

Dassault Systèmes Launches its “Perfect Product” Industry Solution Experience for Manufacturers of Consumer Packaged Goods

*Enhanced Collaboration for Winning Product Formulas Reduces
Development Costs by Up to 30 Percent and Time by Up to 20 Percent*

VELIZY-VILLACOUBLAY, France — June 11, 2015 — [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 the launch of the “[Perfect Product](#)” industry solution experience for consumer packaged goods companies. Based on the 3DEXPERIENCE platform, “Perfect Product” offers brand and contract manufacturers a digital collaborative innovation platform to discover and develop high-performing formulas that reinforce brand equity and inspire consumer loyalty.

For manufacturers of beauty, personal care and household goods, a formula’s performance determines the quality of a consumer’s product experience and the willingness to repeat a purchase. In a crowded marketplace where over 80 percent of new product introductions fail within their first year, discovering breakthrough molecules by evaluating benefits through scientific simulation in silico translates into accelerated time-to-market, increased sales and clear product differentiation.

“Perfect Product” brings together consumer insights, formula discovery and design, regulatory compliance and product specification management into a single platform. This enables multiple functions inside and outside the enterprise to collaborate together in real time, accelerating formula development, optimizing costs and virtually eliminating product recalls related to formula non-compliance.

“With ‘Perfect Product’ based on the 3DEXPERIENCE platform, consumer packaged goods businesses can deliver winning products with authentic performance claims and strengthen the value of their brand,” said Philippe Loeb, Vice President, Consumer Packaged Goods & Retail Industry, Dassault Systèmes. “Our business platform unifies fragmented people, processes and systems. This can result in improved quality, in reduced sourcing and launch costs by up to 30 percent and in shortened development time by up to 20 percent.”

“Perfect Product” is the third industry solution experience introduced by Dassault Systèmes that is tailored for the consumer packaged goods and retail industry, following “[Perfect Shelf](#)” and “[Perfect Package](#).” Companies now can design the key elements of product, package and shelf in a single digital platform, with the agility to create better products for the consumer at a lower cost while reducing the risk of failure.

For more information on Dassault Systèmes' industry solution experiences for consumer packaged goods and retail: <http://www.3ds.com/industries/consumer-packaged-goods-retail/>

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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 190,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

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