tools that drive low-power strategy through the design methodology.

"Pre-silicon system-level power analysis and exploration require a broad view of power requirements and a detailed view of power consumption with real scenarios," said Ran Avinun, product marketing group director for system design and verification at [Cadence](#) Design Systems. "Palladium Dynamic Power Analysis and InCyte Chip Estimator provide automated processes and capabilities early in the design process, taking in consideration the technology libraries, the embedded software and the real stimuli to ensure system power budget constraints are being met with the real environment at first silicon

with first working software phase."

InCyte Chip Estimator and Palladium Dynamic Power Analysis are available immediately and will be demonstrated at CDNLive! Silicon Valley to be held at the San Jose Convention Center, September 9-11 2008. The Palladium Dynamic Power Analysis product is being sold as an option for the Palladium III system.

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## ***Cadence Introduces SaaS Solutions for Semiconductor Design***

9 September 2008

Cadence Design Systems, Inc. announced the availability of its software as a service (SaaS) offerings for semiconductor design. These ready-to-go design environments are accessible via the Internet and provide design teams a faster time-to-productivity with reduced risk and cost. Cadence Hosted Design Solutions are available for custom IC design, logic design, physical design, advanced low power, functional verification, and digital implementation.

"Cadence's hosted solution was a good fit for our design team, as it provided an immediately available design environment for my team to utilize from day one," said Jarie Bolander, vice president, R&D, Tagent, Inc. "We found it easy to collaborate with remote teams and get new engineers productive quickly. The adoption of Cadence's Hosted Design Solutions resulted in a seamless design environment that saved us a significant amount of upfront setup. We were able to successfully tape out our chip and plan on using the hosted solutions for other projects."

Cadence Hosted Design Solutions deliver on a complete solution stack by providing the integrated EDA software suite, along with the associated IT infrastructure, compute, storage, and secure networking capabilities. "The growing complexity to develop, optimize, and manage design environments along with the need for more efficient collaboration, adds risk and cost to the design cycle," said Vishal Kapoor, group director of Solutions Marketing at Cadence. "By offering these Hosted Design Solutions, Cadence provides customers an optimal set of technologies and use models, delivered on a hosted and managed infrastructure, all at a lower cost."

Hosted Design Solutions are built upon the foundation of Cadence's secure collaboration infrastructure, which has been actively deployed by over 100 customers for over seven years. Cadence is offering its solutions in pre-configured, ready-to-go design environments. In addition to these packages, customers can get customized solutions tailored to meet their individual needs. For additional information, please visit <http://www.cadence.com/products/hds>.

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## ***CircuitSpace v3.0 - New Release Supports Complex Hierarchical Design for Printed Circuit Boards***

10 September 2008

[DesignAdvance® Systems, Inc.](#) announced CircuitSpace® v3.0. The new release adds major functionality to CircuitSpace that allows the user to design and preserve physical hierarchy throughout the layout and component placement process. As designs increase in complexity, utilizing hierarchy has long been the preferred methodology for Integrated Circuits, IC packaging, schematic capture and simulation. Now CircuitSpace v3.0 brings the hierarchical methodology to the designer at the physical

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layout level. Designers reduce board layout and placement time from weeks-to-minutes through patented CircuitSpace technologies such as AutoClustering™, intelligent design (IP) reuse, and Cross-Probing. CircuitSpace works seamlessly within Cadence's Allegro PCB.

“We are impressed with the productivity gains our designers achieve with CircuitSpace,” stated Mr. Bassam Abdel-Dayem, PCB Technical Leader at Cisco Systems, Inc. “Being able to preserve the hierarchy within layout and component placement has a direct impact on time-to-market for new products, which directly correlates to profitability,” continued Mr. Abdel-Dayem.

“Since the initial release of CircuitSpace, we have worked closely with our key customers in developing the next generation intelligent EDA solutions for PCB design,” stated Mr. Edward Pupa, DesignAdvance CEO. “Bringing the hierarchical methodology to the physical layout level is a testimony to our ongoing commitment to the PCB designer,” continued Mr. Pupa.

## CircuitSpace Featured Capabilities:

- Design with physical hierarchy throughout layout and placement
- Interactive AutoClustering™
- Intelligent physical design reuse and replication
- Bi-directional Cross-Probing between Layout and (PDF) Schematic
- Automated change report between layout designs
- Concurrent layout development corporate wide
- Template usage with and without etch
- Template generation for global library usage across divisions
- Automated layout reference designator propagation
- Advanced sustaining engineering and ECO process

## Availability

CircuitSpace v3.0 will be available in early Q4 2008. Customers can see a demonstration of the new CircuitSpace solution and Allegro PCB at CDNLive Silicon Valley conference Sept. 9-11, and at the EMA Booth #41 at PCB West Sept. 14-19, Santa Clara, CA.

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## ***Endeca Debuts Engineering and Sourcing Solutions for Discrete Manufacturing***

8 September 2008

[Endeca](#) Technologies, Inc. unveiled two new information visibility solutions for engineering and sourcing professionals within discrete manufacturing companies. Endeca's *Design for Supply* solution provides design engineers with 360 degree visibility into integrated part and supplier information to select parts that align with sourcing, compliance and other corporate objectives. Endeca's *Spend Analysis* solution provides sourcing professionals with real-time access and analysis of disparate sourcing, parts and supplier information to identify opportunities for reducing direct materials spend, consolidating suppliers and negotiating preferred contracts. Both product introductions are part of a focused effort by Endeca to bring new information visibility solutions to aerospace and defense,

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automotive, high tech and industrial manufacturers. And both solutions solve long-standing challenges not addressed by today's PLM, Spend Management, Supply Chain Management and business intelligence applications.

Each solution features a customizable web-based user experience that integrates Endeca's search, business intelligence, and Guided Navigation® and Guided Summarization™ capabilities. These elements are used on hundreds of today's most popular e-commerce stores and websites, thus reducing the need for training and encouraging widespread adoption. As a result, engineers and sourcing professionals can quickly browse, evaluate and drill into product and supplier data using dozens or even hundreds of attributes and criteria.

Endeca's manufacturing solutions are built on an architecture that simplifies the integration of data from numerous source systems into a single unified index, regardless of format, structure and underlying data models. Powered by Endeca's MDEX Engine™ technology, it enables the aggregation, querying and analysis of data from PLM (Agile PLM from Oracle, MatrixOne/Dassault, Siemens/UGS TeamCenter, PTC Windchill), ERP (SAP, Oracle's JD Edwards), Spend Management (Ariba, Emptoris), supplier relationship management (i2/JDA, Manugistics) product catalogs, and other business critical data systems.

"Today's manufacturers are facing dramatic shifts in consumer demand, huge increases in direct materials costs and growing pressure to identify new operational efficiencies," said Steve Papa, CEO of Endeca. "Investments in PLM, Spend Management, ERP, and supply chain management systems have created a wealth of valuable information, but this information remains locked within these rigid, process-oriented silos. *Design for Supply* and *Spend Analysis* offer a quick path to tap into this latent potential and use information visibility to create operational and competitive advantages on a multi-million and even multi-billion dollar scale."

## **More about *Design for Supply***

As engineers select parts and components based on desired technical attributes, they often have little visibility into the ultimate impact on sourcing and supply chain objectives. This creates an iterative process between engineers and sourcing professionals -- ultimately responsible for approving these selections -- that lengthens the overall design process and can have a direct impact on cost, margins and quality. *Design for Supply* provides engineers with new ways to find, explore and evaluate parts and components while seamlessly incorporating information on preferred suppliers, product lifecycle, compliance, or other characteristics to guide discovery and selection and steer decisions that fit both engineering and sourcing goals. As a result, manufacturers can embed collaboration between sourcing and engineering that reduces the iterative process, mitigates downstream supply chain risk, and ensures cost, margin and quality benefits through strategic sourcing.

### **Features include:**

Guided Navigation and Summarization capabilities expose meaningful tradeoffs to encourage best part/component selection, quickly and easily, without requiring expert knowledge of parts and component libraries and other underlying enterprise systems

Zero-training interface provides single-click, interactive visibility into all design considerations including technical, supplier, hazardous material, and other attributes enabling engineers to incorporate downstream considerations into component choices and speeding time to market

Full range of familiar filtering capabilities, including search, dimensional filters, range filters with full

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Boolean support, make it possible to reach any subset of data quickly and easily

Content spotlighting and sorting controls empower commodity teams to highlight best reuse and sourcing candidates within any query

Flexible data model significantly reduces implementation time and adapts to future changes while consolidating large volumes of structured and unstructured information from multiple repositories

SOA interfaces offer simple integration with existing systems

## **More about *Spend Analysis***

Sourcing professionals are faced with the challenging task of identifying and executing on parts and component consolidation efforts to rationalize spend across divisions, programs and platforms. To be successful, they need to gain visibility into all the various sourcing systems to uncover the best opportunities for cost advantage. In addition to direct cost, they need to understand supplier characteristics, supply chain considerations, design usage and technical attributes in order to make intelligent tradeoffs. With the number of systems involved, getting this kind of visibility can take months using existing systems, with the direct impact of millions and even billions in unrealized savings. Endeca's *Spend Analysis* solution provides unparalleled visibility into this same information, across all relevant enterprise systems, empowering the sourcing team to explore a range of tradeoffs interactively, without IT intervention, leading to quick insights and significant savings.

Features include:

Guided Navigation and Summarization capabilities deliver interactive business intelligence across full spectrum of relevant structured and unstructured information, leading to quick sourcing insights

Zero-training interface provides single-click, 360 degree visibility into sourcing and design considerations making it straightforward to weigh business tradeoffs and make optimal strategic sourcing decisions

Full range of familiar filtering capabilities, including search, dimensional filters, and range filters with full Boolean support making it easy to isolate any question without expensive IT intermediation

Native indexing of record-level data, making it possible to immediately gain insight into component-level spend from any aggregate BI view or explore arbitrary subsets of information without IT support or custom one-off data marts

Dynamically adapts to enterprise-specific classification and attribute schemes.

Flexible data model significantly reduces implementation time and adapts to future changes while natively consolidating large volumes of structured and unstructured information from multiple repositories

SOA interfaces offer simple integration with existing systems

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## ***Fishbowl Solutions Releases Inspection Report Automation***

5 September 2008

Fishbowl Solutions, Inc. has released **Inspection Report Automation**, an out-of-the-box solution for PTC's Pro/ENGINEER.™

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**Inspection Report Automation** eliminates the need for users to manually create inspection report spreadsheets, which are often needed during the quality assurance phase of product release, based on Pro/ENGINEER drawings. **Inspection Report Automation** automates the creation of these spreadsheets; including all dimensions, geometric tolerances and notes associated with a drawing. Due to the tedious work of re-creating or updating the hundreds of dimensions and other details associated with each drawing when there is a design change, automating this manual process can save users several hours and opportunities for errors.

For more information on **Inspection Report Automation** please contact [mcadsales@fishbowl solutions.com](mailto:mcadsales@fishbowl solutions.com) or by phone (952) 465-3450.

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## ***Knowllence has Signed a Cooperation Agreement with Telelogic France with Regards to the Distribution of Telelogic Doors® - a Solution for Requirement Management and Traceability***

8 September 2008

Knowllence, methodological solution integrator for the design process, already distributes the TDC Worksuite. This workgroup support software help capture, structure and track the expected functions in “natural” language, thanks to functional analysis & value analysis (TDC Need) and various risk analysis (TDC FMEA, Risk Management,...)

Requested by clients (from the aeronautic field, mainly), the technical integration of TDC Need software and Telelogic Doors was achieved a few months ago. Doors manages the requirements TDC software generates, including the company objectives and applicable regulation, while easing up the collaborative work.

Knowllence now offers a global solution and a unique expertise to manage the requirement compliance through the system lifecycle. Knowllence satisfies the requirement engineering challenges, key to all the partners implied in the design of complex systems.

To know more, participate to our free seminar (in French) Paris - Thursday, 2d October 2008  
[http://www.knowllence.com/fr/actualites/completude\\_exigences.php](http://www.knowllence.com/fr/actualites/completude_exigences.php).

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## ***Mechanical Simulation's TruckSim Offers Latest Animator and Modeling Improvements***

9 September 2008

Mechanical Simulation Corporation has released the latest version of truck simulation tools, TruckSim® 7.01. TruckSim is software for simulating the dynamic behavior of heavy-duty trucks and tractor-trailers with various combinations of axles, dual wheels, asymmetric steering systems and single or multiple trailers. Users at OEMs and Tier 1 suppliers consistently report close agreement between the simulation predictions of TruckSim and actual on-road and proving ground test results.

According to Michael Sayers, Mechanical Simulation's chief technology officer, TruckSim 7.01 uses the VehicleSim® (VS) software environment that debuted on the company's TruckSim® 7 vehicle dynamic software. “VS provides a command language for users to extend the model at run time,” said Sayers. “This allows the software to run with older datasets, as well as being customized and further automated by experienced users.”

TruckSim 7.01 features improvements to the user interface and file import/export capabilities. New road builder tools simplify the process of creating road geometry from scratch. Straight and curved segments, as well as cross-slope banking and transitions from banked to flat segments, can be designed and generated easily.

In addition, new features enable users to better illustrate and visualize the simulated world environment. Tire path marks on the pavement can be displayed to visualize off-tracking or wheel skids. Traffic can be added to simulations, as well as interactions among multiple vehicles typical of advance driver assistance systems and adaptive cruise controls. Continuing improvements in the modeling provide evermore exacting replication of tire, trailer hitch and steering systems behavior.

The animator includes a new capability to automatically track and zoom from a stationary camera, much like a human camera operator at a racetrack or proving ground.

TruckSim 7.01 is available for testing and purchase. Contact Mechanical Simulation at 1.734.668.2930 or visit <http://www.carsim.com> for more information.

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## *New Geomagic Studio Editions Target Mechanical Design, Medical/Scientific Markets*

10 September 2008

Geomagic has launched three new Geomagic Studio editions that target specific application needs in mechanical design and medical/scientific markets. Geomagic Studio is a leading software for creating accurate 3D digital models from scan data of physical objects.

The three editions are made possible by Geomagic Fashion, the new module released with Geomagic Studio 10 in January. Customers such as Charles Evans, design analyst for Florida Turbine Services, have embraced the Geomagic Fashion approach and recognized that it is the only method they need for surfacing.

"Geomagic Fashion gets us from scanning to accurate CAD models in half the time of other software," says Evans. "It is simple to use, and even with complex shapes and less-than-desirable point clouds, the accuracy is fantastic."

### **Solutions for specific needs**

Based on the success of Geomagic Fashion and the value of the Geomagic Shape surfacing module, Geomagic has given customers three editions of Geomagic Studio from which to choose:

- **Geomagic Studio - Fashion Edition** is a product for mechanical design applications such as new design and reverse engineering. It includes Geomagic Fashion for automatically extracting design intent from scanned physical objects, providing a fast way to go from scanning to CAD-ready surfaces. Geomagic Fashion automatically identifies, analyzes and corrects imperfections in the scan data to create high-quality analytic and freeform surfaces that can be further manipulated in CAD, reducing the amount of time required to leverage or replicate an existing design.
- **Geomagic Studio - Shape Edition** is designed for medical and scientific applications where users want to create exact 3D replicas of organic objects such as bones or historical artifacts. It includes the Geomagic Shape surfacing module for creating water-tight NURBS surfaces.
- **Geomagic Studio - Complete Edition** is ideal for mechanical designers who want to extract design

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intent from existing objects and perform FEA and CFD analysis on as-built parts. This edition includes Geomagic Fashion for design work and Geomagic Shape for creating models of as-built parts.

Geomagic also offers bundles that combine any edition of Geomagic Studio with Geomagic Qualify, the company's computer-aided inspection software. This enables users to close the loop between product design and product manufacturing by comparing original CAD designs to the finished product.

"The new Geomagic Studio editions reflect our commitment to deliver solutions that meet our customers' specific needs," says Cathy Hofknecht, vice president of marketing for Geomagic. "In keeping with our mantra 'The Magic of Making It Simple,' the new editions include only the functionality users need for their specific applications, ensuring that they benefit from the exceptional ease-of-use and short learning curves for which Geomagic is known."

A full listing of Geomagic products and a feature comparison for the three different Studio editions can be found on the Geomagic web site: <http://www.geomagic.com>.

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## ***New Release of the OVM Takes Verification to the Next Level***

11 September 2008

[Mentor Graphics Corp.](#) and [Cadence Design Systems, Inc.](#) announced the release of the latest version of the open-source Open Verification Methodology (OVM). OVM 2.0 includes the new OVM User Guide, which provides step-by-step guidelines to help users develop reusable, interoperable verification IP and hierarchical environments to facilitate plug-and-play verification. The new release extends the proven sequential stimulus mechanism in the OVM with transaction-level modeling (TLM) interfaces to improve the modularity and reuse of stimulus sequences. Other enhancements include direct support for parameterized classes in the OVM factory and built-in debug support for TLM connections throughout the hierarchy.

The OVM User Guide provides straightforward documentation on all aspects of the OVM, including an extensive review of TLM for verification, guidelines for developing reusable OVM verification components, instructions for building verification tests, and in-depth discussions on the more advanced features of the OVM. The guide also includes an extensive example showing how to apply these concepts to the creation of a full hierarchical verification environment, including tests that configure the environment and select the desired stimulus sequences to exercise the required functionality.

"The release of version 2.0 of the OVM is a significant event for verification teams," said Tommy Kelly, CEO of Verilab. "It builds on the previous release of the methodology, further enhances the capabilities of engineers interested in reusable, interoperable verification environments, and strengthens overall the case for using the OVM. Verilab is deploying the OVM in its own verification IP development, and supports the use of the methodology at several of its international clients. We are delighted to see this development."

The release of OVM 2.0 continues the strong technical collaboration between Mentor Graphics and Cadence in providing the most comprehensive, vendor-independent verification methodology available today. The enhancements available in OVM 2.0 implement many of the user recommendations received in the interactive forum on OVM World (<http://www.ovmworld.org>) and provided by the OVM Advisory Group, demonstrating the continued commitment of both companies to provide the industry's best solution for accomplishing verification tasks quickly and easily.

## About the Open Verification Methodology

The Open Verification Methodology, based on IEEE Std. 1800™-2005 SystemVerilog standard, is the first open, language-interoperable SystemVerilog verification methodology in the industry. It provides a methodology and accompanying library that allow users to create modular, reusable verification environments in which components communicate with each other via standard transaction-level modeling interfaces. It also enables intra- and inter-company reuse through a common methodology and classes for virtual sequences and block-to-system reuse, and full integration with other languages commonly used in production flows.

## About the OVM Advisory Group

The Open Verification Methodology Advisory Group, established in February 2008, is an organization of users and ecosystem suppliers helping to develop new features and capabilities for the OVM. Founding members of the OVM Advisory Group include ARM; Cisco Systems, Inc.; Denali Software, Inc.; Freescale Semiconductor, Inc.; IBM Corp.; Infineon Technologies; Nokia Corp; STMicroelectronics NV and Xilinx, Inc.

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## ***Primavera® Inspire Becomes an SAP-Endorsed Business Solution***

10 September 2008

[Primavera Systems, Inc.](#) announced that its Primavera Inspire® product is now an SAP-endorsed business solution. Solutions endorsed by SAP AG are complementary to SAP® software offerings, are developed in accordance with SAP development guidelines, and provide additional choices and flexibility for businesses running SAP applications.

Through Primavera's integration module, Primavera Inspire, executives and project managers of large capital projects and maintenance operations can align resource, schedule and financial information between SAP's project management and plant maintenance solutions and the Primavera P6 product. This ability provides executives with a deep understanding of both past and expected project performance and enables users to make decisions with confidence that the data used is aligned within both systems. Primavera P6 enables project-driven organizations to make accurate business forecasts with complete visibility into key project milestones, deadlines and resources.

“SAP's endorsement of Primavera Inspire gives organizations a best-of-breed project and resource management solution that builds on the efficiencies and business insight that they have already gained from their SAP project management and plant maintenance solutions,” said Dean Edmundson, AVP Technology Alliances & Business Development at Primavera. “Customers will be better able to deliver tangible results back to the business.”

Customers who use Primavera products together with SAP solutions will benefit from the following:

- Accurate and timely forecasting of costs, schedules and resources to completion;
- Enterprise-wide project transparency; and
- Consistent on-time, on-budget project delivery.

As part of the endorsed business solution agreement between Primavera and SAP, both companies will share technology and product roadmaps, as well as market Primavera Inspire. The solution now

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endorsed by SAP previously achieved “Powered by SAP NetWeaver®” status.

“By endorsing solutions such as Primavera Inspire, SAP is building an ecosystem to drive the adoption of service-oriented architecture while extending its core offerings,” said Rich DiMeo, business development director, SAP for Engineering, Construction and Operations, Industry Solutions. Primavera Inspire provides project-intensive companies consistent information across SAP’s project management and plant maintenance solutions, and Primavera’s project scheduling solution. Leveraging market-leading solutions from both SAP and Primavera enables customers to improve employee productivity and accelerate the delivery of on-time and on-budget projects.”

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## ***Satyam and MSC.Software Extend Partnership to Provide Enterprise Simulation Services***

10 September 2008

[Satyam Computer Services Ltd.](#) announced that it has extended its strategic alliance with MSC.Software Corporation. The extended agreement calls for Satyam to provide specific service offerings in support of the company's SimEnterprise solutions, including MD Nastran, SimManager and SimXpert to global discrete manufacturing customers.

These [MSC](#) solutions allow aerospace and industrial manufacturing companies to achieve improved product development efficiencies, accelerate new product introductions and reduce time-consuming redesign cycle periods from weeks to just days.

"Our initial agreement with MSC.Software provided such value for our discrete manufacturing customers, that we elected to expand our relationship with a more comprehensive set of enterprise simulation services and provide customers even greater business value," said Dr. TSK Murthy, Satyam's Global Head of Engineering. "By expanding the alliance to include the company's new, robust products, Satyam will provide a managed simulation environment that automates processes, manages data pedigrees, is fully scalable, and captures and reuses best practices. The result of all of these attributes will be more accurate and efficient analysis for our customers."

"We are pleased to partner with Satyam to bring these SimEnterprise service offerings to the global marketplace," said Frank Kovacs, Vice President, Global Partners and Alliances, MSC.Software. "Satyam's unique combination of deep CAE skills and PLM expertise, combined with our SimEnterprise products, provide immediate, tangible business benefits for both company's clients."

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## ***Siemens PLM Software Collaborates with Invention Machine to Bring Sustainable Innovation Platform to Teamcenter Customers***

9 September 2008

[Invention Machine](#) announced technology collaboration with [Siemens PLM Software](#) that will aid customers in further advancing their innovation process. A member of the Siemens Solution Partner Program, Invention Machine announced the availability of Invention Machine [Goldfire® Innovator](#) with Connector to Teamcenter® software that will provide direct access to the data stored within the Siemens PLM Software application. This new feature will enable Teamcenter Enterprise users to integrate engineering documents and reports as well as leverage Goldfire Innovator’s innovation technology to

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translate the right ideas into commercialized products.

“Many of our customers use Teamcenter to support their PLM process,” said Jim Todhunter, chief technology officer, Invention Machine. “The new Connector will further drive innovation and enhance productivity by connecting engineers with both the product and process knowledge housed within Teamcenter and with Goldfire Innovator’s innovation technology.”

Teamcenter is an integrated suite of applications that provide a wide variety of productivity enhancing technologies such as 3D visualization, collaboration, supplier management and collaborative product data management (cPDM).

Invention Machine’s innovation software helps enterprises innovate repeatedly, accelerating and sustaining their product innovation process. Its semantic technology translates ideas into commercialized products by generating and validating the right ideas the first time -- whether it's creating a folding box spring, an engine for NASA or a new printer. The software also identifies and mitigates risks from the product development process, so businesses can confidently focus on delivering quality products consistently.

The Connector will enable Teamcenter Enterprise customers to transform existing product and process data from engineering documents including design, quality and warranty reports, into a dynamic source of ideation concepts. This combination of automatic retrieval of relevant information and design concepts will allow engineers to accelerate product development and time-to-value.

“Our partners provide customers with a wide variety of products and services that are complementary and compatible with our industry-leading family of PLM offerings,” said Chris Kelley, vice president of Partner and Platform Marketing, Siemens PLM Software. “The Connector is a good example, allowing Invention Machine’s innovation technology to tap into the Teamcenter product lifecycle repository at the very front end of the product development process, and enabling organizations to leverage the knowledge that already exists in their product families.”

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## ***Sustainable Minds Teams With Autodesk to Address Growing Sustainable Product Design Market Opportunity***

11 September 2008

[Sustainable Minds](#) announced it has entered into a strategic relationship with Autodesk, Inc. (<http://www.autodesk.com/pr-autodesk>).

As part of the collaboration, Sustainable Minds plans to develop software and information services that interoperate with the Autodesk solution for Digital Prototyping (<http://www.autodesk.com/pr-digitalprototyping>), which will give industrial designers and engineers the knowledge and tools required to understand the environmental impacts of a new product.

"Our relationship with Sustainable Minds illustrates Autodesk's commitment to driving awareness and adoption of sustainable design," said Robert "Buzz" Kross, senior vice president of Autodesk Manufacturing Solutions. "Sustainable Minds' design decision support software, combined with Autodesk Inventor (<http://www.autodesk.com/pr-inventor>), can make a positive difference to product environmental impact and ultimately, the world in which we live."

"Leveraging Autodesk's worldwide customer reach and reputation among designers and manufacturers

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will allow us to quickly bring sustainable product design into the mainstream in an accessible and empowering way," said Terry Swack, CEO and co-founder of Sustainable Minds. "For the first time, product design teams will be able to estimate the environmental and human health impacts of their design decisions and have quantitative results early in the concept stage, so that they can design greener products from the start -- before considerable time, cost and resources are irreversibly committed."

Market and regulatory pressures today require that manufacturers improve the environmental performance of their products. In addition to the sustainable product design expertise and industry information currently available on its Web site, SustainableMinds.com, the company will offer an on-demand software and information suite that enables designers to estimate a product's life cycle impact using the Okala life cycle assessment methodology. This method models ten environmental and human health impact categories (or just global warming impacts, measured in CO2 equivalents) and combines them into a single impact factor value that models a product's overall potential environmental performance.

This life cycle assessment software will complement Autodesk Inventor software -- the foundation for Digital Prototyping that produces accurate 3D models for the validation of a design's fit, form and function before it is physically built. Sustainable Minds life cycle assessment software is expected to benefit end users in a wide range of professions, including industrial designers and engineers, sustainability managers, product managers, marketers, design consultancies and manufacturing companies who are championing sustainable products or responsible for complying with sustainability requirements.

BigToys, Inc., a manufacturer of environmentally friendly commercial playground equipment, makes significant use of recycled, recyclable and renewable materials. Autodesk Inventor software plays a vital role in helping BigToys design its environmentally friendly play structures. "Taking sustainability into account during the product design phase is imperative," said Tim Madeley, president and owner of BigToys. "We're already using digital prototyping to create a safer, more environmentally friendly play space today. The ability to understand and lessen the environmental footprint of our 100% recycled products is fundamental to our business."

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