

Dassault Systèmes Launches a New Industry Solution Experience: “Winning Program” for Aerospace and Defense

World’s First Comprehensive Solution for Optimizing Early Program Phases and Program Development

VELIZY-VILLACOUBLAY, France – November 6, 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 the launch of a new industry solution experience for aerospace and defense companies called “Winning Program.” Aerospace and defense companies will be able to configure the right concept for their customers and know from the earliest stages that they can deliver it on budget and on time.

Driven by aggressive targets for better product performance, lower costs and shorter development time, companies in the aerospace and defense industry are under increasing pressure to deliver proposals or offers with demanding initial commitments. A winning program is one that is meeting all defined requirements, performing on budget and on schedule, and identifying and effectively managing all potential risks. Historically, this has been a challenge for most companies because they lacked tools that could enable them to efficiently capture and reuse intellectual property across programs, quickly explore alternative designs to find the best one, and simulate the impact of decisions on the program throughout its lifecycle.

“Winning Program” enables innovative A&D companies to effectively perform front end business activities defining new offers and/or win new business and comprehensively execute the requisite system engineering choices and associated trade studies. Companies who are bidding on new work can use “Winning Program” to manage their proposal and conceptual design processes. Those who are internally proposing a new market offering, such as an airplane, can use it to manage their conceptual design process leading to Authority to Offer the new commercial item.

“It’s been shown that the majority of costs throughout a program’s lifecycle are determined at the earliest stages of concept and preliminary design. Many companies have innovative ideas and visions that they include in those early phases, but until now, they’ve had no way to determine exactly how they’ll execute. As a result, time and budget overruns have been far from unusual occurrences,” said Monica Menghini, Executive Vice President, Industry and Marketing, Dassault Systèmes. “By providing a means to fully understand the elements of each proposal or offer, along with a detailed roadmap of how each element will be delivered, our 3DEXPERIENCE platform with the ‘Winning Program’ industry solution experience enables companies to increase their win ratio and deliver more innovative offerings to market without the associated risk.”

With exponential improvements in the level of engineering detail and shared knowledge available in the conceptual design phase, “Winning Program” can significantly improve

adherence to program costs and schedules. It provides a platform to optimize concept studies with more alternatives and more tradeoff studies, resulting in more accurate and realistic decisions. Integrated program and change management processes manage requirement changes to drive consistency and reduce costs. Ultimately, the solution enables companies to avoid risk by delivering a high fidelity proposal and the confidence they can succeed. In addition, it enables companies to capture all of the intellectual property created throughout the proposal phase to ensure that knowledge is not maintained only by individuals, but is captured as part of an integrated solution for reuse on future programs.

“Companies have very aggressive targets in term of product performance, cost and development lead time. It is in the conceptual design phase that many decisions are made that impact the success of a program,” said Philippe Plouvier, senior partner, head of Roland Berger Strategy Consultants’ global aerospace and defense practice. “Having an integrated solution targeting this early phase will help ensure that companies properly identify and plan so that over the full program lifecycle, they can meet or exceed these commitments.”

To learn more about Winning Program and all of Dassault Systèmes’ industry solution experiences for aerospace and defense, please visit: <http://www.3ds.com/solutions/aerospace-defense/overview/>.

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About Dassault Systèmes

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