

## **Dassault Systèmes Continues to Expand Channel Diversification and Growth, while Preparing Partners to Embrace 3DEXPERIENCE**

### ***3DEXPERIENCE PARTNERS FORUM Celebrates Channel Successes and Sets Goals for Future Growth***

**PARIS (3DEXPERIENCE PARTNERS FORUM) – July 11, 2012** — [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, is currently holding its **3DEXPERIENCE PARTNERS FORUM**, with 220 key partners of its indirect sales channel. This worldwide event focuses on best practices from the past years of successful channel management and growth, and how 3DEXPERIENCE is reshaping the way Dassault Systèmes partners provide support and opportunities to their customers.

The Value Solutions channel will benefit from strategic briefings on Dassault Systèmes' new 3DEXPERIENCE strategy and solution offerings, as well as 3DEXPERIENCE's relevance to the entire spectrum of industries and customers.

“Since acquiring management responsibilities for the channel from our longtime strategic partner IBM we've worked hard to effect a dramatic improvement in efficiency, increased partner recruitment and coverage worldwide, and an increase in the channel's percentage of Dassault Systèmes revenue,” said Bruno Latchague, Executive Vice President, Distribution Strategy, Value Solutions, Dassault Systèmes.

Industry coverage, originally strongly focused on the automotive and aerospace industries under IBM channel management, has grown to cover all 12 industries currently targeted by Dassault Systèmes, including high-tech, industrial equipment, AEC, consumer goods, CPG & retail, life sciences, marine & offshore, financial & business services, energy, process & utilities, as well as transportation & mobility and aerospace & defense.

“2012 marks the year in which we brought 3DEXPERIENCE to industries and evolved the business towards creating innovative product experiences. This will be critical to our partners as they move forward, finding the right experience solution to address their customers' needs and their industry's trends. We are excited to welcome 150 new partners within our Value Solutions network by the end of the year, across all of target industries, in all geographies,” continued Bruno Latchague.

“Innovation is not restricted to big companies, but thrives best, some say, in small- to medium-sized agile organizations. Dassault Systèmes has never been just about big customers, and our 3DEXPERIENCE strategy, as well as the industry solution experiences we are bringing to market, emphasizes this fact,” said Monica Menghini, Executive Vice President, Industry and Marketing, Dassault Systèmes. “Our channel partners have been clamoring for exposure to our 3DEXPERIENCE strategy and how to leverage it to solve their customers' business problems. They see it as a huge asset and competitive advantage.”

3DEXPERIENCE sales initiatives are being adopted by Dassault Systèmes partners at record speed, accelerating their growth across industries. Building on partner business successes in each geography, Dassault Systèmes is focusing on enabling a new level of partner-to-customer-to-user experience.

STRAND Aerospace Malaysia (SAM), an engineering services company, illustrates these successes within the Value Solutions partner channel. Specializing in stress analysis and design of aircraft structures, SAM faced the dual challenge of streamlining its engineering processes and expanding its engineering services across various industry verticals. With the help of partner Feiran Tech and Dassault Systèmes' 3DEXPERIENCE platform, SAM was able to significantly reduce the possibility of manual errors and increase the speed of production, thus improving overall efficiency.

“Our customers, such as Strand Aerospace Malaysia, are leveraging the experience strategy introduced by Dassault Systèmes,” said Shabudin Md Saman, Managing Director of Malaysia-based Feiran Tech, one of Dassault Systèmes' key Asia Pacific South channel partners. “Our customers don't care about creating products or about PLM. They care about by delivering the right experience to their end users. The experience is what counts. 3DEXPERIENCE is exactly what we need to address our customers' business problems and needs.”

The **3DEXPERIENCE PARTNERS FORUM** is taking place in Paris (July 10-12).

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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 150,000 customers of all sizes, in all industries, in more than 80 countries. For more information, visit [www.3ds.com](http://www.3ds.com).

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