

INDUSTRIAL EQUIPMENT

**GET CONNECTED
COLLABORATE AND CREATE:
THE FUTURE OF MARKETING**



“If you could get all the people in an organization rowing in the same direction, you could dominate any industry, in any market, against any competition, at any time.”

– Patrick LENCIONI, *The Five Dysfunctions of a Team: A Leadership Fable*



INTRODUCTION

Product marketing is transforming, and you’re watching it happen.

As more and more industrial equipment companies adopt cloud-based platforms, these tools are streamlining outdated workflows, revolutionizing the way businesses work, and rendering traditional processes obsolete.

Still, marketing teams find themselves outside of the loop. It’s nearly impossible to access current assets, to get started on time, and to have a seat at the table for initial conversations. On top of these challenges, teams grapple with shorter timelines, limited budgets, missed opportunities to leverage customer feedback, and the growing need to customize marketing experiences. The cloud is working for everyone — except for marketers.

Here’s the issue: Disconnection. Marketing teams are brought onboard at the very end of the product development process, with barely any time to develop a comprehensive content strategy. They’re cut off from insights into how customers are responding to products, instead forced to create future campaign messaging blindly. It’s time to close the gap between marketing teams, their organizations, and their customers.

It’s time to connect.

New from Dassault Systèmes’ **3DEXPERIENCE®** sales and marketing brand, 3DEXCITE is introducing tools designed to integrate the marketing team into the full lifecycle of product development. Here’s how.

On the 3DEXCITE dashboard, you can access a photorealistic product twin (**3DEXPERIENCE twin**) that stays up-to-date with the product’s current design and engineering model.

So, while the product is being developed, the twin can be used to create marketing assets from the start of a project. Model assets can be configured to meet any need and staged for any angle or environment. If engineering or design departments update the product, the marketing assets get updated, too — meaning a faster time to market and no more costly repeat photo shoots.

It’s simple: 3DEXCITE gives you access to the same 3D data that engineering and design departments use, so you can begin creating polished marketing assets for any purpose. Build true-to-life product experiences across all your media channels — for stunning, personalized storytelling — simply by leveraging the source data your organization already has. It’s just a matter of getting connected.

The other missing piece? Connecting with customers in meaningful ways. That’s what the NETVIBES dashboard, a companion to 3DEXCITE, is designed to do. It provides access to performance insights, industry news and customer feedback, allowing the “voice of the customer” to resonate throughout your marketing strategy and product design.

Once marketing teams are connected, a paradigm shift takes place — marketing with more time, more insight, and more creative freedom built in. To put it simply:

- 1. Connect with colleagues.**
- 2. Connect with customers.**
- 3. Connect with creative possibilities.**

The cornerstone of great marketing is making relevant connections. Start connecting with 3DEXCITE and NETVIBES, and start experiencing true creative freedom and control as a marketer.

CONNECT WITH COLLEAGUES

Are you working together, or working *together*?

Just because teams are working on the same project doesn't mean they're working together. If the marketing department has to wait for a product to be near completion before they can start developing content, that's not collaboration. That's just working for the same company.

Collaboration is a key ingredient for strong, imaginative content development. After all, we brainstorm in groups for a reason. But on another level, collaboration — especially in industrial equipment (IE) marketing — means a more efficient process overall.

97% of employees and executives believe lack of alignment within a team impacts the outcome of a task or project.

That's because IE marketers increasingly face pressure to do more with less. For example, with expensive photo shoots and heavy pieces of equipment, there are huge cost and time inefficiencies when a product needs to be re-shot following a design update. The complexity of industrial products makes them tough to market and sell at a customized level, even while consumers continue to demand more personalization and higher performance. And when marketers need to wait for design and engineering teams to finish product development, they get a much shorter timeline to create a content marketing strategy and innovate concepts.

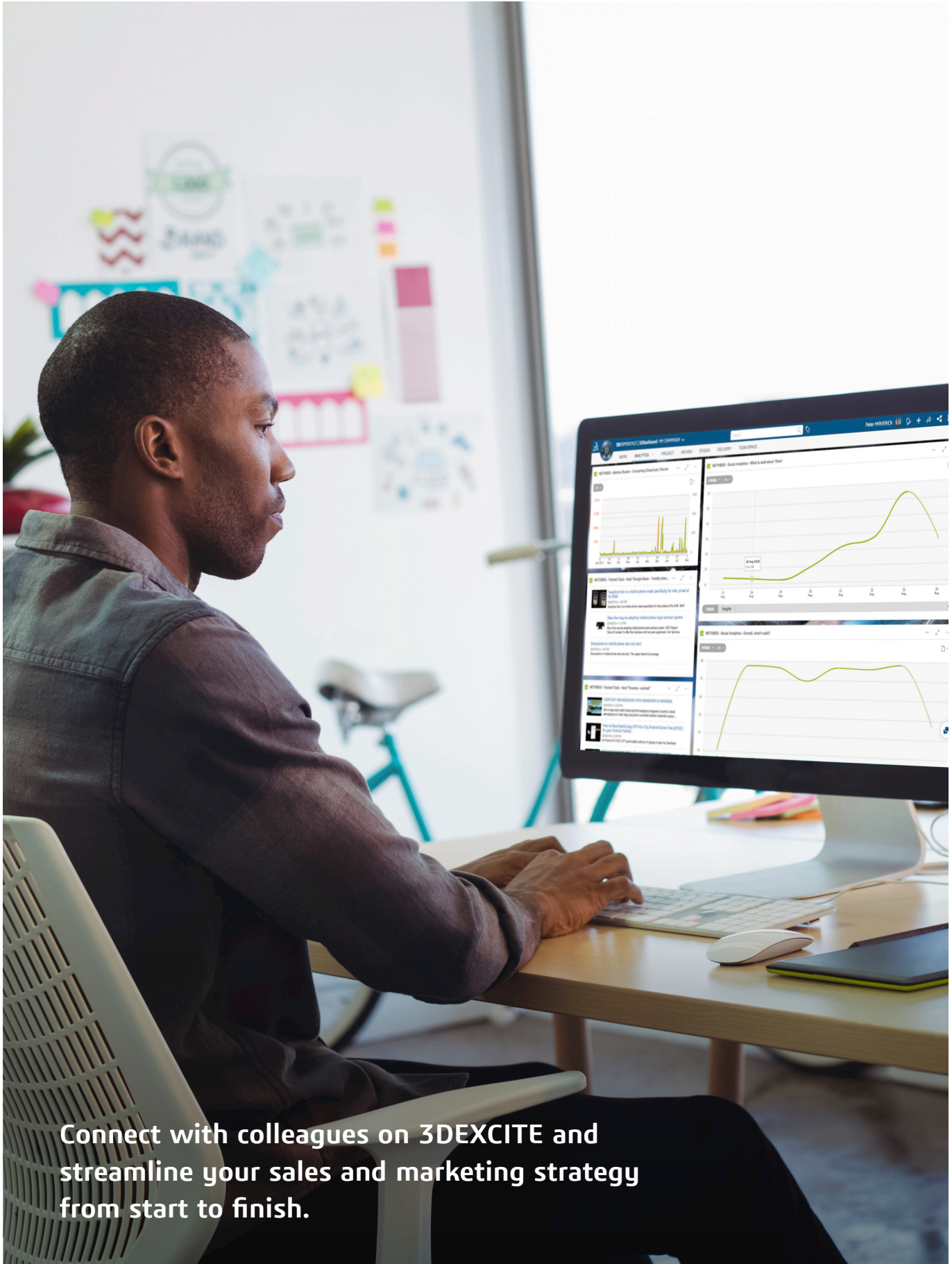
Even with these challenges, marketers are somehow expected to reduce product development lifecycles and production costs, improve global collaboration, and expand in the market.

Marketing teams urgently need more collaborative, transparent and real-time engagement with their larger organizations. But this doesn't necessarily mean a costly restructuring process. There's actually a simple fix: Marketers just need to be brought into the product lifecycle much earlier than they traditionally are.

Work concurrently, not sequentially.

3DEXCITE puts your marketing team in touch with the rest of your organization, all the way from product ideation to manufacturing and service. Now it's not just engineering departments, but all downstream departments as well, that can access a specific product or object status simultaneously. Feel the difference that effortless data sharing can make for your team:

- **Improve concept innovation with seamless communication.** Share accurate information among design, R&D and marketing departments for flawless digital continuity. Ensure all departments are working on the same product at the same time, so you can focus on creating original, effective marketing concepts aligned with the product. Use the 3D messenger for ad-hoc communication between team members.
- **Streamline project management.** With integrated project planning tools, you can see the full schedule for each awareness campaign. Assign tasks, review progress and check deliverables, all on one drive linked to your personal calendar. Integrate the schedule and deadlines directly into your team members' calendars.
- **Mark up assets with simple, real-time feedback.** On one collaborative platform, you can access all the most recent files, eliminating silos and blind spots. Teams can upload assets for feedback from managers, who can simply add a layer for giving feedback (instead of downloading the file and marking it up). Simply drag and drop a deliverable from the shared project drive, so you can brief your team on your expectations for the look and feel of marketing materials.
- **Reduce time to market.** The platform makes it simple to follow a standard process for creating movies, pictures, manuals, AR/VR experiences, and more. All product updates are automatically linked to the 3D model in marketing apps, so your team never needs to start over after a product update.
- **Save on costs.** Is your current system an incompatible assortment of applications and technologies? Optimize your spending. Eliminate the need for expensive, disparate, time-consuming content production (photo shoots, videos, showroom stagings, etc.) with the product twin. Consolidate your systems, ensure all domains are compatible and cut out non-collaborative apps.



Connect with colleagues on 3DEXCITE and streamline your sales and marketing strategy from start to finish.

CONNECT WITH CUSTOMERS

As a marketer, you already know that your customer base is one of your most important resources. Customers have power. They decide which products they like and need (and which they don't). And in the digital age, 93% of potential buyers say online reviews influence their purchasing decisions. All of this is to say ... You need your customers on your side.

ADVOCATES: Share and promote products on social media

AMBASSADORS: Provide positive reviews

ADVISORS: Offer feedback to improve or develop the products

But word-of-mouth marketing is just the tip of the iceberg. Yes, this increased attention to the customer is reshaping marketing — but it's also democratizing the entire product development model. Think about crowdfunding platforms like Kickstarter and Indiegogo. Potential customers are now raising funds for companies to develop products before they even exist.

What does this mean? It means marketers have become more important than ever. By selling new functionalities and products before they're created, marketing teams can start bringing in value for R&D. And by listening to customer insights, they can assist in determining the right design updates needed to build the products customers really want.

It makes sense. The customer is the one using the product, so why shouldn't the customer be involved in developing it? And as the most direct line of communication with customers, marketers are becoming even more integral to organizations — not just stepping in to sell finished products, but actually helping to guide their development.

The customer's always right. With NETVIBES, you can listen.

With the NETVIBES app, your enterprise can learn and act on all the customer insights that matter. See what consumers are saying about the product, what competitors are saying, and how the product is resonating in different locations. Gather data from across the social web to analyze business metrics in their social context. And automate alerts on industry news to drive faster decision-making, 24/7.

- **Build a smarter content strategy.** One that actually takes market and sentiment analysis into account. See internal and external data, including sales numbers and keyword counts, to measure the impact of your campaigns and better manage how your products are presented across digital channels.
- **Understand the industry better than ever.** Keep up with all the latest market news, industry regulations, competitor data and sales numbers, all in one place. Optimize product launch by predicting which products will perform best in each specific market.

- **Tailor the product to customer needs.** Funnel customer feedback directly into product innovation, allowing design and engineering teams to iterate more quickly on product updates. See customer responses to different variations of a product and determine which ones to produce.

- **Produce more responsive marketing.** Throughout your campaign, stay on top of customer comments, reviews, social media mentions and product articles, so you can adjust communications accordingly.

Throughout the entire product development process, NETVIBES lets you connect with the market in a continuous feedback loop. Externally, tune into standards bureaus and industry experts for access to industry and customer insights. Internally, feed that information to your teams. Customers are always right — so start incorporating their voices into product development, content strategy, and marketing tactics.



**"The best advertising is done
by satisfied customers."**

**– Philip KOTLER, Professor Emeritus of
Marketing, Kellogg School of Management**

CONNECT WITH CREATIVE POSSIBILITIES

So, you're fully connected with your colleagues and your customers. What happens next?

When it comes to your team's creativity, something miraculous can happen. Even while a product is still being designed, your marketing team can start dreaming up innovative ways to market it. You'll have free rein to begin concepting earlier, with easy access to all the assets and all the insights you need.

Marketing, empowered.

3DEXCITE opens up creative freedom, leveraging source (CAD) data to help your team deliver beautiful assets for interactive marketing and sales experiences. Marketing teams can now work closely with creative directors and project managers to assemble 3D environments that will be part of the finished promotional campaign.

The capabilities of 3D modeling also provide designers with a more complete picture of a product than old-school 2D images. Even when photographing certain products, it isn't always easy to depict them sharply and precisely. But once the 3D rendering of a product has been created, the photorealistic image is adaptable and usable in any scenario. This kind of modeling has the potential to present a product with even more accuracy than photography.

80% of shoppers are more likely to buy from a company that offers personalized experiences.

With the 3D modeling shortcut, crunched timelines, limited budgets and product adjustments are no longer inevitable steps in your campaigns and media planning. Instead:

- Open up more time for creative development. Don't wait for the final asset to be ready. Just use the product data already available on the platform, freeing your team to ideate and create much earlier.
- Access an up-to-date product for use in all content creation. Seamlessly update any experience to reflect the most recent dataset.

- Use detailed, accurate renderings. Portray the product with perfect accuracy in any environment. This means fewer photo shoots — instead, simply generate renderings for realistic, personalized experiences.
- Share a space for creativity. Include a collaboration space on your dashboard, where you can encourage colleagues to post ideas and imaginative approaches for upcoming projects. Promote a sense of community and spontaneity in your team's ideation process.
- Output content for every channel. 3DEXCITE software, solutions and services make it possible to feed every device with digital continuity directly from the platform. Produce immersive AR/VR experiences for pop-up retail, WebGL for mobile, and traditional movies and image media for all points in between.

Power your creativity with apps for every need.

Inhabit a number of creative roles on 3DEXCITE, each offering a tailored selection of apps for every step of a project.

Marketing Model Processor | PPO

This role transforms information from your engineering and design departments into prepared product data, ready for use across multiple channels. Streamline direct, secure product updates to the cloud. Use the Processor to create a simplified, IP-protected, on-premise product and share it with marketing agencies via the cloud.

Marketing Content Artist | XCA

This role lets you create realistic marketing experiences by placing products in a vast array of compelling scenarios, including environments, animated characters and materials. Create libraries tailored to any campaign scenario and access them globally. Build large-scale environments on Earth, Mars and the moon, all using real captured data.

Marketing Experience Artist | XAR

In this role, create interactive, real-time content for powerful marketing and sales storytelling. Define all aspects of the experience, including the look and feel, interaction, touch-points and overall behaviors. Driven by the end-experience and final deployment, create an optimized model based on the device and data size requirements. Optimize the experience with preset filters to incorporate model structure, geometry, material, textures, lighting and ambience.



Marketing Content Animator | CHA

This role lets you visualize product interaction by placing virtual characters in different product scenarios. Access a library of animated characters, all with lifelike actions. Add another layer of realism with real-time physics tools that simulate collision detection and external forces, like gravity, to bring the scene to life.

Marketing Experience Scripter | VRS

Select from prepared 3D UI and HTML coding templates to build your own user interfaces, including web-based UI widgets and panels. Access actors and behavior parameters and connect them to different device inputs (like keyboards, game-pads or VR sensors). Embed external web services to display product information in real time, and incorporate wide-ranging immersive behaviors, including teleporting, manipulation, ray picking, motion tracking and hot spots. Once you've created the immersive experience, use the Marketing Experience Artist role to output the final VR experience.

Marketing Media Producer | RDS

Using precise visualization technology, this role enables the Marketing Experience Artist to prepare premium 2D renderings for image-based marketing campaigns (online and print), extending real-time experiences for multi-channel output. Leveraging STELLAR precise technology with Global Illumination, an artist can streamline the rendering workflow in an optimized work environment. Once scene staging is finalized, the Marketing Media Producer role sends content to the render queue for batch rendering. High Performance Computing capabilities are applied to process the rendering as necessary in a large-scale, distributed environment.

Marketing Experience Reviewer | EXV

With this role, creative directors, marketers and stakeholders can review interactive marketing experiences directly in 3DPLAY. Evaluate intermediate states of the experience, streamlining the entire process and allowing for real-time status assessments. Present the interactive marketing experiences to visitors or customers in kiosk or event environments. With the supported VR hardware and the purchase of a token for the Immersive Visual Experience role option, you can also review and play interactive marketing VR experiences.

CONCLUSION

The future of marketing starts now.

Marketing teams are an untapped resource for companies. Connecting them with colleagues and customers — so they can collaborate and create — opens up brand new possibilities that extend beyond the marketing phase, impacting every stage of the product lifecycle.

Marketers of the future will:

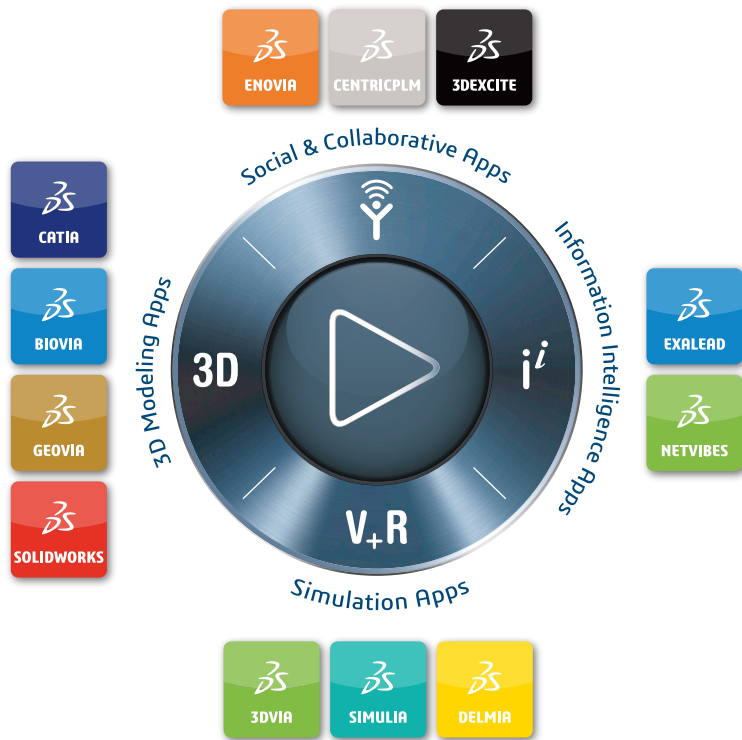
- **Sell products that only exist digitally.** Marketing managers will start bringing in money for R&D. They'll ensure the customer's voice is reflected throughout ideation, product iterations and marketing.
- **Prioritize the elements customers care about.** Managers will conserve funding and resources by predicting how many customers will purchase a product. Early on, they'll help determine which elements matter most to customers, so companies can redirect funding to focus on those.
- **Get ahead of product launch.** With instant access to an up-to-date, photorealistic product rendering, marketers

will cut through the short timetables, limited budgets, and continual adjustments that have always limited advertising campaigns and media planning.

- **Ensure the product is always represented with accuracy.** 3D modeling will depict products sharply, precisely, and from all angles.
- **Streamline their organizations.** With all data accessible in one location, managers will be able to remove non-value-added tasks (e.g., checking whether a dataset is valid). They'll make faster, fact-based decisions that leverage real-time data.

The future of industrial equipment marketing is about connection. And that means much more than a streamlined process. It means an entirely new approach to ideation, product development and marketing. Start connecting — and reach your full potential as a marketer — with 3DEXCITE and NETVIBES on Dassault Systèmes' 3DEXPERIENCE platform.





Our **3DEXPERIENCE®** platform powers our brand applications, serving 11 industries, and provides a rich portfolio of industry solution experiences.

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 250,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com.

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