



# TRANSITIONING FROM PLM TO AN INNOVATION PLATFORM

Making the best strategic decision

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## Use Your PLM System Replacement to Create a Strategic Advantage

Many manufacturers face recent announcements from software vendors that their current PLM software will not be supported going forward. If you find yourself in this position, the time has come to move away from legacy PLM software.

You already recognize the value PLM brings your business and you clearly want to retain the benefits. But this moment presents an opportunity to “bounce forward” – to do more than get back to what you already have. A chance to modernize your systems and improve the way your company innovates.

This is important because your business, market environment and competitive landscape have changed. If you're like most manufacturers, your products are more complex, product lifecycles have shrunk, customer needs change more rapidly and you face higher demands for sustainability.

Your company needs to be more agile, innovative and resilient. At the same time, your industry is likely going through a massive digital transformation. These changes bring opportunity. Changing systems may not be optional, but you don't have to take a “me too” path forward. This unplanned disruption provides you with a strategic opportunity to transform. A chance for your company to improve the way you innovate by moving beyond a traditional PLM system and adopting the **3DEXPERIENCE** platform.



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## Move Beyond Process Efficiency to Improve Innovation

PLM has helped companies improve engineering and product design efficiency. It provides a central repository for product data that helps streamline processes, eliminate errors, lower costs and improve quality. These benefits are valuable and necessary, but haven't yet fulfilled the greater promise of PLM – superior product innovation. Quality is expected and speed is only so much of a differentiator, leaving innovation as the key to market success.

Innovation is the core driver of business growth. It must be continuous, repeatable and fast. According to Forrester<sup>1</sup>, “71% of business leaders expect they'll have to accelerate new offerings just to maintain their market position.” Innovation can be a game changer, while efficiency is critical, but no longer a competitive advantage.

Your PLM transition comes at the same time as one of the largest business shifts ever, digital transformation, which relies on product, process and business model innovation. Lack of a clear digital transformation strategy puts your company at risk of being outpaced in the market. Companies are facing rapidly evolving business models, technologies, sustainability demands and socio-economic factors. According to Tech-Clarity<sup>2</sup>, “42% of companies say that business risk and disruption have increased “significantly” over the last five years.” Innovation is the solution. Companies that deliver continuous innovation are more competitive, provide better customer experiences, and able to adapt to changing market conditions more effectively.

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<sup>1</sup> Forrester: Stop, Collaborate, And Listen: Staying Agile in A Rapidly Changing World

<sup>2</sup> Tech-Clarity, Business Sustainability and Transformation Strategies 2021

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## Create an Environment for Sustainable Innovation

Innovation is more than just putting a few smart people in a room together. Collaboration is the key ingredient. That's because, to be innovative, you must take a multi-disciplinary approach that combines all product perspectives. For example, looking at how complex products leverage an optimal mix of mechanical, electrical and software elements. You also need to eliminate operational silos among design, engineering, testing and manufacturing to leverage the collective knowledge of the business. One way to achieve this is by extending innovation processes to marketing, suppliers, customers and others that can provide input or validation.

Beyond collaboration, sustained innovation requires a data-centric approach. Increasing innovation requires you to connect and leverage both product and business data. The ability to effectively capture this data requires the openness to incorporate various design tools and enterprise systems into the innovation process. To develop meaningful, continuous innovation, you must also look outside your organization. You can leverage advanced technologies like Artificial Intelligence (AI) and Machine Learning (ML) to go beyond intuition, gain new insights and uncover new opportunities from market, customer, product and other data.

The bar for product innovation is higher than ever and traditional innovation processes are no longer enough. It's time to take a visionary approach – looking beyond the product design to validate the full product experience. To do this, your innovation environment must be able to validate product performance, sustainability and the way customers experience the product. This means modeling the full product and then connecting virtual and real worlds with a comprehensive Virtual Twin Experience. A fully integrated Virtual Twin allows you to design, develop, simulate, optimize and validate the product with confidence to deliver a meaningfully innovative product experience.

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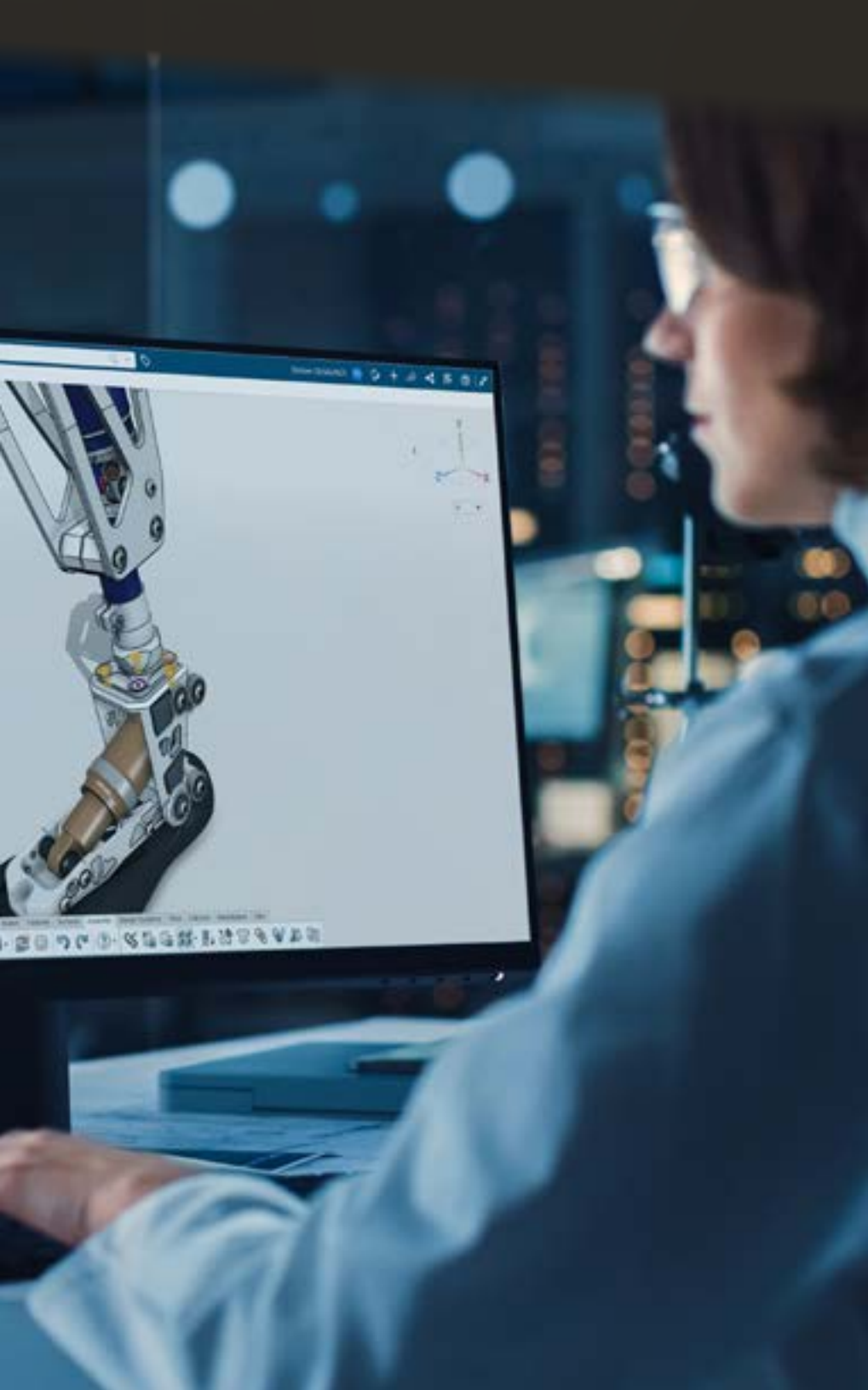
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## Drive Innovation with a Modern Innovation Platform

While your existing PLM system probably helped drive efficiency and quality, today's circumstances demand more innovate products and new ways of doing business. PLM is a necessary foundation for structured product development, but it is not enough to drive meaningful innovation. That doesn't mean PLM isn't important. Core product development and data management capabilities are critical, but they won't differentiate your company from the competition. It's time to move from a traditional PLM system to an innovation platform.

For more than 40 years, Dassault Systèmes has led the evolution of product development and engineering solutions. Recognizing the need to dramatically shift from traditional PLM, Dassault Systèmes developed a single, integrated product innovation platform from the ground up that delivers comprehensive PLM capabilities and much more. By creating a wholly new platform, Dassault Systèmes delivers generational gains in product innovation capabilities that are available nowhere else. That's because the **3DEXPERIENCE** platform goes beyond traditional PLM to support product, process and business innovation, enabling higher levels of creativity across entire value networks and taking your company to the next level.

The **3DEXPERIENCE** platform eliminates silos among design, engineering, testing and manufacturing by providing a secure, common infrastructure with advanced 3D modeling, simulation, data science and collaboration capabilities. But it's also more. It's a business platform that brings company-wide transformation across applications, departments and business processes.

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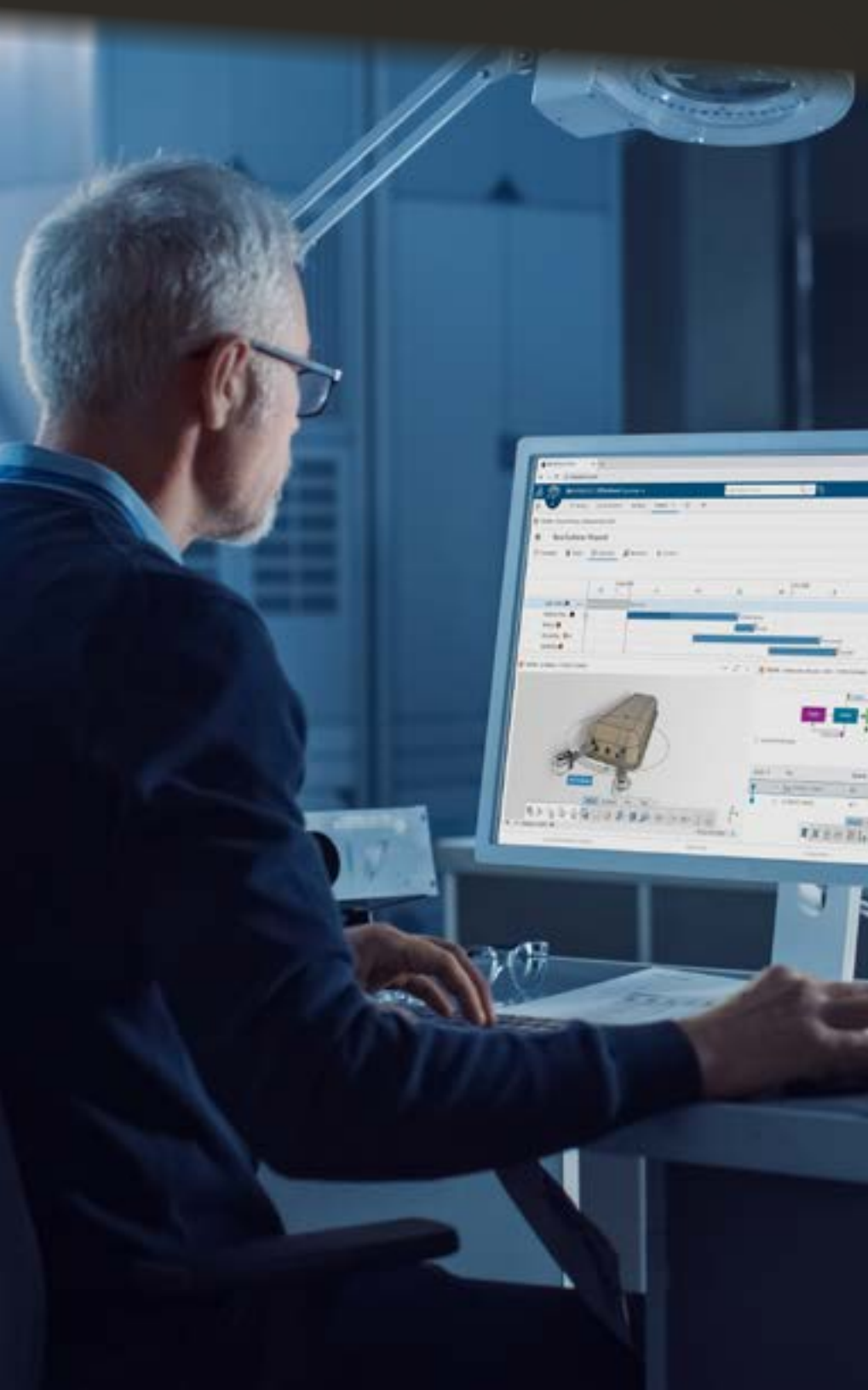
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## What Makes the 3DEXPERIENCE Platform Different?

The **3DEXPERIENCE** platform uniquely offers companies a fully integrated environment to ensure efficient and transformative operations. Built on knowledge gained during decades of collaboration with industry leaders, the platform connects people, ideas and data in ways that enable seamless collaboration and foster sustainable innovation.

The platform is not a patchwork of disparate applications with differing architectures, data models and interfaces, but a single environment that provides a real-time view into business operations. With a common user interface and data model, users can seamlessly navigate and interact with up-to-date information using task-based dashboards and role-specific apps.

Providing a people- and process-centric approach to business transformation, the **3DEXPERIENCE** platform enables everyone in the organization to work together with a focus on delivering innovation and improving the customer experience. Using the platform's modern, data-driven approach allows efficient collaboration around designs. Downstream simulation and manufacturing functions can work concurrently with product engineers, incorporating stakeholder feedback and addressing potential issues earlier.

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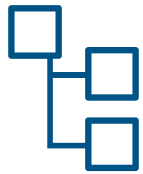
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## PLM with the 3DEXPERIENCE Platform

Your first priority may be to replace the PLM functionality that you already have, and clearly that's an important goal. You don't want to give back the gains in efficiency and quality that you've already achieved. Rest assured, the **3DEXPERIENCE** platform provides comprehensive PLM capabilities – and much more.

The pioneer of PLM in the late 1990's, Dassault Systèmes has long set the standard for PLM systems. The **3DEXPERIENCE** platform supports the product innovation process, providing a full breadth of PLM functionality including:



Parts and Bill of Materials Management



Requirements Management



Digital Mockup



Change Management



Document Management



Quality Management



Supply Chain Management



Project Management

Beyond replacing what you have today, the **3DEXPERIENCE** platform fundamentally raises the bar on innovation. It allows manufacturers to create Virtual Twin Experiences to simulate, optimize and validate the end-to-end lifecycle and experience of products, processes and services on a common data model. It supports social and structured

collaboration to harness the innovation power of your enterprise and value chain. It offers AI and ML to help your company develop unique insights into market and customer needs. It is a single platform for taking your innovation performance to the next level.

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## The 3DEXPERIENCE Platform Supports the Way You Work

Dassault Systèmes designed the **3DEXPERIENCE** platform as an open, flexible solution to support your business and the way you work. The platform can be leveraged on-premise, in a SaaS environment in either a private or public cloud, or in a hybrid model that provides optimized performance for your global operations.

The **3DEXPERIENCE** platform is an open platform that allows you to connect to your other business applications such as ERP that are essential to support continuous innovation and operational excellence. It provides the ability to leverage multi-CAD product definitions that allow your engineers and suppliers to work in the design tools of their choice, harnessing their creativity in a holistic, collaborative digital thread. It connects your enterprise and your value chain using the universal language of 3D without the need for additional CAD licenses. These capabilities help you quickly transition from your existing PLM system while providing unique opportunities for greater value over time.

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## CUSTOMER SUCCESS STORY: Safran Electronics & Defense

### CHALLENGE:

Safran Electronics & Defense is a world leader in optronics, inertial navigation and embedded electronics. The company needed to modernize its product development process to define more complex systems and strengthen its position on the market, improve customer satisfaction, and maximize agility.

### SOLUTION:

Safran chose the **3DEXPERIENCE** platform to support its digital transformation and master the configuration management and process throughout the lifecycle of its products.

### BENEFITS:

As a single source of product information available to all stakeholders, the **3DEXPERIENCE** platform allows Safran to innovate its development methods, foster interdisciplinary collaboration and improve traceability during the entire product lifecycle, from design to engineering and industrialization.



“ PLM is at the heart of our digital transformation, that’s why we chose the **3DEXPERIENCE** platform.

Renaud Blech, SVP Digital Transformation and Improvement – Safran E&D

“ The **3DEXPERIENCE** platform provides Safran with a modern solution for configuration management and traceability throughout the product lifecycle.

Jean-Luc Zussy – “NewPLM” Project Director – Safran E&D

“ Dassault Systèmes brings its expertise and experience to enable us to implement the **3DEXPERIENCE** solution in the most optimized way, with minimal customization – and to have a scalable solution that will continue to be state of the art for decades.

Martin Sion, President – Safran E&D

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The time to discover the value potential of the **3DEXPERIENCE** platform is now. Begin your journey from PLM to an innovation platform.

## 3DEXPERIENCE



Our **3DEXPERIENCE®** platform powers our brand applications, serving 11 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the **3DEXPERIENCE** Company, is a catalyst for human progress. We provide business and people with collaborative virtual environments to imagine sustainable innovations. By creating 'virtual experience twins' of the real world with our **3DEXPERIENCE** platform and applications, our customers push the boundaries of innovation, learning and production.

Dassault Systèmes' 20,000 employees are bringing value to more than 270,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit [www.3ds.com](http://www.3ds.com).



**3DEXPERIENCE™**

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