3DEXPERIENCE® **Works**

ACHIEVING SUSTAINABLE GROWTH WITH A BUSINESS INNOVATION PORTFOLIO

The Executive's Perspective

DASSAULT SYSTÈMES

CHAPTER 1:

BUSINESS CHALLENGES CEOS ARE FACING TODAY

Organizations around the world are experiencing new levels of change and disruption. Consequently, CEOs are facing several important business challenges, including these:

Withstanding Market Volatility and Disruptions

Rapid changes in market and economic conditions, supply chain bottlenecks, labor and resource shortages, changing regulatory requirements, and increasing costs continue to challenge many executives' best-laid plans.

Attracting and Retaining Talent

Hiring and retaining the right talent is key to business success. The recent "great resignation" has made attracting and retaining top talent even more challenging. Offering competitive packages is no longer enough. Employees are also looking for workplace flexibility, decision-making transparency, work-life balance, and impactful outcomes, to name a few.

Meeting Fast-Changing Customer Needs and Expectations

One of the greatest challenges facing leadership is anticipating customer wants and needs in the age of experience. Customers want the most innovative products, services, and experiences delivered at a lower price, fast, and in a sustainable way. Organizations operating with disparate systems and processes have a hard time accommodating shifts in consumer preferences and demands, potentially losing customers to competition. Sustainability is becoming an increasingly important part of the product value proposition and of the criteria for customer choice. Adjusting to quickly changing market needs is essential for growing and maintaining a loyal customer base.

The Risk of Being Left Behind

Technology can help solve many industry problems; however, for many businesses, digital transformation is not happening fast enough. Most companies are still dealing with disconnected tools and disparate information; their departments work in silos and spend too much time on disjointed communication and other non-value-added tasks.

Poor Collaboration Has a Business Cost

Out of 155 manufacturers surveyed:

- **93%** report they need to improve collaboration
- **61%** report delayed time to market
- **60%** have experienced higher development costs
- **56%** report higher product costs
- **49%** have experienced quality problems
- **34%** missed market requirements

Tech-Clarity research study

MAXIMIZE PERFORMANCE WITH A BUSINESS INNOVATION PORTFOLIO

Ensuring a product's success requires the ability to quickly pivot and adapt the design through the manufacturing process to changing market and economic conditions. Technology can help organizations become more agile in several ways:

• Identifying opportunities and delivering new customer value
• Empowering talent
• Expanding business capabilities
• Creating new profit models

One example of such technology is a company-wide business innovation portfolio that fosters business agility and resilience. It does so by consolidating and connecting tools, people, and data in the cloud, providing real-time visibility into the business and product development data, improving decision-making, increasing efficiencies, and accelerating innovation and time to market.

Achieve Business Agility and Resilience

A business innovation portfolio with product development data at its core enables greater agility by uniting an entire organization into a single ecosystem. Connecting ideation, design, simulation, manufacturing, marketing, sales, and services throughout the product life cycle allows businesses to develop products and experiences faster, accelerating time to market.

A business innovation portfolio creates a single source of truth for all projects, at every stage, eliminating errors, busywork, rework, delays, and unexpected costs. Real-time data allow leaders to make better decisions, deliver more compelling products and experiences, and achieve greater efficiency. This helps organizations streamline product development, boost productivity, spark growth, and meet the challenges of today's fast-paced manufacturing market head-on.

Long-Term Sustainable Growth

A business innovation portfolio accelerates product development workflows, time to market, and agility, and enables product-led growth in competitive markets. A business innovation portfolio enables an organization to deliver continuous innovation, ensuring new opportunities, greater profitability, and a long-term company outlook.

CHAPTER 3:

LEVERAGE DATA TO MAKE BETTER BUSINESS DECISIONS

A business innovation portfolio replaces disconnected tools and digitally unites all aspects of a business. Multiple business and product development applications consume and produce a single set of data to be leveraged directly across the enterprise, eliminating errors, and providing management with valuable, immediate insights and information to make critical business decisions.

Real-time visibility of data helps corporate leaders:

- Measure performance
- Measure and manage risks
- Manage costs
- Identify new opportunities
- Reduce waste and repetition
- Adapt and respond quickly and accurately to changes in the market, consumer demand, and regulations
- Enable the entire organization to participate in stronger business outcomes

Comprehensive dashboards help executives save time searching and trying to make sense of big data by bringing timely information and insights. Real-time information such as product readiness or competitive activity can be aggregated and shared to make business adjustments in response to quickly shifting market conditions. Full visibility throughout the entire product lifecycle helps leaders boost their organization's competitive edge and operate more nimbly.

CHAPTER 4:
EMPOWER LEADERSHIP AND TALENT

Great ideas can come from many places, and leadership needs to bring the best people together to ensure inclusive collaboration, enabling everyone in the company to contribute regardless of their function or location. This is achieved with a cloud-based platform approach that supports flexible ways of working, even for remote and geographically dispersed teams. Teams can view, share, and contribute to one single source of truth—improving collaboration, project management, and traceability; increasing efficiency; and eliminating errors and rework.

Continuous innovation loops and workflows allow all employees to make a positive contribution by efficiently capturing and reusing their knowledge and know-how, easily sharing it with the rest of the organization. Design intelligence can be repurposed, forging relationships between projects to rapidly deliver innovations. By capturing knowledge and know-how, the business is able to ramp up new talents more quickly.

Not only do companies need to keep and motivate their current employees, they must also optimize employee allocation to various projects, and closely match assignments with the right skill level. Technology can help here too, with project management tools and lean brainstorming boards that fully integrate with the product development workflows.

CHAPTER 5:

DELIVER CUSTOMER-FIRST GROWTH

A business innovation portfolio helps organizations deliver new levels of customer value with the most innovative products, experiences, and services that address and exceed customer requirements, increasing the ability to:

- Deliver innovative products faster
- Quote accurate delivery times
- Meet customer delivery dates
- Deliver quality products
- Establish customer loyalty
- Identify new opportunities
- Unlock new markets
- Increase current market share

A platform approach enables a continuous feedback loop and ability for your product development team to quickly incorporate customer feedback and changing market requirements. Incorporating feedback early in the design process delivers more customized products and services faster, increasing profitability and customer satisfaction.

This level of feedback also helps mine customer data to identify new market opportunities—providing insight into how customers are using products and services and the types of products and services they are asking for.

FUTURE-PROOF YOUR BUSINESS WITH 3DEXPERIENCE WORKS

One of the business innovation portfolios available on the market today is the **3D**EXPERIENCE® Works portfolio that helps leaders expand future-ready capabilities by connecting entire organizations—people, applications, and real-time data—on a single platform, to accelerate time to market, reduce costs, increase quality, and improve profit margins. **3D**EXPERIENCE Works is a complete portfolio purpose-built for innovation that leverages the cloud-based **3D**EXPERIENCE® platform, SOLIDWORKS® 3D CAD, and other industry-leading tools from Dassault Systèmes for design, simulation, manufacturing, and marketing. A single unified collaborative environment enables everyone involved in product development to contribute to the innovation process. When every stakeholder has real-time access to the right tools and information, businesses can improve productivity, accelerate innovation, and quickly respond to changing market demands.

Today's successful CEOs are future-proofing their organizations by digitalizing and connecting all areas of the business. This allows leadership to modernize how they innovate, operate, and deliver value to customers. The goal is to transform the company ecosystem into a breeding ground of great ideas, and that means everybody, from employees to value chain players, can effectively collaborate to realize the company's vision with **3D**EXPERIENCE Works.

Create Sustainable Growth Across Your Organization With **3DEXPERIENCE** Works:

- Navigate market volatility and disruptions
- Attract and retain talent
- Meet fast-changing customer needs and expectations
- Deliver new value to customers
- Modernize how you innovate and operate
- Identify new and future revenue opportunities
- Expand future-ready capabilities
- Achieve business agility and resilience

... A CASE IN POINT

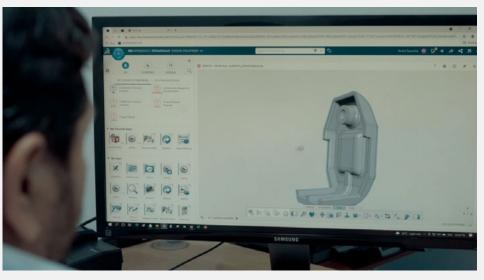## MIGMA PACKTRON SAVES TIME, REDUCES COSTS, AND ACCELERATES TIME TO MARKET

Since adopting **3D**EXPERIENCE Works solutions, Migma Packtron, the leading Indian manufacturer of commercial vehicle dashboards and automotive interior components, has achieved the following:

- Formalized workflows
- Cut its design cycles by 30%
- Reduced time to market by 20%
- Decreased infrastructure, IT, and software maintenance costs
- Connected the organization's most vital resources: people, software tools, and data

As Migma Packtron Director Nitin Raut explains, the combination of SOLIDWORKS design software and the **3D**EXPERIENCE platform enables our teams to plan, execute, and monitor project status in real time.

3DEXPERIENCE Works helped Migma Packtron streamline development and manufacturing processes and facilitate collaboration within and across all departments to not only improve product quality, revision controls, data security, and information and data access, but also facilitate release processes, change management, and standardization across the organization. The company also reduced infrastructure, IT, and software maintenance costs.

READ THE WHOLE STORY

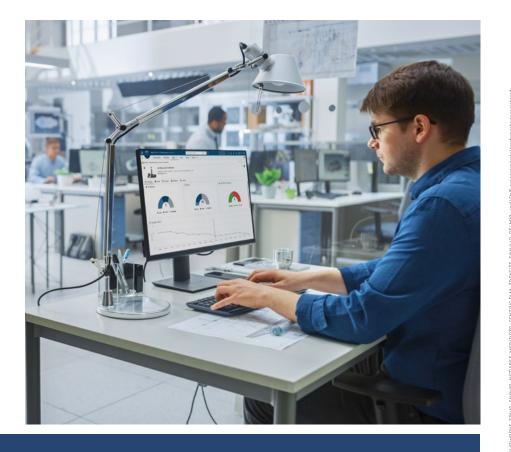To read the full Migma Packtron story, click here.

migma packtron

EXPAND FUTURE-READY CAPABILITIES

The **3D**EXPERIENCE Works portfolio provides a single source of truth that is available anytime, anywhere. Leaders can scan the horizon for potential opportunities and challenges with the most accurate and complete knowledge available.

Past decisions can be capitalized and turned into new insights. Predictions and trend data are explainable, traceable, and actionable. Decisions remain connected to data sources and context, as well as associated actions and assignments.

This enables CEOs and other senior leaders to make better informed business decisions, and to quickly and timely react to change. With **3D**EXPERIENCE Works, you get the agility and resilience you need to imagine a bigger future and continue to stay ahead of the competition. This is the confidence that **3D**EXPERIENCE Works can offer executives.

To learn more about **3D**EXPERIENCE Works,
visit www.3dexperienceworks.com or contact your local SOLIDWORKS reseller.

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

Dassault Systèmes, the **3D**EXPERIENCE Company, is a catalyst for human progress. We provide business and people with collaborative virtual environments to imagine sustainable innovations. By creating 'virtual experience twins' of the real world with our **3D**EXPERIENCE platform and applications, our customers push the boundaries of innovation, learning and production.

Dassault Systèmes' 20,000 employees are bringing value to more than 270,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit **www.3ds.com**.

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