



INNOVATION IN THE AGE OF EXPERIENCE

We live in an age where businesses need to look beyond the aesthetics of a product or the practicalities of a service...where consumer engagement and loyalty count far more than features and benefits alone...where consumers expect to interact with or even influence suppliers – not just be sold to.

Products are no longer enough for today's consumers who value experience over all else.

THE AGE OF EXPERIENCE HAS ARRIVED

Executives and academics everywhere accept that in the modern economy, the key to success is delivering consumer experiences that demonstrate true differentiation.

And yet, the task is a daunting one at best. What exactly is meant by experience? And, more importantly, how can a business influence it, given the complex array of emotional, rational and physical responses that inevitably drive consumer connection?

IF WE CHANGE THE WAY WE INNOVATE, CAN WE DEVELOP EXPERIENCES THAT CONSUMERS DEMAND?

The key to making consumer experience the true focus of innovation is to capture insights and expertise from across a business's entire ecosystem.

Shaping the right consumer experience requires not only the involvement of but also the collaboration between all roles within a company – from marketing and management to sales and engineering.

Only by connecting all the dots between people, ideas and data can a business drive consumer loyalty, engagement and value.

IF WE WANT TO THRIVE IN THE AGE OF EXPERIENCE, WHERE CAN WE TURN?

The **3DEXPERIENCE®** platform from Dassault Systèmes is a business experience platform: a new class of collaborative environment specifically designed to help companies create differentiating consumer experiences.

It enables everyone within a company to play an active role in experience development.

With a single, easy-to-use, compass-like interface, the **3DEXPERIENCE** platform powers **INDUSTRY SOLUTION EXPERIENCES** – based on 3D design, analysis, simulation and intelligence software in a collaborative, interactive environment.

The Age of Experience represents a significant opportunity for businesses prepared to place a new focus on creating unique and truly rewarding consumer experiences.

It's time to ask the right questions, understand the present and navigate the future – now made possible with the **3DEXPERIENCE** platform.

Discover the **3DEXPERIENCE** platform and our **INDUSTRY SOLUTION EXPERIENCES** at **3DS.COM**.

The **3DEXPERIENCE** Platform Explained

The **3DEXPERIENCE** platform is a business experience platform. It provides software solutions for every organization in your company – from engineering to marketing to sales – that help you, in your value creation process, to create differentiating consumer experiences.

With a single, easy-to-use interface, it powers **INDUSTRY SOLUTION EXPERIENCES**, based on 3D design, analysis, simulation and intelligence software in a collaborative interactive environment. It is available on premise and in public or private cloud.



3DEXPERIENCE

It takes a special kind of compass to understand the present and navigate the future.

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.

3DEXPERIENCE is a registered trademark of Dassault Systèmes or its subsidiaries in the U.S. and/or other countries.