

Dassault Systèmes Adds Procter & Gamble to its List of 3DEXPERIENCE Platform Clients

Dassault Systèmes' "Perfect Product" and "Perfect Package" Industry Solution Experiences Will Reach 18,000 Users Worldwide

VELIZY-VILLACOUBLAY, France – April 26, 2017 — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced that the [Procter & Gamble Company](#) (P&G), one of the world's largest consumer packaged goods companies, is using the 3DEXPERIENCE platform. P&G is deploying Dassault Systèmes' "[Perfect Product](#)" and "[Perfect Package](#)" industry solution experiences to connect thousands of users to data, colleagues and consumers. This accelerates and improves the company's packaging and product design, requirements management and program management.

Consumer packaged goods is a fast-paced, competitive marketplace in which most purchase decisions are made in a matter of seconds. Companies must quickly deliver new materials, formulations and packaging that distinguish a product in the marketplace, contribute to a strong and reliable brand image, and inspire consumers to make – and repeat – a purchase.

P&G, a longtime customer of Dassault Systèmes' design, development and simulation applications, manages 10 product categories and 65 brands in more than 80 countries. The 3DEXPERIENCE platform helps P&G to leverage its scale with greater agility to innovate, efficiently manage and accelerate product programs in the context of short product lifecycles, fluctuating costs of raw materials, and highly variable consumer demand.

"Our decision to upgrade our existing Dassault Systèmes' PLM to the 3DEXPERIENCE platform is part of our work to digitally transform our business to support our work process digital transformation and drive value," said Jean-Louis Hospitel, IT Director, P&G. "The 3DEXPERIENCE platform facilitates end-to-end innovation integration and improved user experience for our seamless technical community."

Based on the 3DEXPERIENCE platform, "Perfect Product" and "Perfect Package" are being extended across P&G to 18,000 users in research and development, product supply, quality and other disciplines to support the design and development of products. In a global collaborative digital environment, project data is traceable, shareable and reusable. Teams spend less time searching for data and have access to more consistent and accurate packaging and product specifications. This streamlines processes and saves rework and expense. In addition to this increased productivity, data can be exchanged easily with consumers to gain greater insight into trends, needs and usage.

"The 3DEXPERIENCE platform and our industry solution experiences for consumer packaged goods connect people, processes and systems. As a result, companies can reduce product development time by up to 20 percent," said Philippe Loeb, Vice President, Consumer

Packaged Goods & Retail Industry, Dassault Systèmes. “This is a major advantage in an industry that requires bigger, better and faster innovation from companies that have to constantly readjust business priorities in response to changing consumer habits. Discovering and delivering the next breakthrough product becomes that much more efficient.”

For more information on Dassault Systèmes’ industry solution experiences for consumer packaged goods and retail: <http://www.3ds.com/industries/consumer-packaged-goods-retail/>

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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 220,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

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Dassault Systèmes Press Contacts

Corporate / France	Arnaud MALHERBE	arnaud.malherbe@3ds.com	+33 (0)1 61 62 87 73
North America	Suzanne MORAN	suzanne.moran@3ds.com	+1 (781) 810 3774
EMEAR	Virginie BLINDENBERG	virginie.blindenberg@3ds.com	+33 (0) 1 61 62 84 21
China	Grace MU	grace.mu@3ds.com	+86 10 6536 2288
India	Santanu BHATTACHARYA	santanu.bhattacharya@3ds.com	+91 124 457 7100
Japan	Yukiko SATO	yukiko.sato@3ds.com	+81 3 4321 3841
Korea	Myoungjoo CHOI	myoungjoo.choi@3ds.com	+82 10 8947 6493
AP South	Tricia SIM	tricia.sim@3ds.com	+65 6511 7954