



3DEXPERIENCE®

## CONSUMER GOODS AND RETAIL **MY DESIGN**

3D creativity and technical innovation  
in one integrated platform



**PROVIDE CREATIVE  
DESIGNERS AND  
ENGINEERS WITH THE  
MEANS TO DEVELOP  
WINNING PRODUCTS  
IN A COLLABORATIVE  
ENVIRONMENT**

Today's consumers know how to recognize value and the brands that deliver it in their products win their loyalty and repeat business. But competition is fierce and the race is on to deliver aesthetically and functionally-superior products. Brands need to quickly turn out products that combine stylish look and feel with the right performance at the best price to gain market share. Yet without the right technology, they risk missing the mark.

**My Design** is creative design, engineering and simulation technology combined in one industry solution experience powered by the 3DEXPERIENCE® platform. From creative design to market launch, brands can improve the design and collaborative efficiency of their designers, technical designers and engineers by allowing them to explore more innovative ideas in a shorter amount of time and to deliver production-ready designs to manufacturing thanks to powerful virtual testing and simulation tools.

**My Design** puts collaboration at the heart of the development process. Since all product data is managed within the **3DEXPERIENCE®** platform, every stakeholder has easy, secure and real-time access, which promotes a seamless and free flow of ideas. Marketing and product managers can set up personalized dashboards to monitor the competition, design trends and what consumers say via social media. They can share this information with creative and industrial designers who, in turn, come up with a series of design proposals for review. Selected designs are functionally enhanced by mechanical engineers and then tested by simulation experts. **My Design** delivers automatic workflow management tools that inform stakeholders what actions need to be taken and when, helping to ensure no action is overlooked.

### Reduce development costs and improve product quality with digital continuity

The design, simulation and testing technologies of **My Design** are integrated in the single **3DEXPERIENCE®** business platform and accessible for all project stakeholders. Multiple disciplines can combine their expertise to improve product quality with full end-to-end traceability. Tools for 2D and 3D sketching, 3D clay modeling, mechanical engineering, and visualization are compatible, making costly and time-consuming data translations a thing of the past. Advanced simulation capabilities are also seamlessly integrated with the design applications allowing engineers to detect and solve issues early in the design process, and reduce the high cost of late-stage re-dos. **Digital continuity** extends all the way to product documentation, with the ability to reuse the latest 3D product data for manufacturing, service, support, training, sales and marketing purposes. This accelerates cycle times and ensures documentation accuracy.

### Accelerate market launch by reducing time-consuming physical prototypes

**My Design** provides tools to create photorealistic digital images with colors and textures that help reduce the need for physical prototypes. Project teams can easily explore colors, shapes, materials and trim combinations in real time. Decision makers have powerful and seamlessly-integrated simulation capabilities allowing them to make the right choices during design review sessions.

### Develop and deliver innovative products faster

**My Design** provides powerful design tools to improve the innovation process. Designers benefit from 3D ideation concept clay-like modelling applications to create high quality surfaces and freeform 2D and 3D sketching tools that help boost creativity and productivity. From the early conceptual phase they can manipulate and sculpt the 3D volume to quickly explore more design scenarios in a short amount of time. Engineers can work on a product's functional characteristics using tools for solid and hybrid part design, assembly design, composite and sheet metal design and applications that ensure compliance with company rules and standards. All these features are in the same integrated environment allowing industrial designers and mechanical engineers to work together to speed up development.

### Improve design productivity with more efficient design collaboration

The functional and aesthetic features of any product rely on the combined know-how and talents of multiple disciplines. Without a forum for different development teams to work together, brands risk designing products without understanding the interactions between the disciplines. Taking into account different points of views is the key to a successful product design and commercialization.

For more information, please visit: [www.3ds.com/consumer-goods-retail](http://www.3ds.com/consumer-goods-retail)

#### KEY CAPABILITIES & BENEFITS

- Improve creativity with 2D and 3D free-form design tools
- Specialized features for the design of plastic, metal and composite components
- Streamline design and engineering collaboration with digital continuity
- Automatic workflow management for smooth project execution
- Virtual testing and simulation reduce the need for physical prototypes
- Explore more design options, materials, colors, and make better decisions

### Our 3DEXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

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](http://www.3ds.com).

