

Dassault Systèmes' 3DEXPERIENCE Forum

CIMdata Commentary

Key takeaways:

- Dassault Systèmes views the world economy as entering an “Experience Economy” phase, one which they are well positioned to support
- Dassault Systèmes 3DEXPERIENCE Forum further demonstrated their support for the PLM industry and the company’s desire and progress towards enabling a robust product innovation platform

On November 16, 2015, Dassault Systèmes conducted a 3DEXPERIENCE Forum in Boston, MA for a select audience of customers, partners, industry analysts, and media. Mr. Scott Berkey, North America Managing Director and CEO, SIMULIA, acted as host for a series of plenary presentations to kick off the event. In the opening welcome, he and all in attendance stood for a moment of silence for those that lost their lives in Paris three days earlier. Before introducing the first speaker, Mr. Berkey discussed the theme of the Forum—doing “Business in the Age of Experience”—a word play on the Dassault Systèmes’ marketing theme of “The 3DEXPERIENCE Company” and their 3DEXPERIENCE platform solution. Mr. Berkey listed the innovation drivers they see in the marketplace, including the growth economy and emerging disruptive technologies such as additive manufacturing, big data, and Internet of Things (IOT), which he renamed the “Internet of Experiences.” CIMdata appreciated the intimacy of the event and recognition of the industry trends we have been noting for some time.

The keynote presenter, Ms. Monica Menghini, Executive Vice President, Chief Strategy Officer at Dassault Systèmes, offered “A Framework for Innovation.” She surveyed the world recounting the innovation initiatives from various countries including South Korea “Creative Industry,” India “Made in India,” and the United States’ nine areas of strategic opportunity¹ such as advanced manufacturing, advanced vehicles, and precision medicine. Ms. Menghini recounted the evolution of product design from no design, through design styling, design as a process, to today’s design as a strategy, which revolves around user experience: usage, ownership, awareness, buying, product, service, and content experience. CIMdata recognizes the time and effort Dassault Systèmes has invested in developing and presenting the “user experience” strategy theme for their company and products.

By far the most entertaining presentation of the day was given by Mr. David Rose, Instructor and Researcher at MIT Media Lab on the Internet of Things. Mr. Rose is the author of the book, *Enchanted Objects*.² He offered his view that in the future common objects people interact with on a daily basis will contain smart aspects such as the umbrella whose handle flashes when rain is forecast to remind the owner to take it along that day. His insights and examples of what he calls enchanted objects had the audience captivated.

Mr. Bernard Charles, President and CEO, Dassault Systèmes, closed the plenary session with a short presentation titled “Rethink Enterprise! We are in the Experience Economy.” The talk was a more direct marketing presentation of the thoughts communicated by Ms. Menghini. He listed the evolution of CAD and Product Lifecycle Management (PLM) from its

¹ <https://www.whitehouse.gov/the-press-office/2015/10/21/fact-sheet-white-house-releases-new-strategy-american-innovation>

² <http://enchantedobjects.com/>

early days of 3D design in the 1980s through 3D Digital Mock-Up and 3D PLM to today's 3D Experience.

The audience was then invited to spend time in the forum's 3DEXPERIENCE Playground, where the company had staged four mini-stages for industry focused presentations from both a knowledgeable Dassault Systèmes representative and a customer. The industries represented were aerospace & defense, transportation & mobility, industrial equipment, and life sciences. In the Life Science's area, Mr. Stanley Piper, Industry Solutions Director, Dassault Systèmes, presented an overview of the company's long term direction with life sciences and then discussed the current portfolio of solutions built for the medical device and pharmaceutical/biotech industry. In the Transportation & Mobility theater, customer Johnson Controls discussed their efforts to promote a 3D model-based enterprise (MBE) process. CIMdata welcomed the open presentation of their efforts in this area of model-based definition (MBD) and MBE that we have been endorsing for a number of years. Dassault Systèmes also staged small booths for a number of their product brands including DELMIA, BIOVIA, and 3DEXCITE that allowed attendees to discuss the products one-on-one with product experts.

Overall, CIMdata found the seven-hour event a welcome change from the typical industry marketing events of all-day meetings and breakout sessions. The theme of user experience was woven through the executive presentations, invited speakers presentations, and the staged industry theaters. This event further demonstrated Dassault Systèmes' support for the PLM industry and its desire to support and progress towards enabling a robust product innovation platform.

About CIMdata

CIMdata, an independent worldwide firm, provides strategic management consulting to maximize an enterprise's ability to design and deliver innovative products and services through the application of Product Lifecycle Management (PLM). CIMdata provides world-class knowledge, expertise, and best-practice methods on PLM. CIMdata also offers research, subscription services, publications, and education through international conferences. To learn more about CIMdata's services, visit our website at <http://www.CIMdata.com> or contact CIMdata at: 3909 Research Park Drive, Ann Arbor, MI 48108, USA. Tel: +1 734.668.9922. Fax: +1 734.668.1957; or at Oogststraat 20, 6004 CV Weert, The Netherlands. Tel: +31 (0) 495.533.666.