

Dassault Systèmes and IBM – sustainable innovation

*A compelling framework for innovation in
consumer products*



Highlights:

- Product lifecycle management can unlock new levels of innovation and customer appeal in consumer packaged goods
 - Dassault Systèmes PLM allows consumer products companies to stay competitive through sustainable programs of innovation
 - IBM's systems, software and services provide robust global operational platform
 - Real-time access to single 3D database enables true global collaboration
 - Links to social media place consumers at the heart of innovation
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Consumer products companies live and die on how well their products fly off the shelf. In order to prosper in a fiercely competitive market, they must strive to stay fresh and maintain differentiation in every market they target. To do this, they must establish processes and systems that deliver new products via dynamic ongoing innovation.

This is the Dassault Systèmes/IBM promise: a robust global framework for collaborative new product development and introduction. Through a combination of industry-leading software, systems and services, new products come to market faster, better and with lower risk, allowing consumer products suppliers to stay competitive while addressing broader issues including globalization, cost reduction and sustainability.

Solution overview

Manufacturers of consumer products are driven by many of the same issues faced by other enterprises: revenue, operating profit, corporate social responsibility (particularly environmental concerns), globally distributed operating centres and sales channels and fragmented systems and processes. In the consumer products world, where reputations and revenues depend so much on fickle consumer choice, an ongoing culture of innovation and a robust collaboration framework are key to meeting all of these challenges. Successful companies must be able to get the right products to market quickly, economically and with minimum risk of failure.

Fundamental to the way Dassault Systèmes and IBM help consumer products companies stay competitive through innovation is a framework of technology and processes known as product lifecycle management (PLM).

In its broadest application, PLM is a continuous process that enables an enterprise to innovate and manage its products and related services effectively and efficiently throughout the entire business life cycle, from initial concept and design to manufacturing, delivery, use, recycling and disposal. Dassault Systèmes delivers the PLM vision through a comprehensive suite of design, engineering, simulation and collaboration applications that together enable the collaborative management of the entire product lifecycle. Crucially, each solution



operates using the same underlying data, utilizing 3D as a common language to improve visual and technical understanding of the evolution of the product throughout its lifecycle. This common data framework means everything, from the product formulation to the packaging, labeling and artwork – even what the product will look like on a retailer’s shelf – can be visualized and evaluated in advance.

This 3D model-based integration also easily allows manufacturers to simulate how their products will function – in production and distribution as well as in the hands of the consumer – before committing to capital expenditure for new tools and production lines. Visualization and simulation tools promote innovation and minimize risk while the collaborative use of the single 3D dataset cuts time to market.

The influence of PLM also extends beyond the development phase. Once a product has gone into production the PLM database will link directly into other enterprise systems such as ERP, SCM and even MRP, further speeding time to market and cutting the risk of downstream error. Indeed PLM actively adds to the value of a company’s ERP investment by integrating it more closely with the innovation and intellectual property that lie at the heart of a product’s success.

The core collaboration platform at the heart of the Dassault Systèmes is ENOVIA. ENOVIA is the engine that powers DS’s integrated PLM solution: the core 3D product data management solution. ENOVIA ensures the robustness, security and performance of the entire collaborative platform via a three-tiered architecture that provides a single point of access for all PLM software applications. These include CATIA and SolidWorks (for design), SIMULIA (for engineering analysis), DELMIA (for manufacturing and production simulation) and 3DVia (for testing the lifelike experience of new products).

ENOVIA brings particular value to consumer products manufacturers by enabling optimized portfolio management as well as improving specification and change process management, regulatory compliance management and supplier quality and sourcing.

In order to be truly effective as a global collaboration framework, any PLM solution must be based on truly robust technology. This is where IBM, with its industry expertise, global business services, middleware and server technology takes ENOVIA to a different level. Between them, Dassault Systèmes and IBM offer a powerful, enterprise-strength solution to five key challenges facing manufacturers.

Challenges and benefits

Globalization: Many of today’s consumer products manufacturers operate 24/7 design and production strategies, following the sun to maximize efficiency and minimize time to market. This means standardizing on global systems and processes. Collaboration using ENOVIA means de facto standardization on a single 3D representation, while IBM’s robust technology, services and global presence provides the ideal operational framework.

Differentiation: The need to demonstrate differentiation through innovation has been identified as a key driver in the consumer products marketplace: consumer products companies are constantly looking for products that create sustainable customer advantage and perceived value. Dassault Systèmes and IBM have a long and proud tradition of providing innovation solutions for every stage of the design to manufacturing process. This maximizes the opportunity to experiment with – and predict the effect of – different attributes that may affect market performance. For consumer products companies, Dassault Systèmes PLM holds the secret not only of empowering collaborative innovation but doing so with speed, compressing the innovation cycle that takes products from concept to shelf.

Customer-centricity: The 2010 IBM Global CEO Study identified a key attribute of successful consumer product companies as the ability to co-create with customers and consumers. This means finding ways to connect both physically and virtually to customers to gain insights into the next wave of product development. One-to-one consumer interaction (one of the tenets of the IBM framework) is key. The Dassault Systèmes PLM platform provides a mechanism for taking insights from blogs, social media, focus groups and advisory councils – and linking them to product requirements that will ultimately drive new product development.

Integrated information: Many organizations attempting to operate on a global scale have to deal with fragmented systems, processes and data structures. By contrast, a collaboration and innovation strategy based on Dassault Systèmes PLM, provides a new level of information integration. Supported by robust and resilient IBM technology, ENOVIA delivers confidence by providing real-time global access to a single version of the design data. In addition, DS’s PLM platform provides close integration with your ERP system for sharing BOM information and product attributes, and with other solutions such as SCM and MRP.

Corporate responsibility: Packaging can be a sensitive issue for consumer products companies under pressure to demonstrate their green credentials. PLM embraces the entire product lifecycle, encouraging designers to think carefully about what happens to the product after it leaves the shelf. Materials are chosen for their recyclability and packaging designed so that some – or all – can be re-used. Resultant strategies are good for the planet and for the bottom line, not only saving material but also improving brand value.

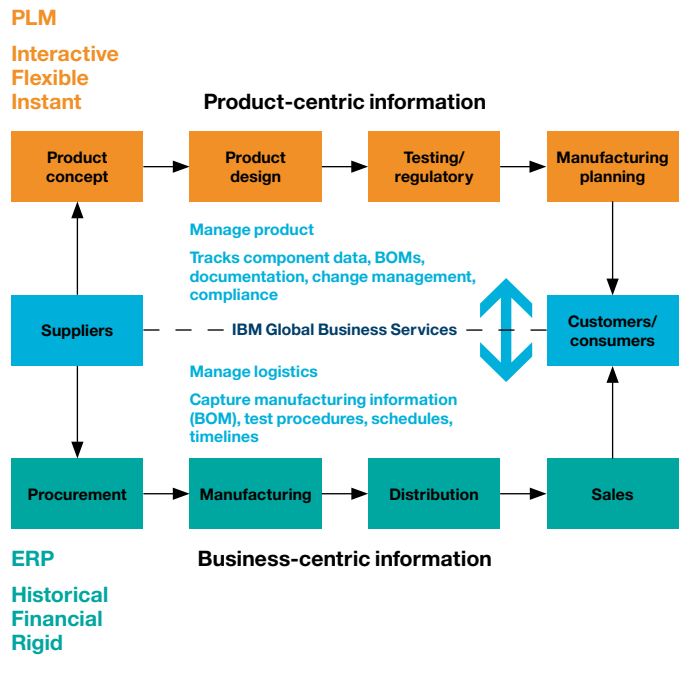
Dassault Systèmes and IBM – a closer look

Dassault Systèmes is an IBM Premier Business Partner and is undergoing validation on the IBM Consumer Products Industry Framework. This is designed to support a smarter way of performing business operations through integrated solutions that help accelerate business performance. Built on IBM software and industry expertise and using open standards for easy integration with other systems, the framework provides advanced information management, analytics, automation and process integration among business areas.

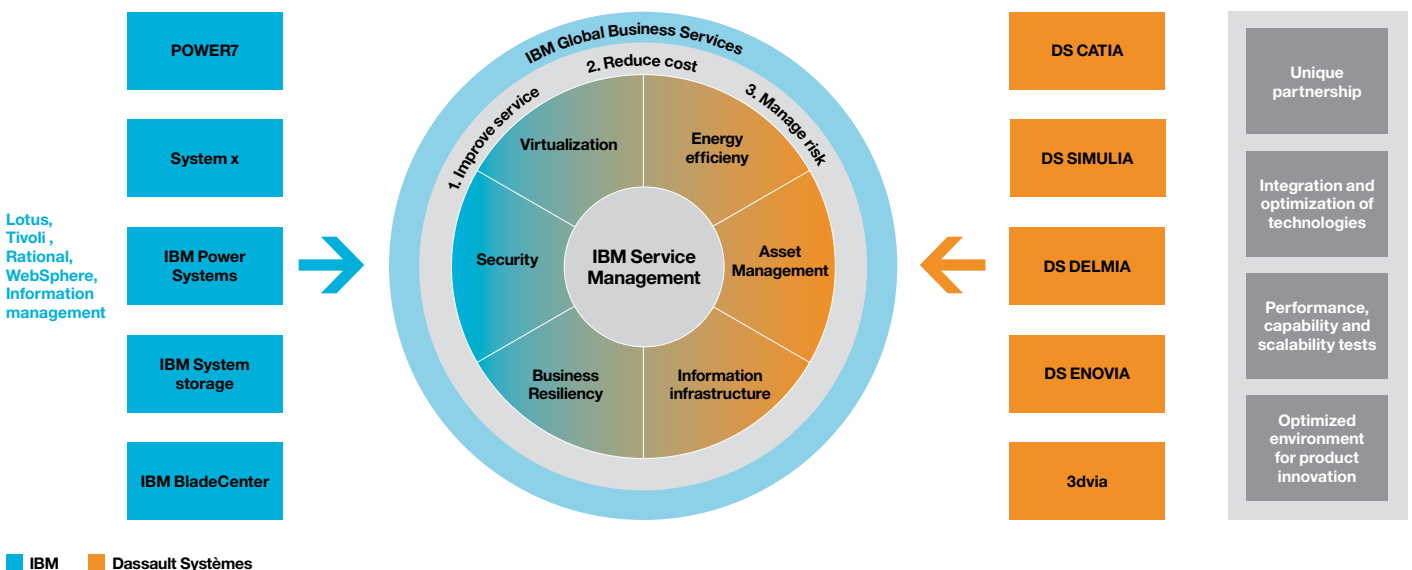
IBM and Dassault Systèmes have been working together closely, serving thousands of clients over the past 30 years. The two companies have recently joined together in a new formal alliance. The offering to the consumer packaged goods industry is the first fruit of that alliance, bringing together facets from two industry leaders – both technical and practical – to deliver a wide array of benefits for consumer products customers.

PLM and ERP working together

Different applications for different requirements



Business and Technology partnership between IBM and Dassault Systèmes



IBM server architecture, for instance, based on either POWER7® processor technology and AIX virtualization or IBM's industry-leading Intel server architecture gives ENOVIA users a powerful combination: processing power; a robust operating environment; infrastructure consolidation; flexibility to scale operations and a reliable, proven IBM hardware and software platform made up of WebSphere® Application Server and DB2® optimized for POWER7. For those customers who prefer Linux or Windows Server, System x® with storage is supported.

ENOVIA users will also benefit from IBM's Global Business Services® (GBS), which provides the front-end business transformation expertise required to help companies decide where and how to implement the DS solution.

The GBS team will help customers to define expected benefits and develop the business process changes they may need to make. GBS architecture specialists will design the necessary infrastructure, optimizing those processes, consolidating and rationalizing applications and integrating the PLM solution with other enterprise applications such as supply change management, e-commerce and ERP.

IBM Global Financing can also ensure that customers can tie their cash outlay to the benefits they receive. In short, Dassault Systèmes and IBM will work closely together to deliver a cohesive, integrated services approach to implementing PLM solutions in the consumer products space.

Summary

Dassault Systèmes' end-to-end innovation and collaboration software portfolio combines with IBM's proven workload-optimized systems and global services framework to enable consumer packaged goods companies to stay competitive. Smarter products are produced faster and at lower cost through sustainable innovation on a worldwide scale.

For more information

To learn more about IBM in Consumer Products, contact your IBM sales rep or visit:

ibm.com/solutions/3ds/us/en/index/consumer.html

To learn more about Dassault Systèmes please visit:

www.3ds.com



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