3S DASSAULT SYSTEMES

3DEXPERIENCE®

SOCIAL IDEATION
Expand your open innovation capacity

COLLABORATIVE, CLOUD-BASED IDEA GATHERING AND PROTOTYPING

Winning consumers at the "first moment of truth" is critical for product success. And with globally distributed design teams and complex development processes, achieving the best designs is a great challenge. Dassault Systèmes **Social Ideation** Industry Solution Experience, powered by the **3D**EXPERIENCE® platform, is the first all-in-one **open innovation management solution**. It accelerates industrial design workflows by providing an open, cloud-based collaboration platform for connecting an innovation ecosystem including design teams and final consumers. Based on social applications adapted to product design at each step of the project, **Social Ideation** facilitates inspiration, ideation, and identification of the best ideas, and automates management of design know-how for designers, engineers, and project managers.

SOCIAL IDEATION INDUSTRY SOLUTION EXPERIENCE

NEW EARS TO HEAR YOUR MARKET, NEW WAYS TO ENGAGE YOUR ECOSYSTEM

In a fast-moving market with continuous competitive product introductions, customer preferences change rapidly, which makes real-time understanding of customer sentiment crucial. The **Social Market Intelligence** solution integrates innovative capabilities for social media listening and social collaboration on one platform. It accelerates the phase of new product creation through sampling and quantifying customer sentiment facilitated by social monitoring dashboards. Discussions and making design decisions are social, simple, and intuitive. Avoiding heavy workflow overhead, this solution instills passion and inspiration into your innovation process.

IMPROVE EFFICIENCY AND ACCELERATE DECISION MAKING

Creating market-leading electronic products requires orchestrating world-class development engineers and designers, each specialized in key competencies. Today´s innovation management requires optimal communication on product and project attributes. The **Social Project & Requirements** solution synchronizes and helps automate the interactive development process, facilitating requirements and project management so design teams can integrate requirements management with project execution. The unique capability of this solution, based on Dassault Systèmes market-leading ENOVIA® product lifecycle management (PLM) application, now enables small to large innovation ecosystems to efficiently integrate the "voice of the customer" with global requirements management by capturing customer sentiment and translating it into formal requirements that define new products.

DESIGN FOR THE FIRST MOMENT OF TRUTH

The physical characteristics of a product are critical for a superior first experience with the user. In today's market, this requires having immediate consumer feedback at any time during collaborative ideation. Dassault Systèmes **Social Industrial Design** solution enables highly integrated feedback loops between concept design, consumers, and other stakeholders, which helps to increase affinity, demand, and ultimately product revenue. Designers can quickly sketch out their ideas in 3D, and consumers can experience those designs virtually without the need of physical prototypes. By working on the same collaboration platform, designers, customers, and engineering can quickly transform ideas into optimal product experiences.

SOFTWARE-AS-A-SERVICE LOWERS TOTAL COST OF OWNERSHIP AND ACCELERATES DEPLOYMENT

Cloud-based solution deployment reduces the total cost of ownership by minimizing the hardware and administration resources needed. Users can be up and running in minutes after license acquisition. All services and support of the cloud provider are included. Furthermore, Dassault Systèmes is the single point of contact for support. An intuitive, single, compass-like interface provides easy-to-use navigation, search, and collaboration with the **3DEXPERIENCE** platform, making it inclusive for all departments in the company— engineering, manufacturing, simulation, sales, marketing, finance, procurement, and management.

For more details about Social Ideation Industry Solution Experience, visit www.3ds.com/industries/high-tech

KEY BENEFITS

- Improve innovation process efficiency through social collaboration
- Improve product quality through automated requirements capture and management
- Unleash concept design and optimize the consumer's first moment of truth
- Reduce design and development time through simple project time tracking and reporting
- Use 3D modeling to get meaningful team and consumer feedback on design evolutions
- Simplify application purchase, training, and use with SaaS deployment

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

Dassault Systèmes, the **3D**EXPERIENCE® 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**.

3DEXPERIENCE®

I The **3D**EXPERIENCE® Company

Americas
Dassault Systèmes
175 Wyman Street
Waltham, Massachusetts
02451-1223
USA

Europe/Middle East/Africa
Dassault Systèmes
10, rue Marcel Dassault
CS 40501
78946 Vélizy-Villacoublay Cedex
France

Asia-Pacific
Dassault Systèmes K.K.
ThinkPark Tower
2-1-1 Osaki, Shinagawa-ku,
Tokyo 141-6020
Japan