

Dassault Systèmes' 3DEXPERIENCE Platform Adopted by Dana Holding Corporation to Improve Project Efficiency

SIMULIA Simulation Lifecycle Management Application is a Strategic Competitive Differentiator for Global Automotive Supplier

VELIZY-VILLACOUBLAY, France —September 12, 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, today announced that [Dana Holding Corporation](#), a global automotive supplier, will adopt the SIMULIA Simulation Lifecycle Management (SLM) application of Dassault Systèmes' 3DEXPERIENCE platform. This will expand its collaborative engineering strategy by sharing simulation processes and data across seven global technical centers. The SIMULIA SLM application provides a centrally-managed and searchable source for all of Dana's simulation data, which can be traced and tracked to improve product designs.

"Dassault Systèmes' unique solution allows us to efficiently access and utilize data to improve our product designs and capabilities," said Frank Popielas, manager of advanced engineering for Dana's Power Technologies Group. "We have already seen an increase in our operational efficiency through the improved usage of CAE with the 3DEXPERIENCE platform. By hosting the data in a central, searchable location, our engineers, sales and support teams are able to more accurately design our products from development to delivery, ultimately saving time and cost."

With the SIMULIA SLM application, companies can synchronize simulation with design data and track changes throughout the enterprise, creating an organizational structure and flexibility to capture and manage all simulation process workflows. In addition, repetitive tasks can be run automatically to save more time. The application also can be used as a framework to define and deploy best practices across global resources by capturing critical engineering expertise and sharing it globally to improve execution consistency.

The SIMULIA SLM application serves as a collaborative communication tool that is able to engage engineers across cultures, time zones, and industrial differences, enabling them to work collaboratively in '24/7 engineering.' With all of the data centrally located, the need to wait for a response by email or phone is eliminated, giving the engineer the information they need in real-time.

"From a global manufacturing company to an 'engineering-experience company,' Dana has leveraged its simulation data through Dassault Systèmes' 3DEXPERIENCE platform for the past four years," said Monica Menghini, Executive Vice President, Industry and Marketing, Dassault Systèmes. "Our 3DEXPERIENCE platform couples the SIMULIA SLM application with the ENOVIA application, and enables clients to integrate the simulation activity with their enterprise business processes, leveraging simulation as a strategic competitive differentiator."

“Our clients are changing the way they provide value to their customers thanks to our 3DEXPERIENCE platform,” said Dominique Florack, Senior Executive Vice President, Products, Strategy – R&D, Dassault Systèmes. “Specifically by adopting SIMULIA, ENOVIA, and 3DVIA applications, they have enabled an enterprise—spanning multiple engineering disciplines—to communicate in real-time with transparent and visually intuitive simulation data, in order to create the best service and products for their customers.”

For more information on Dana Holding Corporation’s use of the 3DEXPERIENCE platform with the SIMULIA SLM application, [click here](#).

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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.

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