

## **Dassault Systèmes a Strategy Leader in IDC's 2012 Retail MarketScape Survey**

***The 3DEXPERIENCE Company Recognized as a Leader in Innovation,  
Capabilities, Functionality and Offering***

VÉLIZY-VILLACOUBLAY, France – November 7, 2012 - [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, a world leader in 3D design, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced that it has been recognized by technology industry research firm [IDC](#) as a leading PLM provider for the retail market in its recent report, "[IDC MarketScape: Worldwide Retail Product Life-Cycle Management \(PLM\) Applications 2012 Vendor Assessment.](#)"

IDC Retail Insights reviewed the retail industry and its use of PLM, releasing a comprehensive analysis of the top ten vendors based on market share and potential for growth. Each vendor's applications focused on apparel, footwear and hardlines products were reviewed and evaluated in terms of strategy and vision, innovation, current capabilities, and operational issues.

In the report, Dassault Systèmes was given a leading score among its peers for retail PLM strategy, as IDC highlighted the company's holistic vision of product innovation and building excellent consumer experiences. The company was also among the top three vendors for innovation and overall capabilities.

"Our consumer goods, apparel and retail customers see our 3DEXPERIENCE platform as a true competitive advantage – one that enables them to use the latest technologies to manage and enhance everything from Consumer Insights to Design and Production through PLM capabilities to provide them with winning business experiences," said Monica Menghini, Executive Vice President, Industry and Marketing, Dassault Systèmes. "We are thrilled to see IDC confirm our leadership position and our vision of helping companies visualize and experience products as they do in the real world."

When developing this report, IDC spoke with customers about why they selected their current partner and whether the selection worked out. Dassault Systèmes' customers stated that the company's openness and ability to integrate with, and facilitate interactions between ERP systems was important, as was the flexibility of the solution and the deep expertise of the company's integration partners. In addition, other strengths mentioned in the report included the accessibility of the online platform on any Web-based device; the company's 3DSWYM social innovation environment and its ability to support collaboration with internal and external partners; the best-in-class enterprise search capabilities offered by its EXALEAD application; and the extended 3D capabilities for hardlines retailers offered by its SOLIDWORKS software application.

"Dassault Systèmes' applications are a good choice for the apparel, footwear and hardlines retailers focused on leading-edge innovation in product and process," added Leslie Hand, research director with IDC Retail Insights.

Dassault Systèmes' 3DEXPERIENCE platform for [Consumer Goods and Retail](#) companies provides organizations with applications needed to collaborate and create the products that will inspire the purchase decision – and to better deliver customer satisfaction all the way through the selling experience. The company also recently launched [FashionLab](#), a technology incubator that helps fashion designers and stylists use design, simulation and collaboration tools to create an entire collection.

The full IDC MarketScape report is available here:

<http://www.3ds.com/fileadmin/marketing/Whitepapers/IDC%20MarketScape.pdf>

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#### **About IDC MarketScape**

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

#### **About IDC**

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community to make fact-based decisions on technology purchases and business strategy. More than 1,000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 100 countries. For more than 48 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting [www.idc.com](http://www.idc.com).

#### **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 150,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit [www.3ds.com](http://www.3ds.com).

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