



3DEXPERIENCE®

DiTra Friends Meeting Albena: June 5, 2015

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SOLIDWORKS BIG PICTURE



This Presentation is
the result of more than
100 interviews
**with CEOs and
Managers**

from different industries
held during 2012 /2014

SOLIDWORKS BIG PICTURE

t_2014



Can you
describe your
value chain?

A Typical Serial Process

A Serial Process

End-user
needs

Prelim Project

A Typical Serial Process

Preliminary Project

ment_2014



→ “We focus too much on our products. Our customers only know about *their donuts*, not about *our machines*.”

A Typical Serial Process

Preliminary Project



→ “Today, there are four players in my market:
Quality, Flexibility, Price and User Experience.”

A Typical Serial Process

A Serial Process

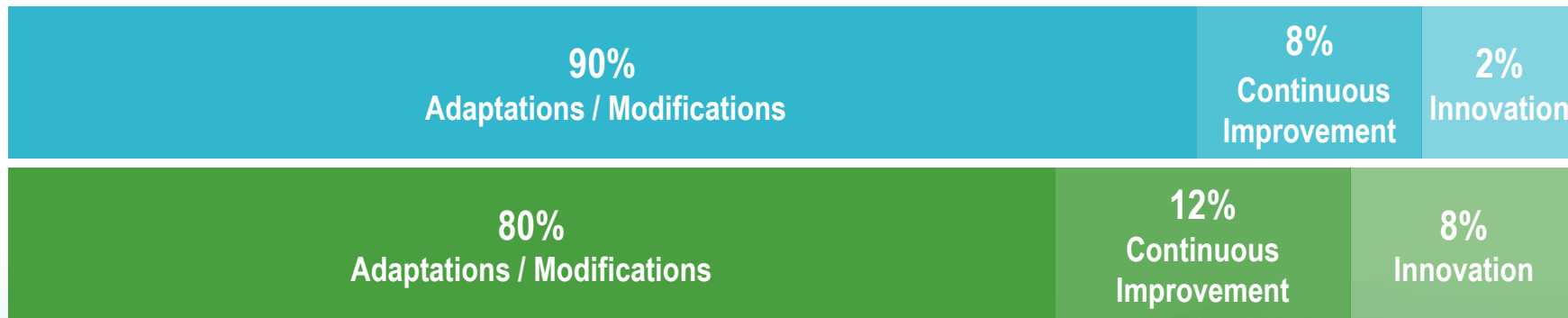
End-user
needs

Prelim Project

Detail Product
Design

A Typical Serial Process

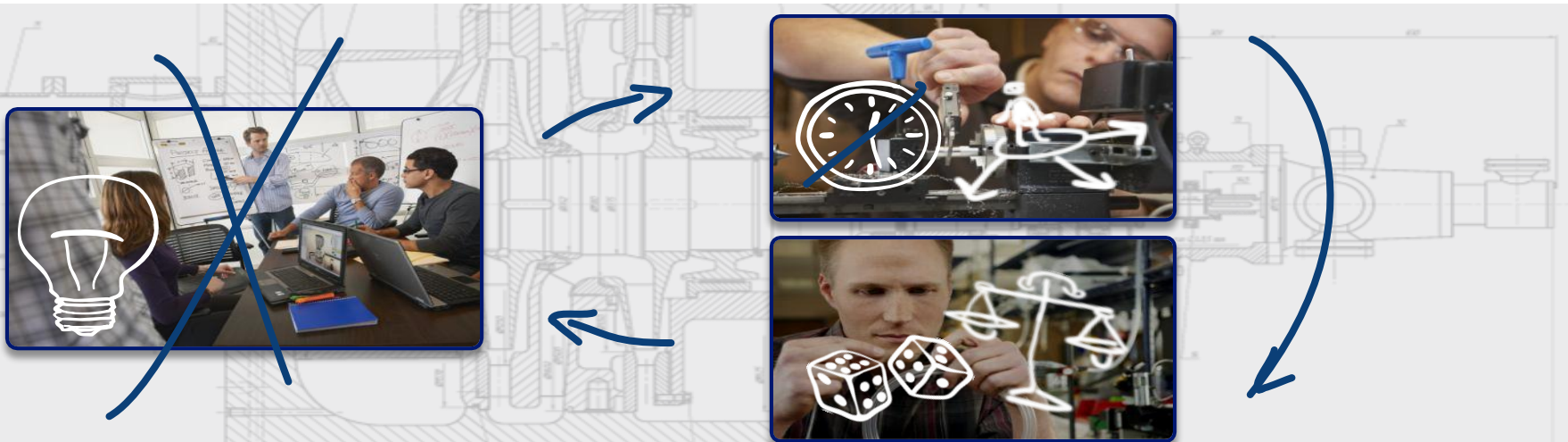
Detail Product Design



→ “Right now, we are a 90–8–2 organization. We want to be an 80–12–8 business.”

A Typical Serial Process

Detail Product Design



“Innovation equals greater competitiveness—but we have no time during our project process to explore new ways of doing things; and even if we do, we lack the tools to evaluate the risk.”

A Typical Serial Process

A Serial Process

End-user
needs

Prelim Project

Detail Product
Design

Design
Validation

A Typical Serial Process

Design Validation



“Due to the lack of control we have over the lifetime of parts, we can’t open new business lines or offer certain parts with a lifetime guarantee to gain competitive advantage.”

A Typical Serial Process

A Serial Process

End-user
needs

Prelim Project

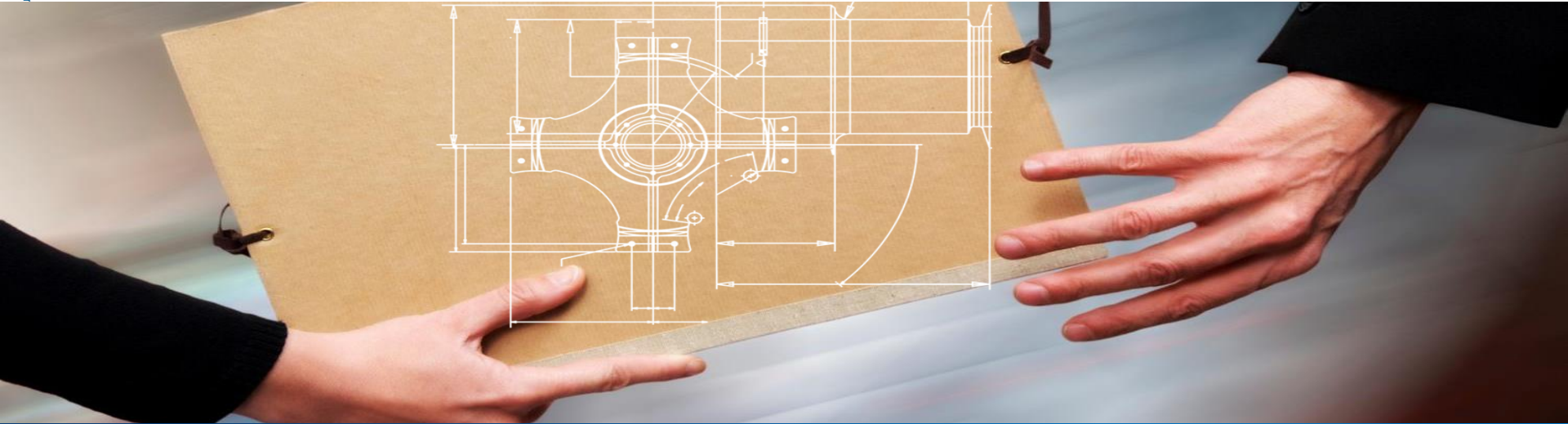
Detail Product
Design

Design
Validation

Technical
Comm.

A Typical Serial Process

Technical Communication



→ “Documentation production time is significantly reduced from three weeks to one, due to project delays.”

A Typical Serial Process

A Serial Process

End-user
needs

Prelim Project

Detail Product
Design

Design
Validation

Technical
Comm.

A Typical Serial Process

Release



➔ “Once the product is defined we ‘release’ it to manufacturing.”

A Typical Serial Process

A Serial Process

End-user
needs

Prelim Project

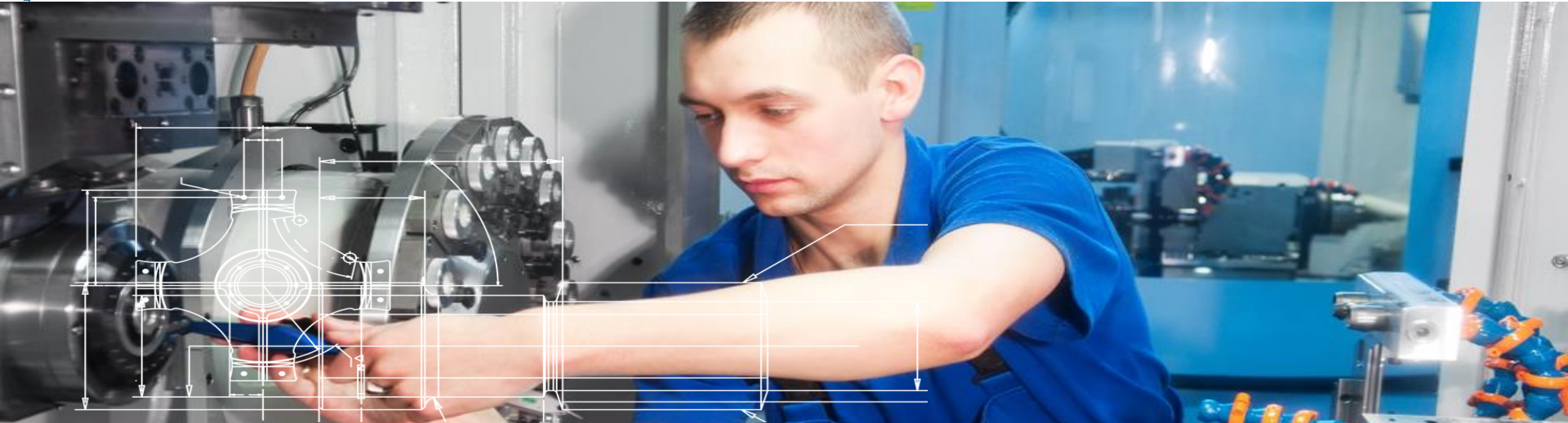
Detail Product
Design

Design
Validation
Technical
Comm.

Operations

A Typical Serial Process

Operations



→ “The engineering department has no feedback from manufacturing about problems detected during the manufacturing process.”

A Typical Serial Process

Operations

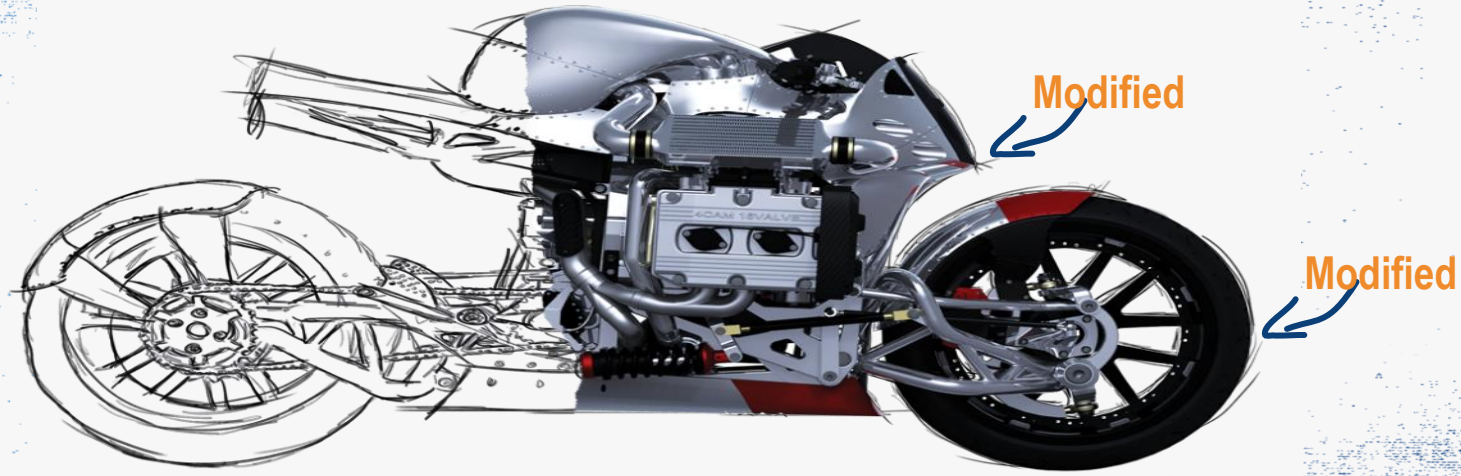


OBSOLETE

→ “We don’t always know if the Manufacturing Department is working with the right version.”

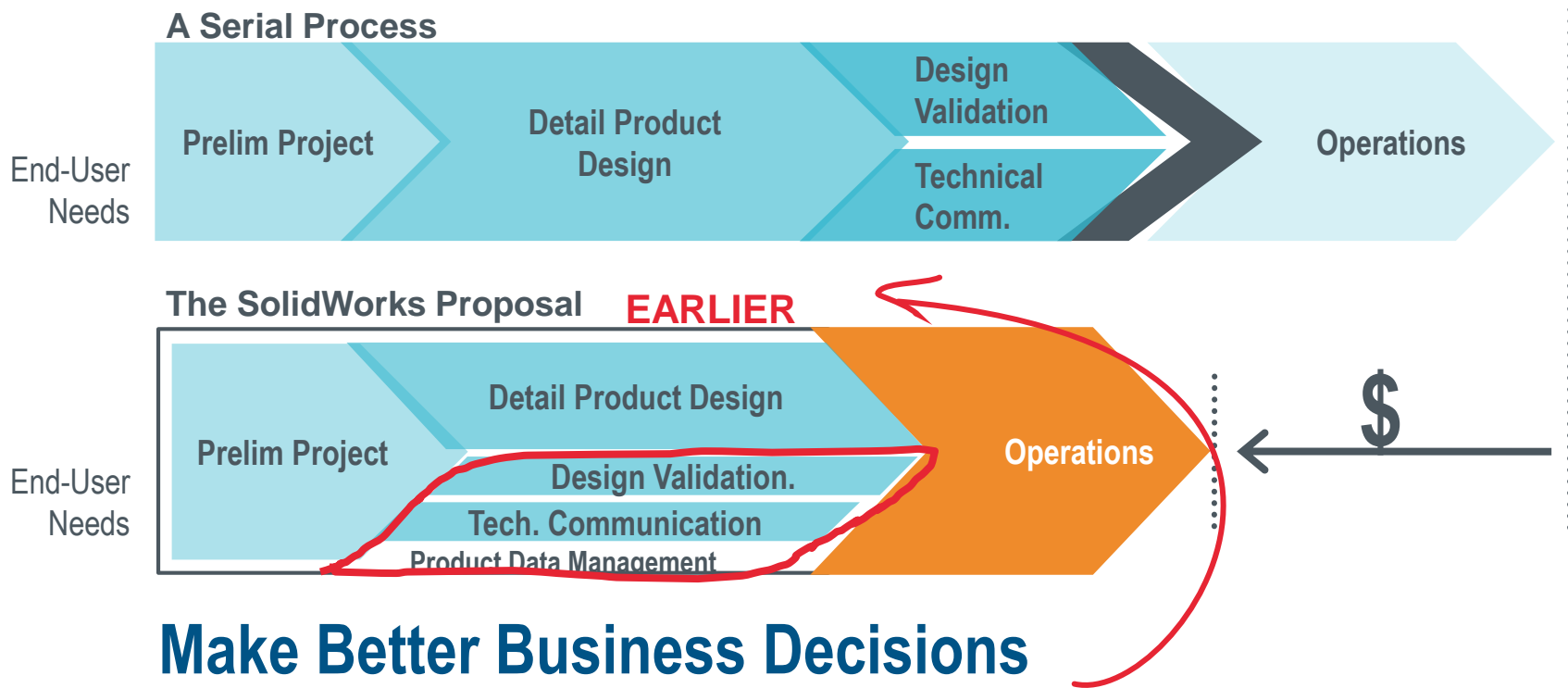
A Typical Serial Process

Operations



→ “We create obsolete parts because the logistics team sends orders to suppliers AFTER related parts have been modified.”

The SolidWorks Value Proposition



Value Chain

Important Concerns for CEOs

Value

Opportunity increase

P

Market Positioning

C

Operating Costs

SolidWorks Focus

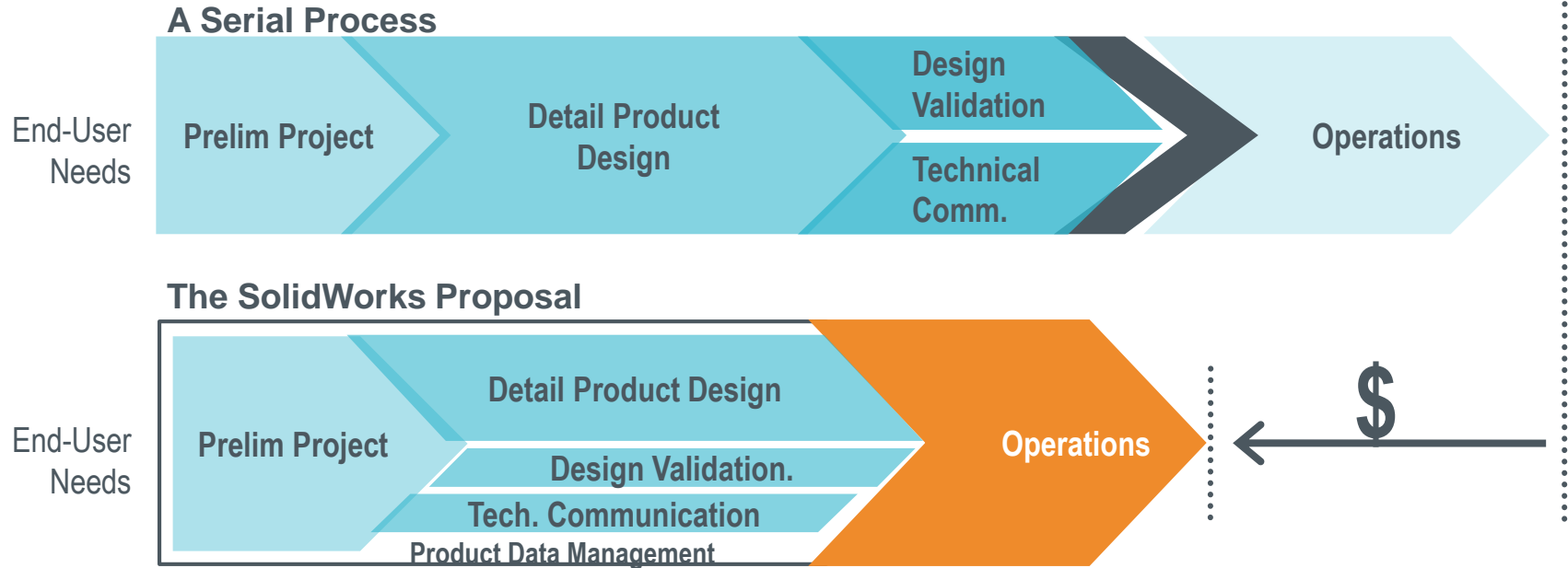
1. Reduce operating costs
2. Improve market positioning
3. Help you grow and deliver greater value

Value Chain – “Make it even more simple”



→ “Operations is important to us because it’s capital intensive. But, focusing on product development can simplify operations.”

What is more important for you?



The SolidWorks Value Proposition



Mechanical Design
Industrial Design



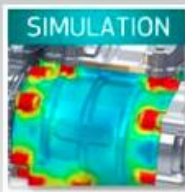
DraftSight
DraftSight Professional



Premium
Professional
Standard



Electrical Professional
Electrical 3D
Electrical Schematic



Simulation Premium
Simulation Professional
Simulation Standard
Plastics Premium
Plastics Professional
Plastics Standard
Flow Simulation
Sustainability
Costing



EPDM
Exalead OnePart
MySOLIDWORKS
Platform Collaborator
SOLIDWORKS Connector



Model Based Definition
Inspection Professional
Inspection Standard
Composer
eDrawings Professional
eDrawings Mobile
3DCC

Design

Validate

Manage

Communicate



