HIGH-TECH

IDEATION AND CONCEPT DESIGN
Enhancing open innovation for superior first user experiences

ALL-IN-ONE COLLABORATIVE PRODUCT DESIGN AND IDEATION DELIVERED IN THE CLOUD

Winning consumers at the first moment of truth is critical for product success. But with worldwide markets, distributed design teams, and complex development processes, achieving the best designs can be a challenge. Dassault Systèmes Ideation and Concept Design Industry Solution Experience, powered by the 3DEXPERIENCE® platform, is the first cloud-deployed, all-in-one innovation management solution. This new and unique solution accelerates industrial design workflow via social collaboration between consumers and design teams. It facilitates selection of the best ideas, and automates management of design information for designers, engineers, and project managers.
IDEATION AND CONCEPT DESIGN INDUSTRY SOLUTION EXPERIENCE

LISTEN TO YOUR MARKET, TALK FREELY ACROSS YOUR ECOSYSTEM

In a fast-moving market with continuous competitor product introductions, customer preferences and loyalties can change quickly. Real-time listening is essential to accelerate brainstorming and design decisions. The Social Market Intelligence solution integrates social media listening and social collaboration to accelerate the Ideation phase of new product creation. Sample and quantify customer sentiment with social monitoring dashboards. Discuss and make design decisions without heavy workflow overhead. Passion-based collaboration and innovation are empowered.

DESIGN FOR THAT FIRST MOMENT OF TRUTH

Creating products with great physical appearance and attributes is essential for a superior “first moment of truth”. In today’s market this requires collaborative ideation coupled with immediate consumer feedback. With the Social Ideation and Creative Design solution, Dassault Systèmes provides highly integrated concept design and stakeholder feedback that unites designers and consumers, increasing passion, demand, and ultimately product revenue. Designers can quickly sketch out their ideas in 3D, and consumers can experience those sketches virtually without physical prototypes. Jointly designers, customers, and engineering can quickly transform ideas into optimized product experiences.

KEY BENEFITS

- Enhance concept design to improve consumers’ first moment of truth experience
- Increase new concept development efficiency through social collaboration
- Use 3D modeling to get team and consumer feedback without physical prototypes
- Reduce design and development time through project time tracking and reporting
- Increase product quality through automated requirements capture and management
- Simplify purchase, training, and use with SaaS application deployment

IMPROVE EFFICIENCY AND ACCELERATE DECISION MAKING

Creating market-leading electronic products requires organizing world-class development engineers and designers, each specializing in key project attributes. This can only be accomplished through effective, automated product and project information management and communication. The Project & Requirement Management solution automates the interactive development process, facilitating requirements and project management. Based on Dassault Systèmes market-leading ENOVIA® product lifecycle management (PLM) application, this solution enables design teams to coordinate requirements fulfillment and efficient project execution. Organizations can improve overall global requirement management by capturing the “voice of the customer” and translating it into user requirements that define new products.

SOFTWARE-AS-A-SERVICE LOWERS TOTAL COST OF OWNERSHIP AND ACCELERATES DEPLOYMENT

Cloud-based deployment reduces data center total cost of ownership, including hardware and administration. Users can be up and running in minutes after license acquisition. All services and support of the cloud provider are included. Plus, Dassault Systèmes is the single point of contact for support. An intuitive, single, compass-like interface provides easy-to-use navigation, search, and collaboration with the 3DEXPERIENCE platform, making it inclusive for all departments in the company—engineering, manufacturing, simulation, sales, marketing, finance, procurement, and management.

For more details about Ideation and Concept Design Industry Solution Experience, connect to www.3DS.com/high-tech/