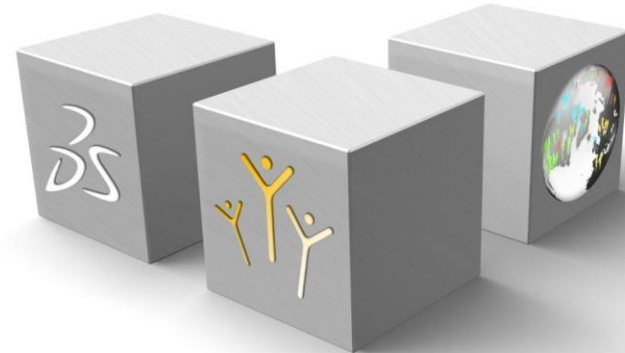


Value Solutions

Bruno LATCHAGUE
EVP, PLM Value Solutions
November 22nd, 2011





Customer Reach

DS Brands / Industry / Channels

3 Channels

“Responsible Customer Engagement”

Client

1

PLM Business Transformation

Flexible Engagement for Large customers

2

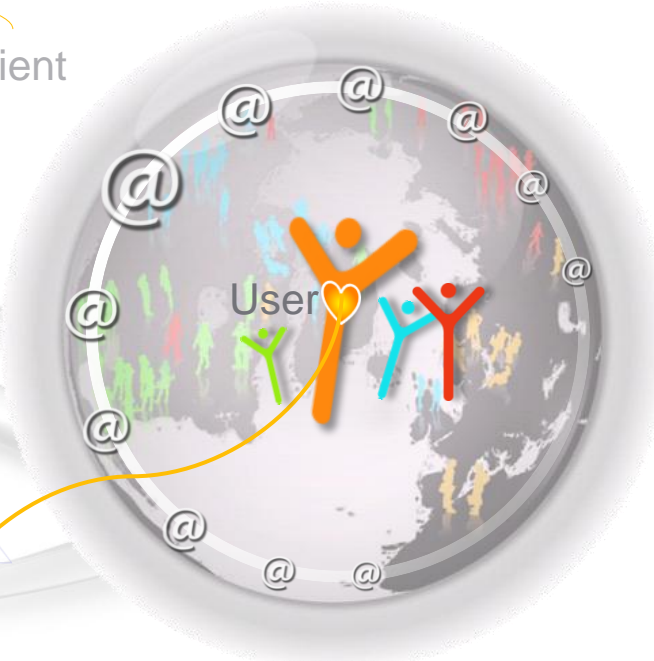
PLM Value Solutions

PLM for All Enterprises

3

Professional Channel

Volume – Multi-Brand – Proximity



11 Industries

“Focus on Industry Innovation”

Customer Ecosystem



8 Lovemarks

“Product that users love”



3dvia

3dswim

exalead



SOLIDWORKS

CATIA

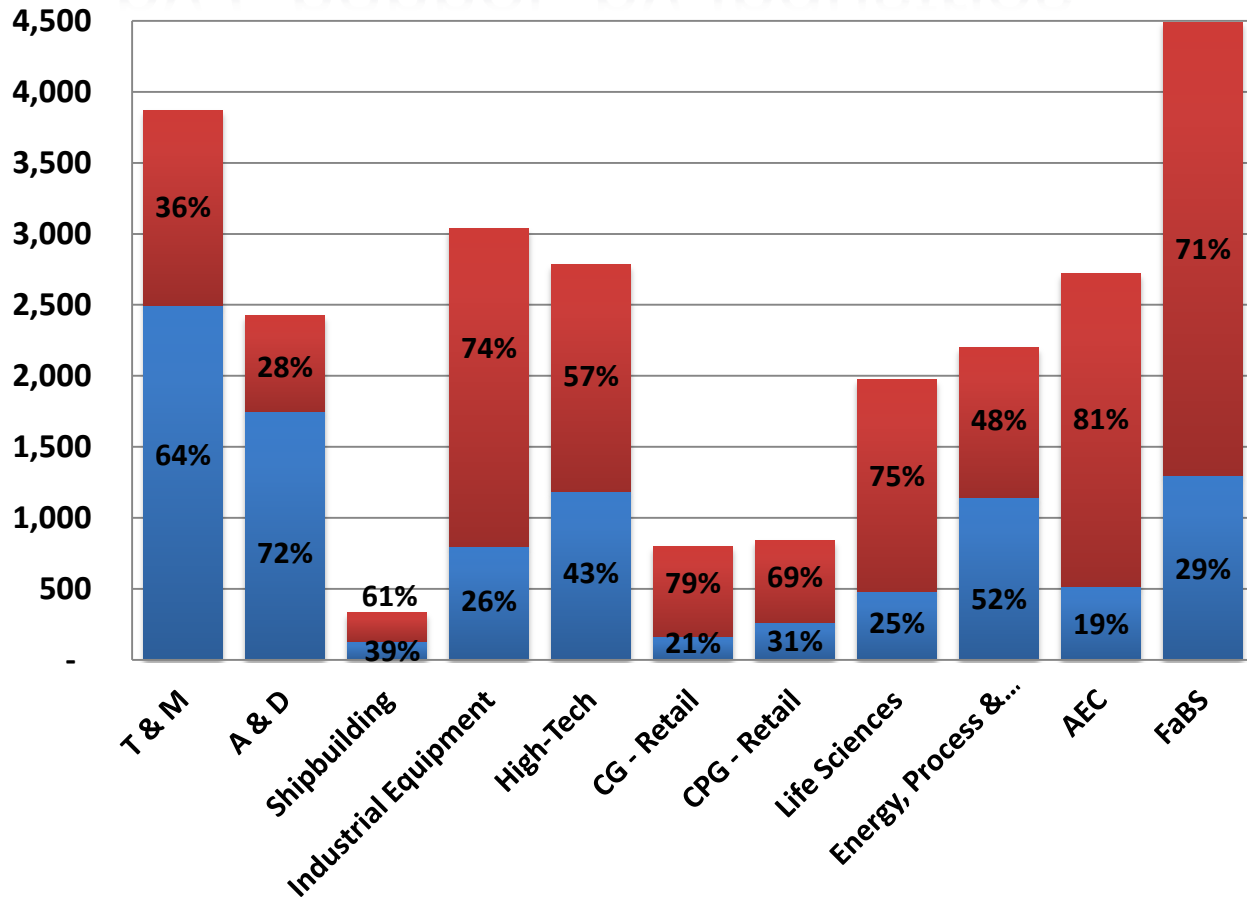
SIMULIA

DELMIA

ENOVIA



2010 PLM Software Market (\$M) by Channel, by Industries



TOTAL
MARKET
25 B\$
o/w
**60% is Indirect
Channel**



Online Customers Engagement

4. V6
Arc

- Reveal **Lifelike Experience**

- **Online demos**
- Fusion of **Sale, Marketing, Deployment, Support**
- Promote & Recognize **online success** & winners
- Deliver Instant **Online sales execution** system
- Leverage **customers success** to reveal new online offer

- **Business Transformation**

- **Selective** customer **engagement** & **Systematic Replication**
- Drive customer development through **online Industry Hub**
- Develop and Acquire new **Profiles** & **Skills** to **engage online**

- **Value Channel**

- Sell and Deliver **DS PLM Industry solution to all enterprise**
- Acquire **specialized partners & influencer network**

- **Professional Channel**

- Promote **Social Innovation** & **Viral Marketing**
- Online Support drive **New Usage** & **New Users acquisition**

3. Unique
Living
Brands

1. Our Audiences

2. Online
Customer
Engagement



WW PLM VS Channel Mission

- Deliver WW DS PLM growth by selling and successfully deliver **DS PLM solutions to enterprises, research and academics institutions** thru a sustainable business network of skilled PLM partners
- Develop the DS Industry PLM eco-system fostering **partner acquisition** to deliver value solution to the 11 industries customers
- Deliver industry initiatives **through partners** leveraging V6 online experience and social innovation with online communities

3 Years Approach: From Product Selling to Industry Solution



TRANSFORMATION DESIGN

PILOT & ADJUSTMENT

EXECUTION

FULL IMPLEMENTATION



- Clarify Partners' Industry Focus
- Industry Experience will be reviewed and announced quarterly

- 1 Social Industry Experience
- 2 High-Value Brand Apps

www.3ds.com | © Dassault Systèmes | ECF Value Solutions Presentation - November 2011



2011

2012

2013

2014

2012 Product Portfolio:

- CATIA
- SIMULIA
- DELPIA
- ENOVIA
- 3dvia
- 3DExperience
- exalead

2013 Product Portfolio:

- CATIA
- SIMULIA
- DELPIA
- ENOVIA
- 3dvia
- 3DExperience
- exalead

2014 Product Portfolio:

- CATIA
- SIMULIA
- DELPIA
- ENOVIA
- 3dvia
- 3DExperience
- exalead



VS 2012 – 2014 Growth Plan Strategy

Value Creation

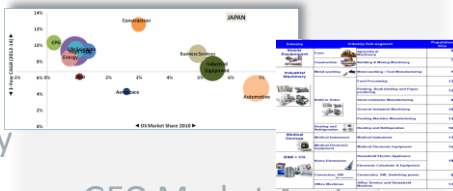


1 Social Industry Experience

2 High-Value Brand Apps



Audience



GEO Market Analysis

2012 VS Geographic Coverage Review - As Is (# of SR FTEs in existing partners)

Region	Country	Industry	Product	SR FTEs
ASIA	China	China		
ASIA	China	China		
ASIA	China	China		
ASIA	China	China		

Geographic, Industry, Domain coverage

2012 VS Geographic Coverage Review - To Be (Total # of SR FTEs)

Region	Country	Industry	Product	SR FTEs
ASIA	China	China		
ASIA	China	China		
ASIA	China	China		
ASIA	China	China		

Define Capacity Gap, GEO Priority

Reach

Partner Management

- Assess current existing partner capacity
- Manage future partner capacity (BPA)

Partner Acquisition

- Complement necessary capacity



Performance



VS V6 Online Experience

- Enable
- **Acquire** online
- Sales Empowerment
- **Demonstrate**
- **Proof**
- **Deliver**
- **Support**

Establish a direct relationship between partners individuals to maximize DS understanding & partners' productivity & sales force intelligence

VS PARTNER ONLINE V6 EXPERIENCE



3D Opens the Door to the World We Imagine



Thank You