

Dassault Systèmes' 3DEXPERIENCE FORUM to Showcase Business in the Age of Experience

Thought Leader Marshall Van Alstyne to Keynote on Platforms and the Digital Economy

WALTHAM, Massachusetts — October 18, 2016 — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced that its annual [3DEXPERIENCE FORUM](#) will be held at Levi Stadium in Santa Clara, Calif. on November 10. The event will address “Doing Business in the Age of Experience” and Marshall Van Alstyne, the co-author of *Platform Revolution* will deliver the keynote presentation, leveraging his expertise on the power of platforms to disrupt industries.

To demonstrate how companies are driving their businesses to create winning and delightful experiences for customers, Dassault Systèmes has amassed thought leaders, customers, and senior executives from a variety of industries, including aerospace and defense, high tech, and energy processing & utilities. Attendees will hear from Dassault Systèmes' Vice-Chairman of the Board of Directors, President & CEO Bernard Charlès on *Showcasing the Experience Economy* and Executive Vice President and Chief Strategy Officer Monica Menghini on *How the Age of Experience is Transforming the Economic Model*.

“The Digital Economy is dominated by platforms that are disrupting traditional industries. As digital networks increase in ubiquity, businesses that do a better job of harnessing the power of platforms will win,” said Marshall Van Alstyne. “I look forward to speaking with attendees at Dassault Systèmes' 3DEXPERIENCE FORUM about how they can build successful platform companies and benefit from the platform revolution.”

In addition to the keynote and customer presentations, attendees will also be able to learn by discussing and sharing their experiences and thoughts at roundtables hosted by industry experts. The roundtables will focus on the role of platforms in the digital economy, the opportunities and challenges of the sharing economy, and innovative manufacturing. Attendees will be able to interact with some of Dassault Systèmes' innovative applications in the 3DEXPERIENCE Playground featuring both partners and customers.

“A new business model is emerging in today's connected society in which consumers value delightful experiences above any product or service,” said Bruno Latchague, Senior Executive Vice President, Global Field Operations (Americas). “During the 3DEXPERIENCE FORUM attendees will hear from customers and experts as well as each other about the challenges and solutions that will help them succeed in the age of experience. They will also learn about how the 3DEXPERIENCE platform transforms the way IT platforms are perceived by connecting people, ideas, solutions and data.”

For real-time updates on news and happenings at the event, please follow [@Dassault3DS](#) or search for [#3DXforum](#) on Twitter. For more information about the conference and the link to register, please visit the [3DEXPERIENCE FORUM](#) site.

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About Dassault Systèmes

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 210, 000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit [www.3ds.com](#).

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