



3DEXPERIENCE

Bid To Win Experience

Fabbrica Futuro

Patrizia Fois

Sales Manager Italy &Adria

Our Company



a Scientific company

Serving **Science, Technology** and **Art** for a sustainable society



11,000 passionate people

- 106 nationalities
- One global R&D/34labs
- A **unique** software platform



170,000 enterprise customers

- 12 industries in 140 countries
- >10 million on premise users
- >100 million online users



3,500 partners

- Research & Education
- Software & Technology
- Sales & Services



Long-term driven

- Majority shareholder control
- **Revenue: \$ 2.6 Bn***
- Operating margin: 31.6%*

* Non-IFRS

Opening new horizons with 3DEXPERIENCE

Partnering with the Automotive Industry for 30 years

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1982 First Automotive customers

2000 Digital Manufacturing

2002 Zero Defect

2010 System Architecture & Simulation

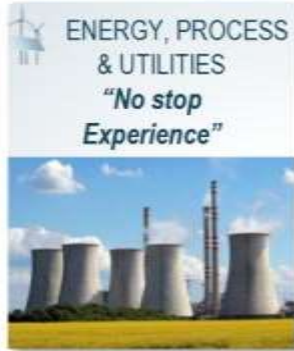
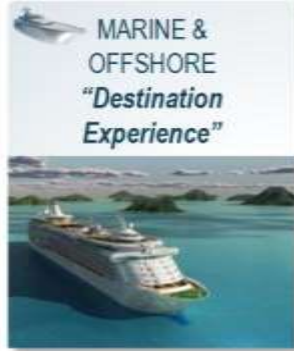
2012
3DEXPERIENCE

What is an Industry Experience ?

- ▶ Not a simple sum of Products
- ▶ Designed to support and follow Business Processes
- ▶ Based on DS and Customers expertise from real projects
- ▶ It is a possible approach to Business needs
- ▶ Based on «3DExperience Platform» can be personalized through the implementation project











All Industries are in the Experience Economy



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That's why we created "Industry Solutions Experiences"

| | | | | | |
|--|---|---|--|---|---|
|  <p>TRANSPORTATION & MOBILITY</p> |  <p>AEROSPACE & DEFENSE</p> |  <p>MARINE & OFFSHORE</p> |  <p>INDUSTRIAL EQUIPMENT</p> |  <p>HIGH-TECH</p> |  <p>CONSUMER GOODS RETAIL</p> |
| <p>Smart, Safe & Connected</p> | <p>Winning Program</p> | <p>On Time to Sea</p> | <p>Single Source for Speed</p> | <p>HT Body</p> | <p>My Collection</p> |
|  |  |  |  |  |  |
|  <p>CPG RETAIL</p> |  <p>LIFE SCIENCES</p> |  <p>ENERGY, PROCESS & UTILITIES</p> |  <p>ARCHITECTURE, ENG. & CONSTRUCTION</p> |  <p>FINANCIAL & BUSINESS SERVICES</p> |  <p>NATURAL RESOURCES</p> |
| <ul style="list-style-type: none"> •Perfect Shelf •Perfect Package | <p>Licensed to Cure</p> | <ul style="list-style-type: none"> •Optimized Plant Construction •Sustainable Wind Turbines | <p>Lean Construction</p> | <p>Product Innovation Factory</p> | <p>Minimize Dilution, Maximize Extraction</p> |
|  |  |  |  |  |  |

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We continue to Innovate...

Forbes

The World's Most Innovative Companies

7  Amazon.com

19  Starbucks

31  Dassault Systèmes

47  Google

72  SAP

79  Apple

Values calculated August 2013



We continue to Invest...

Scientific Industry
Solution Experiences

Marketing
Experience

Manufacturing
Execution

Formulation

Dashboarding

Merchandising
Platform

Virtual
Testing

Specs / Material
Management



2014



APRISO.

2013

engineuity

The Innovation Engine for Process Industries



virtools

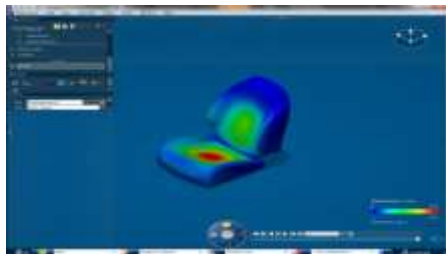
ABAQUS

MatrixOne

2005

Value Creation Platform for Suppliers

Test It



Manufacture It



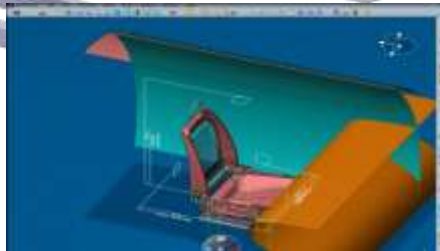
Deliver It



Manage it



Design It



Suppliers

OEM

Win it



Transportation & Mobility Industry Market Segmentation

OEMs

Cars



- Car OEMs
- Light truck OEMs

Trucks & Buses



- Medium and heavy Trucks, buses, truck trailers
- Special trucks (Fire, Garbage)
- Armored / Defense vehicles
- Motor home / travel trailers
- Transportation systems management for buses

Racing



- Formula 1
- NASCAR
- Others

Motorcycle



- Road motorcycle
- Off-Road Motorcycles
- Scooter
- Moped
- Recreational vehicles

Trains



- Railroad Equipment (Rolling stock and Turnkey systems)
- Fleet maintenance for rail operators
- Refurbishment & overhaul of rail vehicles and components
- Train Operators
- Systems for trains

Suppliers

System & Module suppliers: Tier 1



Design, develop and manufacture systems, assemblies, modules, engineer and assemble complete vehicles.

Component suppliers: Tier 2-3



Design, develop and manufacture components

Engineering offices: Partners



Provide full vehicle expertise along the entire product creation process

Manufacturing suppliers



Provide the Automotive industry with manufacturing tools

Dealers, Repair Shops

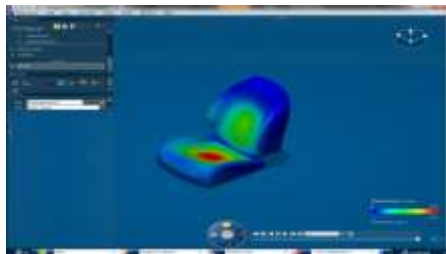


Provide the Automotive industry with manufacturing tools

**How 3DExperience can
serve suppliers ?**

Value Creation Platform for Suppliers

Test It



Manufacture It



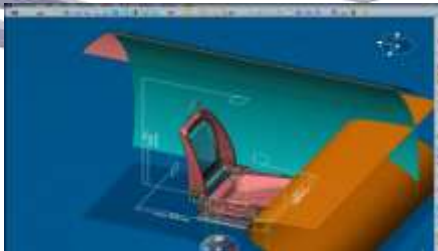
Deliver It



Manage it



Design It



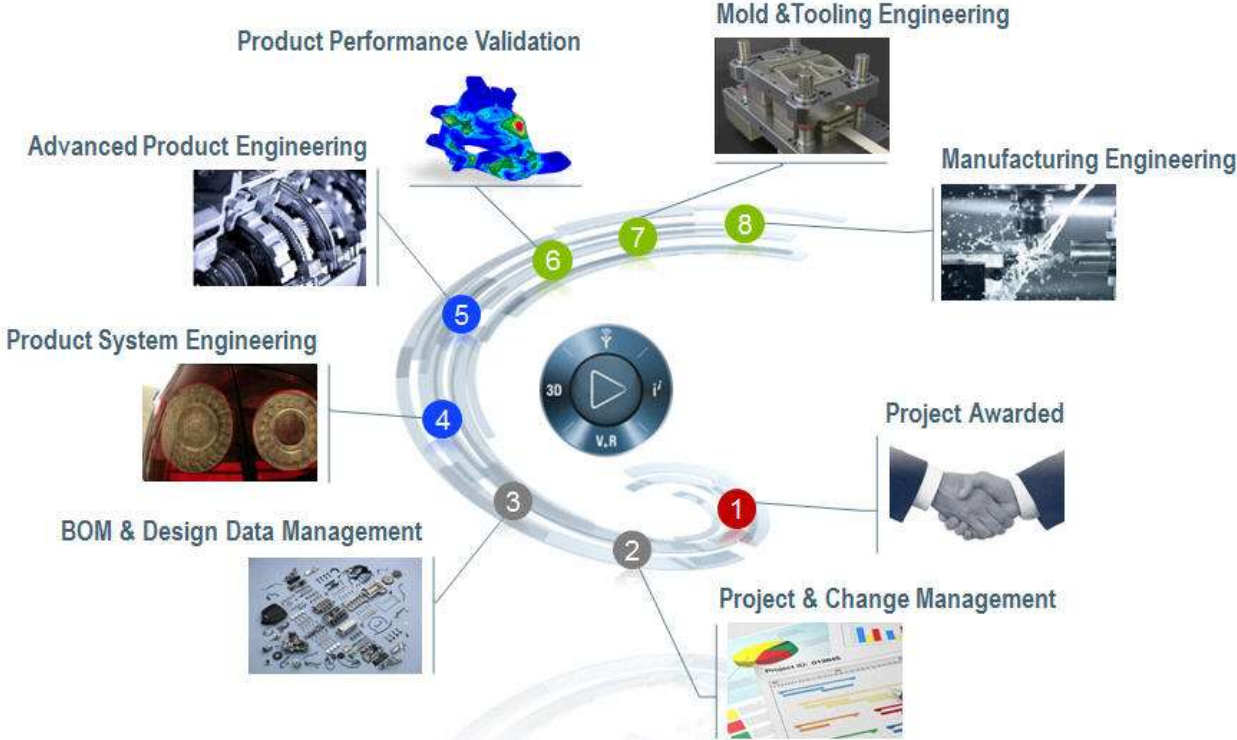
Suppliers

OEM

Win it

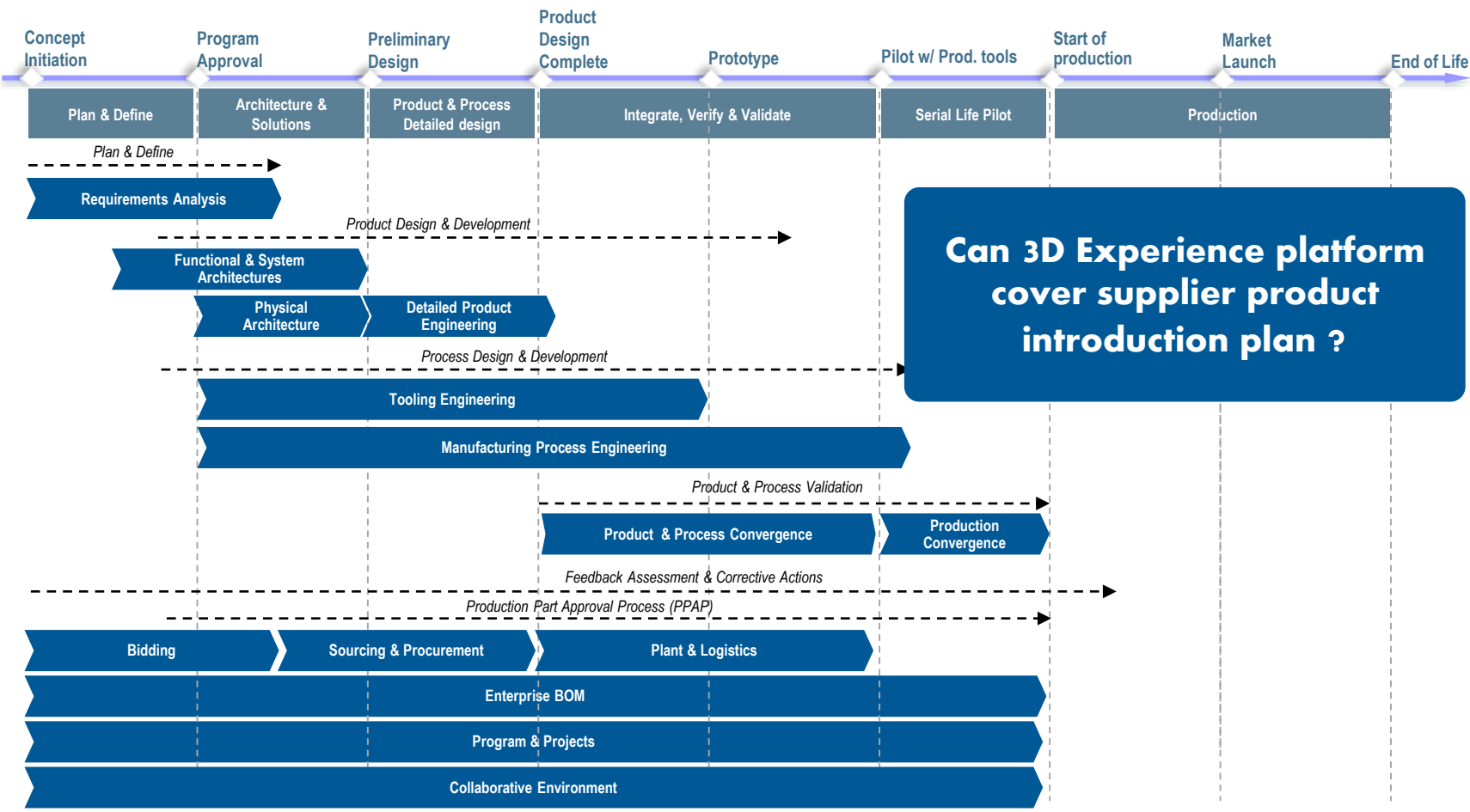


Bid to Win Industry Experience_Collaboration





Supplier Product Introduction Plan



Bid To Win cover end to end processes

Improve the bidding process

Implement an integrated governance solution

Transform Engineering process with System engineering

Leverage all disciplines end-to-end

1 Project Awarded

2 Project & Change Management

3 BOM & Design Data Management

4 Product System Engineering

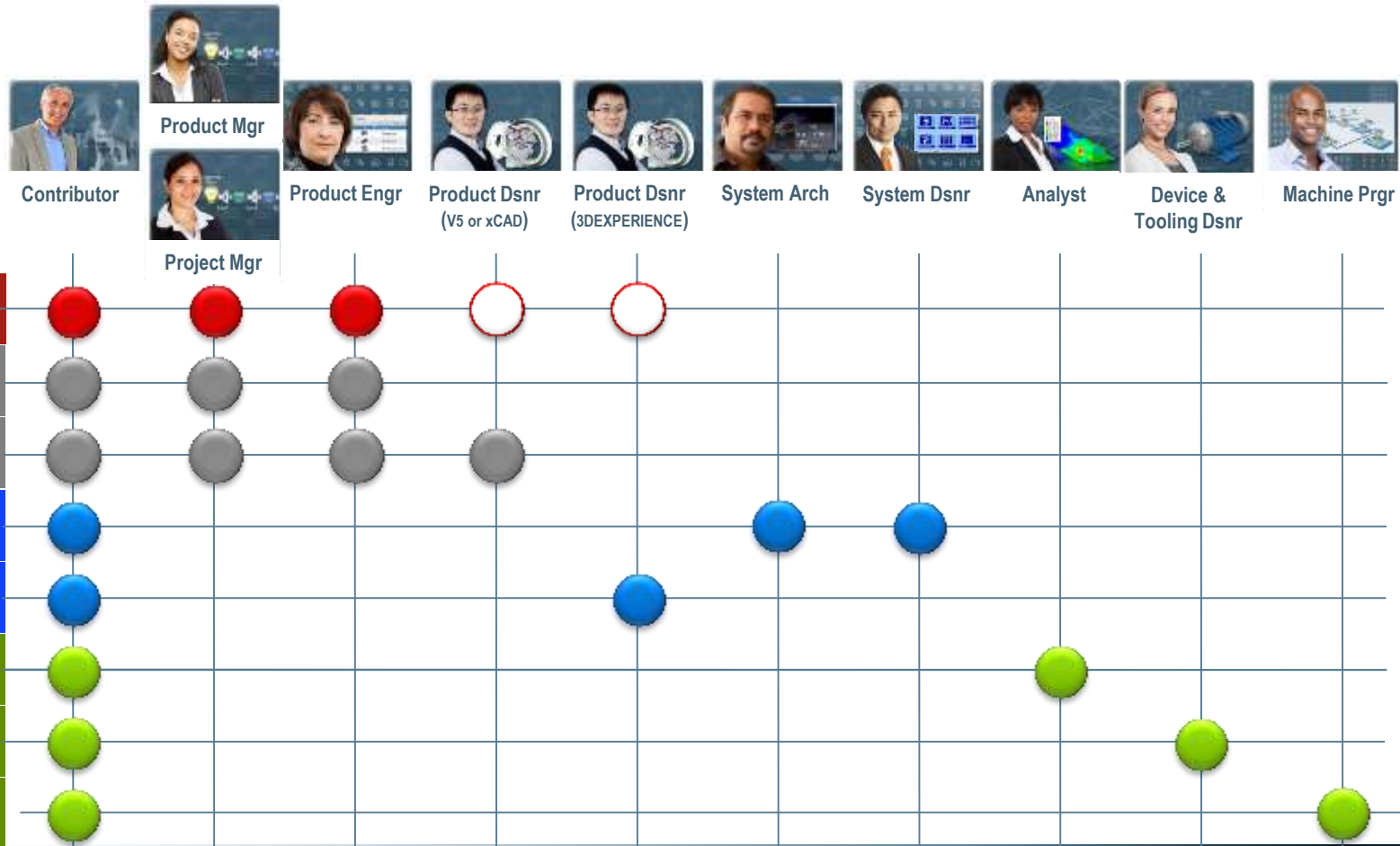
5 Advanced Product Engineering

6 Product Performance Validation

7 Mold & Tooling Engineering

8 Manufacturing Engineering

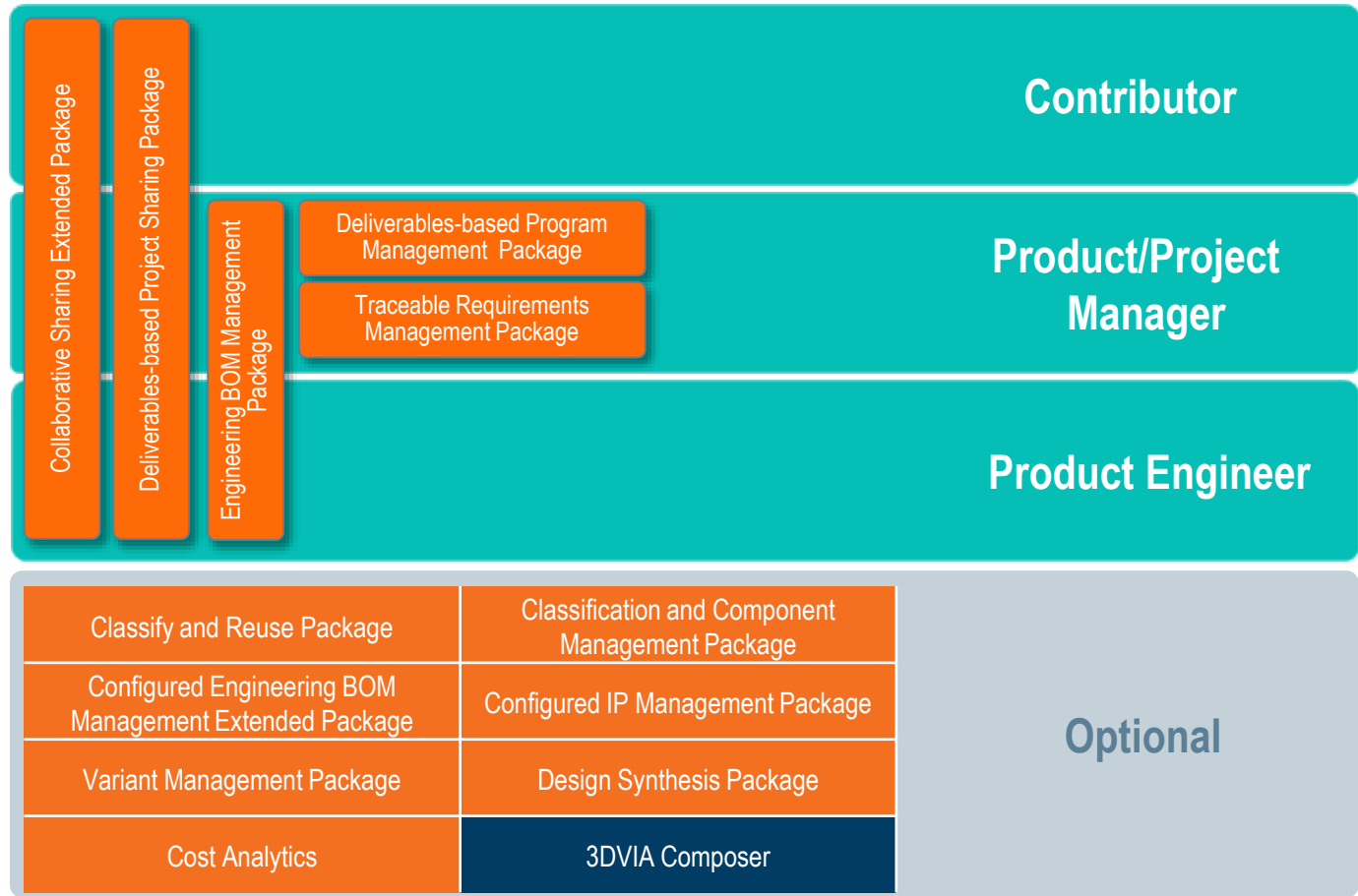




* At least one Administrator role is requested



Project Awarded



Legend:

| | | | |
|--------------------------|----------------------|-----------|-------------------|
| User Role | Design/Engineering | 3D Design | Simulation |
| Manufacturing/Production | Governance/Lifecycle | Platform | 3DEXPERIENCE Open |

Processo Sviluppo Prodotto

il Progetto - Il TEMPLATE

Nuovo Progetto (NPD)

| | | | |
|---------------|-----------|--------------------|----------|
| ITEM No: | R123456 | ClasseProgetto: | R |
| Prodotto: | YXZ | Benestare: | |
| Descrizione: | Turbo-ECO | | |
| FAMIGLIA: | Nobile_ | Mod. di Rif.: | YXW |
| Avvio: | 01/02/10 | Pres. Studio: | 31/07/10 |
| Fornit. Inv.: | 01/02/11 | Data Del. Tecnica: | ... |
| Preserie: | 15/09/11 | Produzione: | 31/12/11 |

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Iniziativa (Progetto)

Macro Attività (ECO)

Impostazione / fattibilità

No: 22984
Org: ...
Need Date: 6/27/98
Stato: Chiusa

Progettazione (R&D)

No: 22984
Org: ...
Data: 6/27/98
Stato: Aperta

Industrializzazione (Prod)

No: 22984
Org: ...
Data: 6/27/98
Stato: Aperta

Task (ECA)

Analisi COSTI

Codice: Motore-1234
Desc:

Creazione EBOM

Codice: 7.x / 6.x / GF.VT/GF.OI
Desc:

Studio (Funzione) CAD (DMU)

Codice: Motore-1234
Desc:

Creazione BOM & MBOM (CICLI)

Codice: E-101
Desc:

Deliverables (oggetti da sviluppare)

AssiemieCAD

Codi: AssiemieCAD
AssiemieCAD
AssiemieCAD
Codice: 9.x

RFQ (prodotto)

Codice: Componenti / gruppi

RFQ (processo)

Codice: Attrezzature

Processo Sviluppo Prodotto

Sviluppare il Progetto e Pianificarlo

Nuovo Progetto (NPD)

| | | | |
|--------------|-----------|--------------------|----------|
| ITEM No: | R123456 | Classe Progetto: | R |
| Prodotto: | YXZ | Benestare: | |
| Descrizione: | Turbo-ECO | Mod. di Rif.: | YXW |
| FAMIGLIA: | Nobile_ | Avvio: | 01/02/10 |
| | | Fornit. Inv.: | 01/02/11 |
| | | Preserie: | 15/09/11 |
| | | Pres. Studio: | 31/07/10 |
| | | Data Del. Tecnica: | ... |
| | | Produzione: | 31/12/11 |

Iniziativa (Project)

Impostazione Distinta Tecnica e Stima dei Costi
(Feseability / Cost & Time)

Impostazione (concept design)
No: 22984
Org: ...
Need Date: 6/27/98
Stato: Chiusa

Progettazione – Rilascio in PDM
Sviluppo Distinta e rilascio Disegni (enterprise PLM)

Data: 6/27/98
Stato: Aperto

Sviluppo Cicli – Progettazione Attrezzature e Documentazione di Processo

Macro Attività

Task /Tool

Distinta Tecnica (EBOM)
Codice: 6.xxxx
Desc: Produc Variant / Conf. ITEM

code

Studio (Funzione) CAD
Codice: Motore-1234
Desc: Close Assembly

Distinta CICLI (PBOM)
Codice: E-101
Desc:

Deliverables (oggetti)

BOMs & Docs
Codice: 9.x

Assembly BOM

AssiemeCAD
Codice: ...
AssiemeCAD
Codice: ...
AssiemeCAD
Codice: 9.x

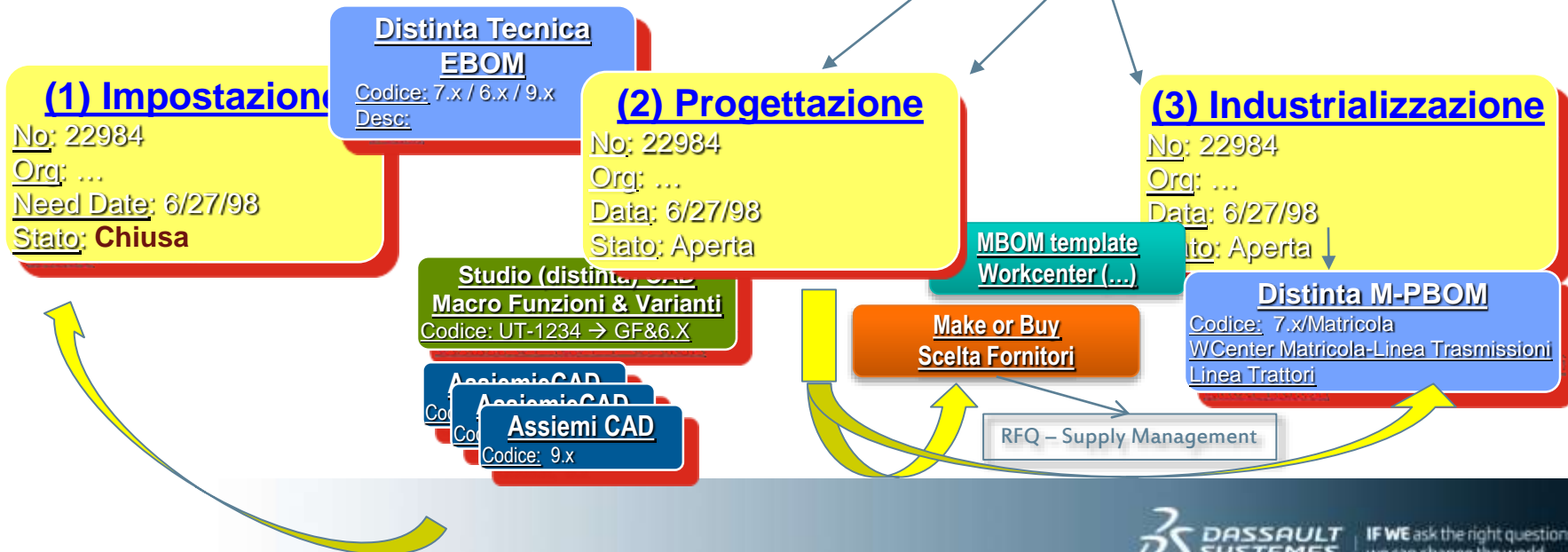
Mfg Proce / Fixture / tools
Codice: E-101
Desc:

Processo Sviluppo Prodotto

Attività, Task e Deliverables tutto nel sistema PLM

















Nuovo Progetto (NPD)

| | | | |
|--------------|-----------|--------------------|----------|
| ITEM No: | R123456 | ClasseProgetto: | R |
| Prodotto: | YXZ | Benessere: | |
| Descrizione: | Turbo-ECO | Mod. di Rif.: | YXW |
| FAMIGLIA: | Nobile_ | Avvio: | 01/02/10 |
| | | Fornit. Inv.: | 01/02/11 |
| | | Preserie: | 15/09/11 |
| | | Pres. Studio: | 31/07/10 |
| | | Data Del. Tecnica: | ... |
| | | Produzione: | 31/12/11 |



Customer references at Suppliers

3DEXPERIENCE Platform - Suppliers References

| Company |  |  |  |  |  |  |  |  |
|---|---|---|---|--|---|---|---|---|
| Products | Door hinges &, latches, hand brake levers, pedal boxes | Gasoline, diesel, hybrid & electric powertrains, active & passive safety, ... | Climate control, engine cooling, lighting, wiper & electrical systems. | Exterior LED lighting, light modules and electronics | Seats, cockpits, door panels, acoustics, soft trim, exhaust & exterior parts | Aluminium Casting, Suspension, Transmission & Braking | Climate, Electronics and Interiors | Powertrain systems internal combustion, instrumentation & test systems |
| Nb of users Authoring / PLM | 130 | 2000 | 9,000 | 10 / 25 | 5000 | 110 | XX / XX | XXX |
| Country (HQ) |  |  |  |  |  |  |  |  |
| Manufacturing Engineering | ----- | | | | | | | |
| Mold & Tooling Engineering | ----- | | | | | | | |
| Product Performance Validation | ----- | | | | | | | |
| Product System Engineering | ----- | | | | | | | |
| Advanced Product Engineering | ----- | | | | | | | |
| BOM & Design Data Management | ● 2013 | ● 2012 | ● 2012 | ● | ● 2012 | ● 2012 | ● | ● |
| Project & Change Management | ● | ● | ● | ● | ● | ● | ● | ● |
| Project Awarded | ● | | | | | | | |

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Bid To Win Roadmap

Example: Local Process Specialist



1

Improve bidding process

+

4

Mold & Tooling

+

2

Implement an Integrated Governance Solution

| | Year N | | | | | | | | | | | | Year N+1 | | | | | | | | | | | | Year N+2 | | | | | | | | | | | | | | | |
|---------------------------------------|--------|---|---|---|---|---|---|---|---|---|---|---|----------|---|---|---|---|---|---|---|---|---|---|---|----------|---|---|---|---|---|---|---|---|---|---|---|--|--|--|--|
| | J | F | M | A | M | J | J | A | S | O | N | D | J | F | M | A | M | J | J | A | S | O | N | D | J | F | M | A | M | J | J | A | S | O | N | D | | | | |
| Project Awarded | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mold & Tooling Engineering | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Project & Change Mgt | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BOM & Design Data Mgt | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Example: Global Process Specialist



1

Improve bidding process

+

2

Implement an Integrated Governance Solution

+

4

Tooling

| | Year N | | | | | | | | | | | | Year N+1 | | | | | | | | | | | | Year N+2 | | | | | | | | | | | |
|---|--------|---|---|---|---|---|---|---|---|---|---|---|----------|---|---|---|---|---|---|---|---|---|---|---|----------|---|---|---|---|---|---|---|---|---|---|---|
| | J | F | M | A | M | J | J | A | S | O | N | D | J | F | M | A | M | J | J | A | S | O | N | D | J | F | M | A | M | J | J | A | S | O | N | D |
| Project Awarded | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Project & Change Management | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BOM & Design Data Management | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mold & Tooling Engineering | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Example: Local Product Innovator



3

+

2

+

4

+

1

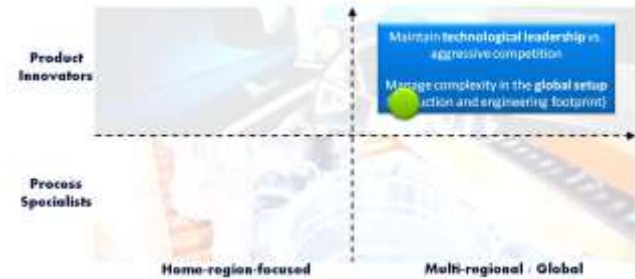
Transform Engineering Processes with System Engineering + *Implement an Integrated Governance Solution*

Simulation

Improve bidding process

| | Year N | | | | | | | | | | | | Year N+1 | | | | | | | | | | | | Year N+2 | | | | | | | | | | | |
|---------------------------------------|------------|---|---|---|---|---|---|---|---|---|---|---|------------|---|---|---|---|---|---|---|---|---|---|---|-------------|---|---|---|---|---|---|---|---|---|---|---|
| | J | F | M | A | M | J | J | A | S | O | N | D | J | F | M | A | M | J | J | A | S | O | N | D | J | F | M | A | M | J | J | A | S | O | N | D |
| Product System Engineering | [Blue bar] | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Project & Change Mgt | | | | | | | | | | | | | [Grey bar] | | | | | | | | | | | | | | | | | | | | | | | |
| BOM & Design Data Mgt | | | | | | | | | | | | | [Grey bar] | | | | | | | | | | | | | | | | | | | | | | | |
| Product Performance Validation | | | | | | | | | | | | | | | | | | | | | | | | | [Green bar] | | | | | | | | | | | |
| Project Awarded | | | | | | | | | | | | | | | | | | | | | | | | | [Red bar] | | | | | | | | | | | |

Example: Global Product Innovator



| | Year N | | | | | | | | | | | | Year N+1 | | | | | | | | | | | | Year N+2 | | | | | | | | | | | |
|-----------------------------------|--------|---|---|---|---|---|---|---|---|---|---|---|----------|---|---|---|---|---|---|---|---|---|---|---|----------|---|---|---|---|---|---|---|---|---|---|---|
| | J | F | M | A | M | J | J | A | S | O | N | D | J | F | M | A | M | J | J | A | S | O | N | D | J | F | M | A | M | J | J | A | S | O | N | D |
| Project & Change Mgt | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BOM & Design Data Mgt | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Product System Engineering | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Project Awarded | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Advanced Product Design | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

