

Dassault Systèmes Partners with bluenove Group to Make Open Innovation Accessible to Many

High-Tech Companies Will Have Access to a Unique Solution Combining High-Level Consulting and the 3DEXPERIENCE Environment to Connect and Develop Inside Out

VELIZY-VILLACOUBLAY, France — November 5, 2015 — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced its partnership with [bluenove Group](#), an internationally-renowned open innovation consultancy. The cooperation will transform the way in which open innovation can be delivered and accelerated to help companies invent products, services and solutions.

Particularly relevant to the high-tech industry, open innovation seeks to improve innovation dynamics within companies by involving internal collaborators and external ecosystems including clients, research centers, universities, startups and suppliers. The high rate of disruption in the marketplace, as well as the growing fusion of high-tech with transportation, health and other industries, increasingly pressure companies to be first to market in order to stay competitive.

The value proposition of this partnership is that of combining the industry solution experience in Dassault Systèmes' high-tech portfolio called "Social Ideation" with the consulting of its Design Studio (experience thinking methodology) and with bluenove's expertise in delivering methods and software tools supporting collective intelligence.

Based on the 3DEXPERIENCE platform, "Social Ideation" is the first cloud-based open innovation management solution to provide social collaboration that connects ideation with product design at all phases of an innovation project. With "Social Ideation", high-tech companies can accelerate prototyping ideas into tangible assets that can be integrated into product portfolios.

"Trends and technologies such as big data, connected objects, mobile services and 3D printing are changing how companies innovate—while startups have long been sources of disruption, large industrials are now establishing open innovation programs to harness resources that can drive the evolution of industries," said Martin Duval, President and COO, bluenove Group. "Using the 3DEXPERIENCE platform, these companies can now work much more efficiently. The ideas, intelligence and data that are generated from bluenove's open innovation strategies can now be connected with product development on a single platform, simplifying the overall innovation process."

"To be successful, open innovation must efficiently bridge the gap between the generation of ideas and their transformation into tangible product experiences," said Olivier Ribet, Vice President High-tech Industry, Dassault Systèmes. "With the Design Studio's experience

thinking consulting services, our ‘Social Ideation’ industry solution experience and partnership with bluenove, Dassault Systèmes aims to further support and develop its high-tech customers’ innovation initiatives. Our goal is to foster inspiration, ideation and identification of the best ideas, and facilitate their transformation into world-class designs, engineering excellence and successful projects.”

For more information on Dassault Systèmes’ industry solution experiences for high-tech: <http://www.3ds.com/industries/high-tech/>

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About Dassault Systèmes

Dassault Systèmes, the 3DEXPERIENCE Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes’ collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 190,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

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