

PLM Innovation in Experience Economy

2013 PLM BEST PRACTICE CONFERENCE KOREA

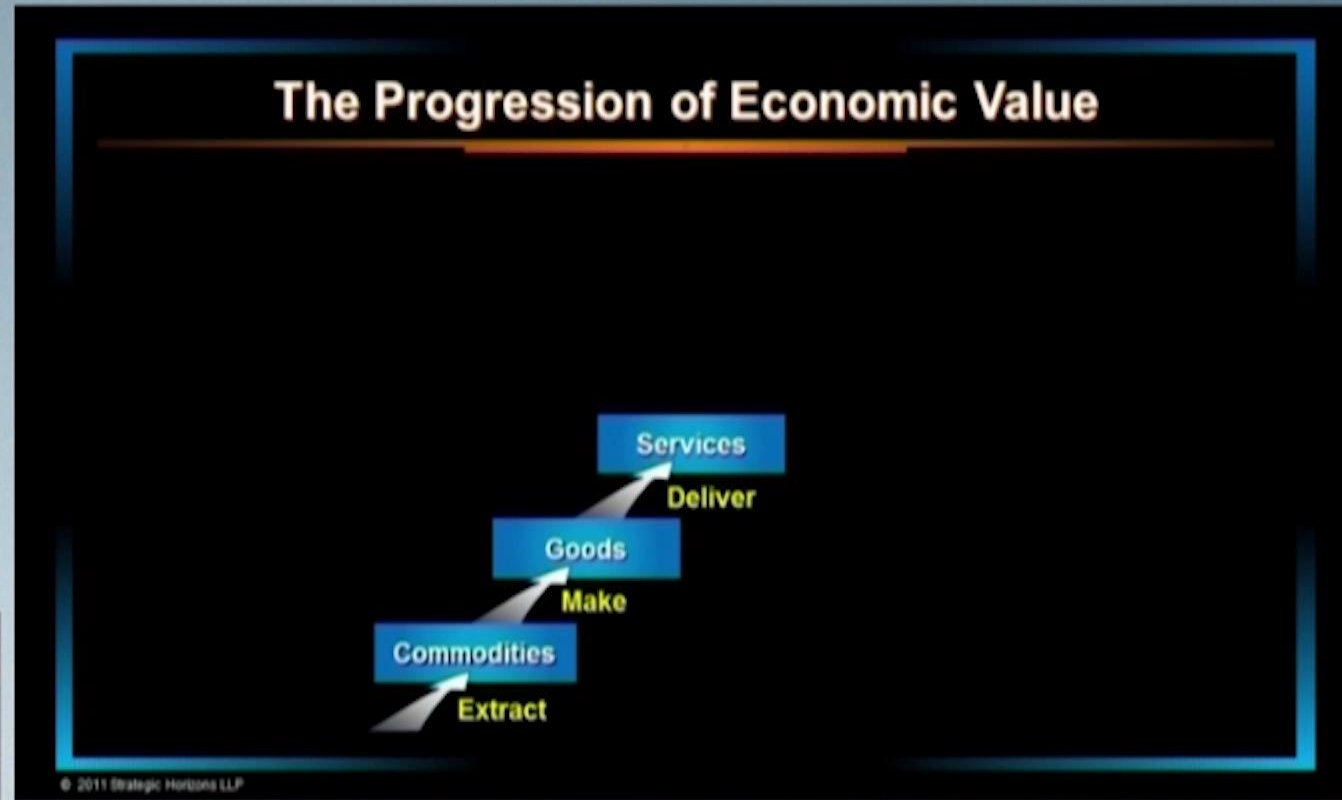
Marc Balestra
Vice President, Industry Services Asia
Dassault Systemes

Consumers buy Experiences

Experience is Bigger Than Product

Nespresso and iPhone are holistic experiences.
Product technology is just 1 element.

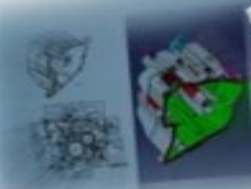
Joe Pine





Our Legacy Leads Evolution

3D
Design



3D DMU
Digital Mock-up



3D PLM
Product Lifecycle
Management



3DEXPERIENCE

Why a 3DEXPERIENCE Platform?

To enable our clients to create **delightful experiences** for their ultimate customers or consumers



A **business** platform on premise, on-line, in public or private cloud

Key Elements of Our Platform

Social & Collaborative Apps

3D Modeling Apps

Content and Simulation Apps

Information Intelligence Apps

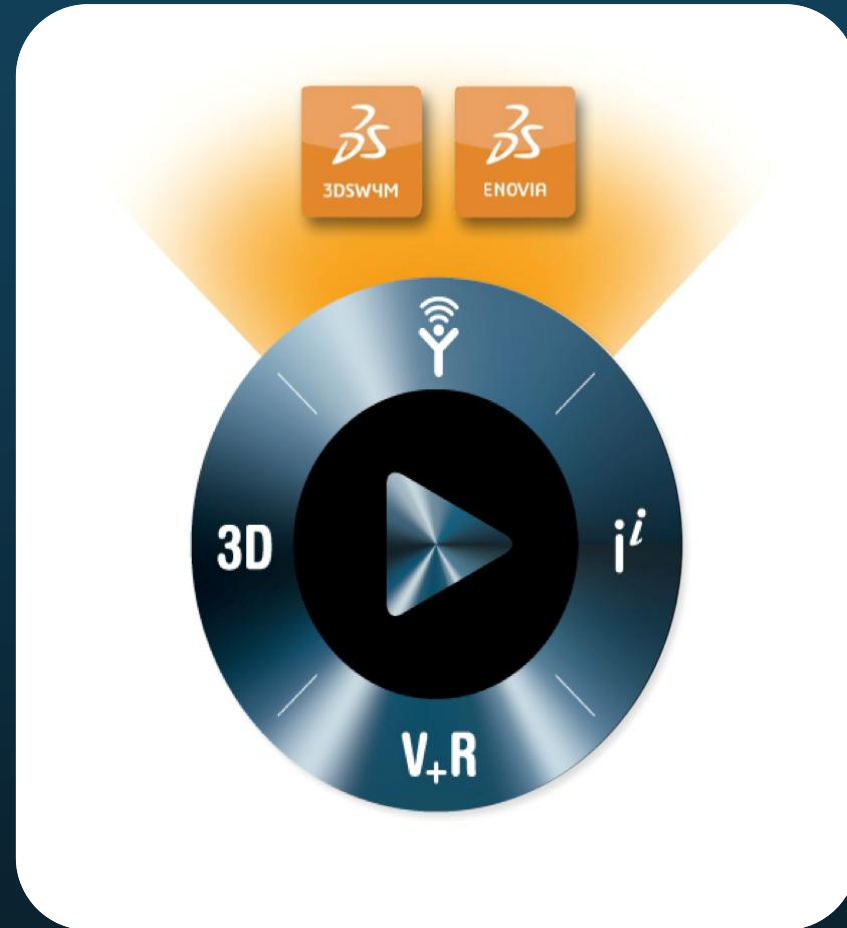
Real time 3DEXPERIENCE Platform



Connectivity Quadrant

SOCIAL & COLLABORATIVE APPLICATIONS

Working in
unstructured
& structured
environments



3D Quadrant

3D MODELING APPLICATIONS

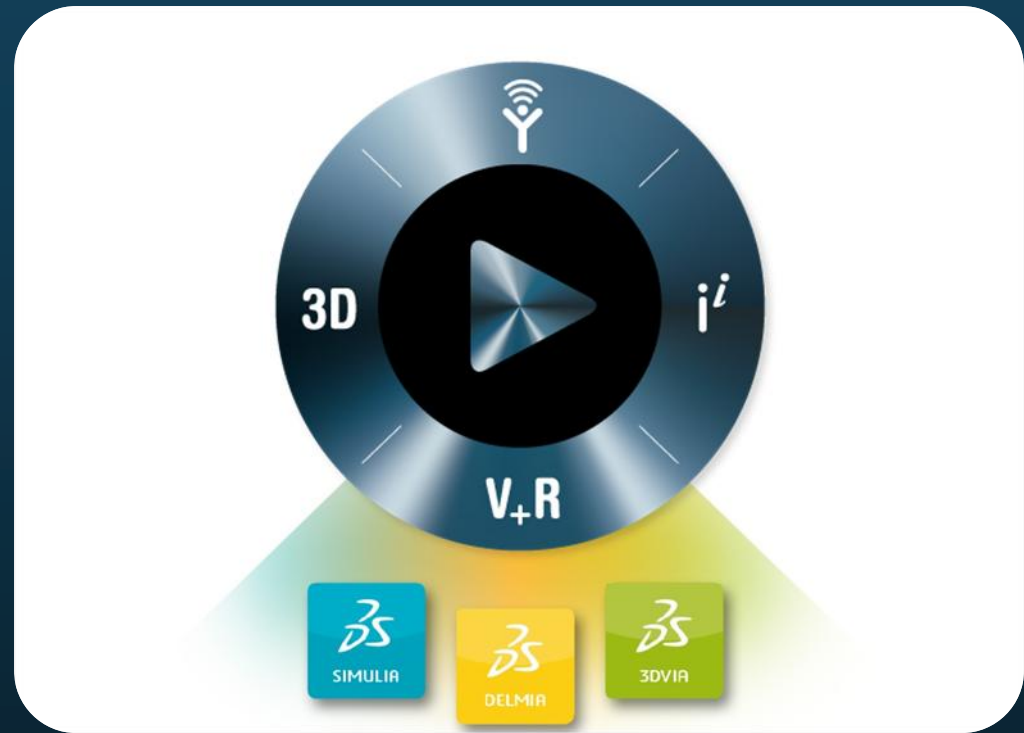
Shaping ideas
into reality



Virtual+Real Quadrant

CONTENT & SIMULATION APPLICATIONS

Where
virtual worlds
meet reality



Information Intelligence Quadrant

INFORMATION INTELLIGENCE APPLICATIONS

Revealing &
dashboarding

BIG DATA



WHY 3DEXPERIENCE?

Because we are in the 'Experience Economy'

Products are NO LONGER ENOUGH to have distinctive offers for any of the Industries we serve...and they know it!

The PERCEIVED VALUE of products is what drives the business!

Industries struggle for INNOVATION but know that break-through technology is NOT a sustainable economic model

IF WE



TM