



Dextus Ushers in the Digital Factory for Automation Processes

Dextus is committed to becoming a leading provider of automation and production engineering solutions. The company delivers services to industrial manufacturers that enable them to optimize their production systems. For assembly line and machine manufacturers, it offers a full line of services for implementing control automation. At the heart of the different approaches tailored to these wide-ranging needs are innovative DELMIA Automation solutions based on the concept of the digital factory. Dextus' mission is to enable customers to leverage the full capacity of DELMIA modeling and simulation tools. The following is an interview with Fabrice Arduin, VP of Dextus Sales in Europe.

Dextus

Can you tell us about Dextus?

Dextus is a subsidiary of Schneider Electric, created in June 2004 as the outgrowth of a partnership with Dassault Systèmes. The aim of this partnership, in addition to helping develop the sale of DELMIA PLM products in new sectors, is to market DELMIA Automation's products to manufacturers of production lines and special machines.

In more general terms, DELMIA Automation is being promoted to companies that design and manufacture automated controllers for industry.

Dextus was founded to:

- Market and sell DELMIA PLM and DELMIA Automation products taking advantage of Schneider Electric's industrial expertise.
- Offer value-added services related to these products.
- To promote the development of the digital factory.

One of its basic operating principles is its independence from Schneider Electric products. The role of Dextus is not to promote Schneider Electric's automation devices, but rather to offer consulting and other services concerning the application of effective design methods and tools related to automation. Schneider Electric's solutions are obviously well adapted to this approach, but they are not the only ones.

You were previously part of the DS Group (VP Space Sales from July 2001 to July 2004). Why did you move to Dextus?

When Dassault Systèmes decided to call on specialized manufacturers to distribute its new DELMIA Automation product line, Schneider Electric was the first to understand both the importance and potential of such an offering.

It was an extraordinary opportunity to take responsibility for the marketing launch of a product by the world leader in PLM, in conjunction with an extremely motivated industrial leader.

My own motivation was up to the challenge. And I'm even more motivated today, given the positive perception of our prospects and customers, and the huge potential of this new market. In short, I'm living the exciting day to day life of a startup, while benefiting at the same time from the solid foundations and reputation of two global leaders.

How has Dextus' business developed since its founding?

The development of our DELMIA Automation business is deliberately based on those areas where Schneider Electric and DELMIA are heavily involved, so we can quickly leverage synergies with our partners, and benefit from their image on the market. For DELMIA Automation, the first development objective chosen by Dextus is the automotive industry, a



Fabrice Arduin

sector with highly automated production that has already integrated the concept of digital manufacturing.

For the DELMIA PLM traditional market, Dextus target is large-scale manufacturing companies like Schneider Electric. Dextus is not directing its marketing to the auto and aircraft industries, already well covered by DELMIA's direct and indirect sales force. However, Dextus does offer consulting and production services to these markets.

Where does Dextus operate?

Dextus already has an international presence, operating in France, Germany, Italy, the United States, Japan, and other countries. In the rest of the world, it counts on the Schneider Electric sales network (since Schneider Electric is represented commercially in 130 countries, and has nearly 200 industrial facilities in about 50 countries).

What are the advantages of Dextus' DELMIA Automation solutions?

Based on the unrivaled expertise of our team of industrial consultants, and the recognized skills of Schneider Electric, we're capable of analyzing and resolving complex industrial problems. Our goal is to enable our customers in industry to gain maximum benefit from software tools in order to boost their productivity.

Simulation tools are not silver bullets, but they do help check hypotheses. By targeting these tools and with production engineering specialists providing close support, we enable our customers to check a large number of hypotheses much more quickly; which in turn has a direct influence on the quality of the chosen solution.