

**VIRTUAL TWIN
AS A SERVICE**

COMMERCIAL VTAAS: THE FUTURE OF PRODUCT COMMERCIALIZATION

Win the race to market and sustain long-term success with the virtual twin experience.



HARNESSING THE VIRTUAL TWIN FOR MARKET MASTERY

Product commercialization is rapidly evolving. What used to be a rigid, slow and linear journey from development to market has become a dynamic, fast-paced process.

The virtual twin experience is at the forefront of this revolution. It empowers businesses to master market complexities and push the boundaries of product commercialization. The virtual twin experience integrates processes seamlessly and rewrites the rules of the game. It enables businesses to innovate and optimize at an unprecedented speed and agility while staying aligned with customers' diverse needs.

This short Q&A ebook compiles deep insights from Michel Tellier, a visionary leader in digital transformations and virtual twin experiences from Dassault Systèmes.

FEATURED EXPERT



Michel Tellier
Vice President,
Virtual Twin Experiences
Dassault Systèmes

Michel Tellier leads Dassault Systèmes' Experience as a Service business worldwide, focusing on accelerating digital transformations through highly specialized cloud-based solutions. His exceptional leadership skills include serving as the Vice President of Boeing's 2nd Century Digital Transformation program and leading the aerospace and defense sector at Dassault Systèmes. A trained mechanical engineer, Tellier's expertise in the experience economy stemmed from previous roles as the CEO of ENOVIA and President of the company's services and consulting business worldwide.

Q1 How is the landscape of product commercialization changing in today's fast-paced world?

Michel Tellier: The landscape of product commercialization is undergoing a profound transformation. Traditionally, the journey of bringing a product to market was a linear process, often rigid and slow-moving. Companies would follow a step-by-step approach, moving from development to marketing in a predefined sequence. However, this linear method is giving way to a more dynamic, continuous process. The driving forces behind this shift are the integration of sophisticated software solutions and the growing consumer demand for personalized products.

This new approach allows for rapid iterations and updates, enabling businesses to be more agile and responsive. For instance, with continuous integration and deployment practices, companies can roll out updates and enhancements more frequently to stay ahead of market trends and customer expectations. This agility improves the product and enhances the overall customer experience, fostering loyalty and engagement.





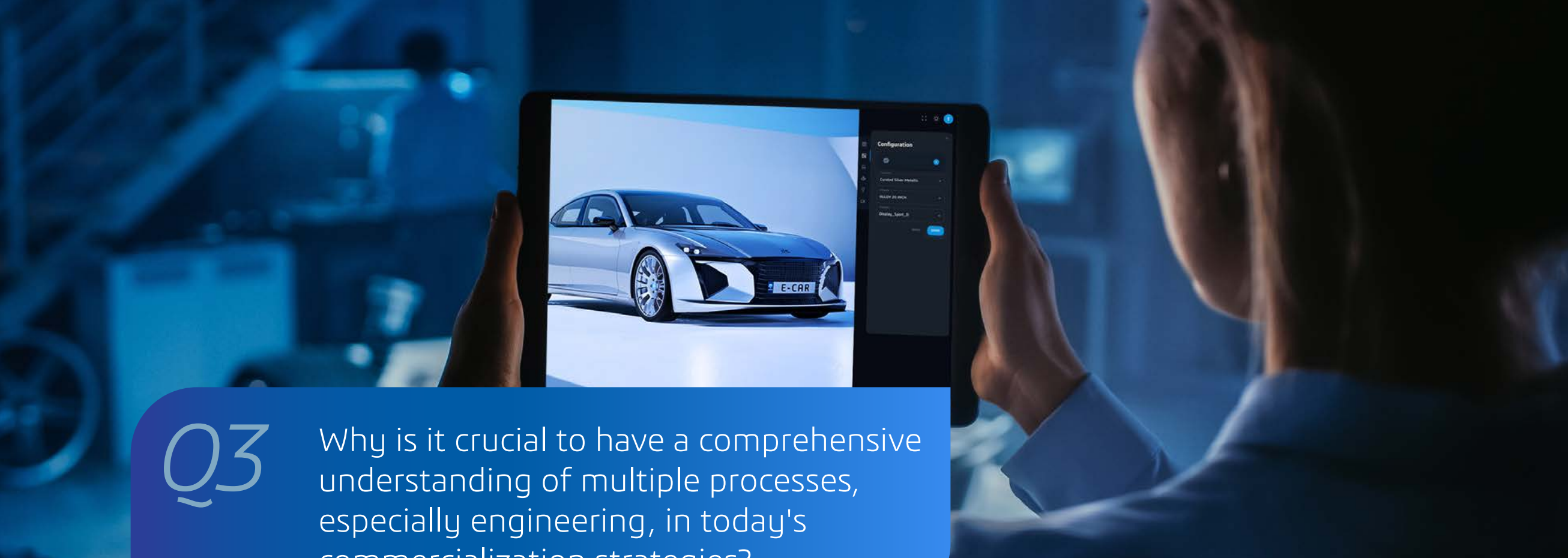
Q2

How has the traditional process and manpower requirement in product commercialization changed over time?

Michel Tellier: Historically, commercializing a product was a labor-intensive and often cumbersome endeavor. The process required a significant amount of manpower, with various teams working in silos. Information had to be transferred through multiple stages, much like a bucket brigade, where each department passed on updates and specifications to the next. This method was slow, prone to errors and often led to the loss of critical information along the way.

The need for large teams handling different aspects of commercialization introduced inefficiencies and delays. Each stage — from research and development to marketing and sales — required careful coordination and substantial effort. Despite technological advancements, some industries still follow this traditional model, but the trend is clearly moving towards more integrated and streamlined processes. Modern tools and methodologies, such as digital twins and agile project management, are helping to bridge gaps and reduce the time and resources needed to bring a product to market.



A person is holding a tablet that displays a car configuration interface. The screen shows a silver sports car on the left and a configuration menu on the right. The menu includes sections for 'Configuration', 'Current View Details', 'Model 2018', and 'Display, Select, S'. The background is a blurred industrial or workshop setting with blue lighting.

Q3

Why is it crucial to have a comprehensive understanding of multiple processes, especially engineering, in today's commercialization strategies?

Michel Tellier: In the current landscape of product development and commercialization, having an overall grasp of multiple processes, particularly engineering, is essential. This multidisciplinary understanding is key to fostering innovation and ensuring a successful product launch. When professionals from different departments — engineering, marketing, sales and support — work together with a unified vision, it leads to more cohesive and well-rounded products.

For instance, an engineer with a strong grasp of marketing principles can design products that not only meet technical specifications but also align with market needs and customer preferences. This cross-functional knowledge enables companies to innovate more effectively, quickly identify and address potential issues, and ultimately deliver superior products. Moreover, understanding how different processes interconnect ensures that every aspect of the product's journey from conception to market is optimized for efficiency and effectiveness.

Q4

Virtual twins sound fascinating. What value do they bring to the commercialization process?

Michel Tellier: Virtual twins are indeed a game-changer in the commercialization process. They are science-based digital replicas of real objects used in product innovation and development processes. During the product's operational lifecycle, a virtual twin provides a seamless connection between the virtual and real worlds. The value resides in their ability to facilitate rapid prototyping, testing and development iterations. Virtual twins play a crucial role in both the continuous improvement of products once they reach the customer and in the commercialization process.

For example, companies can use virtual twins to simulate various scenarios and identify potential improvements before making physical changes. This accelerates the development process and reduces costs associated with physical prototyping and testing. Additionally, virtual twins enhance collaboration among different teams by providing a unified, up-to-date model that everyone can work with, ensuring consistency and accuracy in product development.





Q5 What additional benefits can Virtual Twins as a Service (VTaaS) bring to businesses?

Michel Tellier: VTaaS elevates the concept of virtual twins by offering continuous and customer-centric value accessible from a cloud subscription. VTaaS focuses on the value proposition from the customer's perspective, regardless of whether the customer is a factory line builder or an online consumer. VTaaS removes risk and allows the customer to focus on the business of providing value to their customers.

VTaaS brings together innovative capabilities to customers in three key ways:

- **Technology**

The technology required to create and extract value from virtual twins has been arguably the core activity at Dassault Systèmes since our inception. Today, we have the broadest and most advanced technology available to create and use virtual twins.

- **Expertise**

Technology is nothing without knowledge and know-how. Our customers have their own areas of expertise and we collaborate to combine their know-how with ours to produce virtual twin experiences that deliver the desired value.

- **Assets**

With time to value as the goal and virtual twins as the means, it follows that time-to-twin is a critical measure. We invest in our technology, people and know-how, and specialize in building assets and libraries. We harness data to accelerate time-to-twin and generate design alternatives from the virtual twin for regular reviews.



Q6

Can you provide more details about how the Commercial VTaaS portfolio provides value?

Michel Tellier: Absolutely. The Commercial VTaaS portfolio is designed to provide comprehensive digital solutions that enhance every aspect of the commercialization process, it's structured around three pillars: ACCESS, CREATE and SHOW.

- **ACCESS**

Connect to the accurate digital representation of your product tailored to the customer's perspective at any time. On the **3DEXPERIENCE®** platform, you can navigate the current version of products in development and those already commercialized. You can share it with stakeholders in your organization and your ecosystem of partners so they can look into the offer and understand it. Essentially, looking at the product experience through the customer's eyes as it develops.

- **CREATE**

CREATE sits on top of ACCESS, allowing content producers to generate hyper-personalized content from the commercial virtual twin to publish into the broader media ecosystem. For example, the content can be snapshots viewable on a website generated quickly from the virtual twin.

- **SHOW**

Present and showcase products to the end customer in the most engaging and interactive way possible. There's a direct coupling from the commercial virtual twin, through technology, to a final application, such as an end user navigating an online configurator. The end customer interacts only with the information needed to understand the product based on their needs. This information is available on demand worldwide at a massive scale.

In a nutshell, for product development and commercialization, ACCESS is the internal view when you're working within the company and with partners. CREATE is to create specific assets and SHOW is to connect the content created directly to the website.

By integrating these three pillars, the Commercial VTaaS portfolio supports a holistic approach to product commercialization. It ensures that businesses can access the information they need, create high-quality digital representations and show their products in the best possible light, ultimately driving success in the market.



Q7 Any last thoughts to share on the future of product commercialization?

Michel Tellier: The shift from traditional, linear commercialization processes to a more dynamic and continuous approach revolutionizes how products are brought to the market. The integration of virtual twins and VTaaS plays a pivotal role in this transformation, providing businesses with the tools to stay agile and responsive to market demands.

As digital technologies evolve, the importance of a multidisciplinary understanding and the ability to leverage advanced digital solutions will only grow, driving further innovation and success in product commercialization. This

comprehensive understanding and implementation of new technologies ensure companies maintain a competitive edge and deliver superior value to their customers.

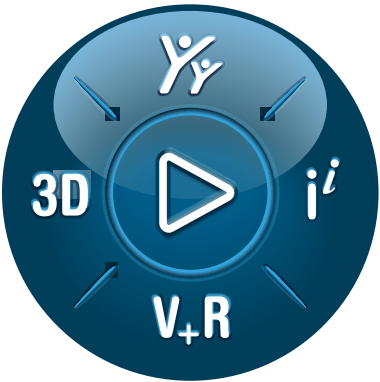
In today's market, **the journey of bringing a product to life is both a sprint and a marathon**. It's about moving quickly to stay ahead of the competition and maintaining long-term sustainable growth with continuous improvement. Embracing these changes and leveraging tools like virtual twins will be crucial for any business aiming to thrive in this dynamic environment.

Learn more about Commercial VTaaS [here](#).

Dassault Systèmes is a catalyst for human progress. Since 1981, the company has pioneered virtual worlds to improve real life for consumers, patients and citizens.

With Dassault Systèmes' **3DEXPERIENCE** platform, 370 000 customers of all sizes, in all industries, can collaborate, imagine and create sustainable innovations that drive meaningful impact.

For more information, visit: www.3ds.com



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**Virtual Worlds
for Real Life**



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