



**3DEXPERIENCE®**

# Strategy & Business Model

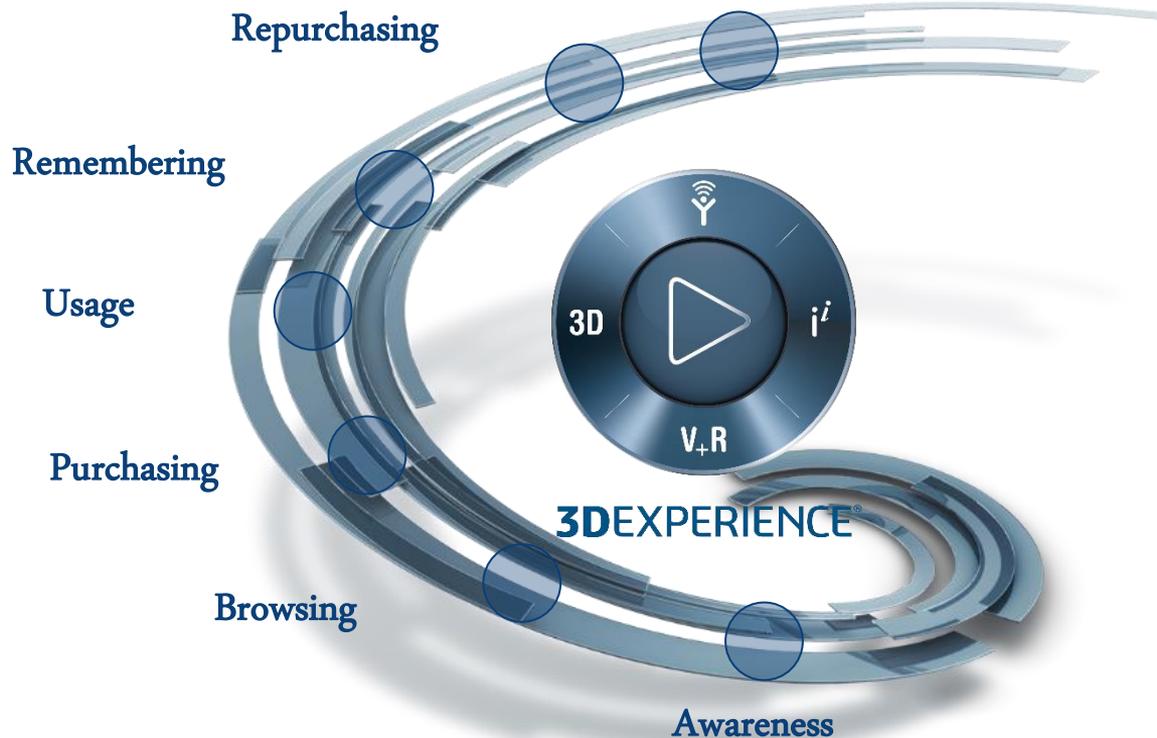
What is the strategy to accelerate organic growth ?

Monica MENGHINI  
EVP & Chief Strategy Officer

In The Age Of Experience  
new business thinking is needed

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## EXPERIENCE THINKING



# OUR STRATEGY

## Social



Business Experience Platform  
for all disciplines of the industry

## Industry



New portfolio

## Experiences



Software Services Content

# 3DEXPERIENCE platform for a **SOCIAL** new generation



3DEXPERIENCE | 3DDashboard Moodboard

3DCompass

3DSearch

3DDashboard

3DPlay

6WTags

3DSwym

3DMessaging

3DPlay

3DMessaging

Hubert MASSON

My Roles / Profile

- Conceptual Designer
- Content life cycle manager
- Content manager
- Mechanical Designer
- Simulation Analyst

My Favorite Apps

3D My 3D Modeling Apps

- 2D Layout Insight
- 2D Layout for 3D Design
- 3D Annotation Insight
- 3D Composer Presentation
- 3D Geometry Insight
- Buildings Space Planning
- Buildings Structure
- Circuit Board Design
- Civil 3D Design
- Civil Engineering
- Electrical Raceway Part
- Electrical Sys. Design
- Engineering IP Control
- Engineering Rules Capture
- Engineering Specification

3DPlay

6WTags

- Who: 1
- When: 2
- What: 6
- Where: 1
- Why: 0
- How: 0

3DSwym

3DMessaging

Contacts

- Pascal Motte
- Ivan Fernandez
- Aiguo XU
- Madhumita Dhar
- Guido Reinink

Me

- My Profile
- Sign Out

Add

- Widget
- Tab

Share

- Share Tab
- Share Dashboard
- Share on Facebook
- Share on Twitter
- Share on Google+ Instant Messaging

Home

- Ski Goggles
- 3DEXPERIENCE Comme
- Bryo Ski Goggles
- Platform Management
- Manage Dashboards

Help

- Get Started
- Support Community
- About 3DEXPERIENCE Platform
- Full Leaves Flowing Bay of Fundy National

Feed Reader - hickerphoto.com, new Images

Denali Mountain Fall Lake Scenery Picture

Oct 8, 2014, 8:23 PM

Flower Tree

Jun 27, 2014, 7:54 PM

Thumbprint portrait.

Jun 27, 2014, 10:22 AM

Feed Reader - Art

Moon Dancer Energy P

Jun 27, 2014, 10:22 AM

Moon Dancer Energy Painting by Julia Watkins I just found this artist whom I love!

Taylor Swift Minimal

# 3DEXPERIENCE platform for an **INDUSTRY** Portfolio



# 3DEXPERIENCE platform for new EXPERIENCES

## 3DEXPERIENCE Universe

### 3DEXPERIENCE® City

- Mobility
- Health
- Environment & Planning
- Facilities Management

### 3DEXPERIENCE manufacturing



### 3DEXPERIENCE life



## Online Services & Content Portfolio



### Transportation & Mobility

- Online Simulation services
- Online High Visualization services
- System Engineering Content
- Online Part Supply Search service
- Online 3D Printing Community Service

# What is the strategy to accelerate organic growth ?

Growth Driver 1

INDUSTRY PORTFOLIO

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- A. Replicable Offers
- B. Selling the business value  
*(not the features)*
- C. Going beyond engineering  
*(new disciplines)*

Growth Driver 2

BUSINESS MODEL

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Complementary  
Platform Business Model  
(Marketplace)

# Growth Driver 1-A | Industry Portfolio

## Replicable Offers

# Industry Solution Experience



**86** Industry Solution Experiences available end of 2016

**15** Of which Available on cloud

**70%** of our Solutions launched in 2015 are REPLICABLE

**20%** of the solution launched in 2016 are ALREADY REPLICABLE

# Growth Driver 1-B | Industry Portfolio

Selling the business value (not the features)

## Increased **Win Rate**

**650 Customers** engaged with solutions and won  
*(+1000 Opportunity won with solutions)*

**150 Partners** have won Solution deals

## Increased **Deal Size**

**+40%** deal size  
*when engaging with Solution*

**+ 50%** deals won  
*with solution versus Q1 last Year*

# Growth Driver 1-C | Industry Portfolio

Going beyond engineering (new disciplines)

Science | Manufacturing | Marketing



- Design to Cure
- Made to Cure for BioPharma
- ONE Lab
- License to Cure for BioPharma
- Sustainable Product
- Perfect Product
- Perfect Lab

Material Science for



- Lean Production Run
- Build to Operate
- Ready to Make
- Make to Promise
- Perfect Production
- Made To Cure for MedDev
- Perfect Mine & Plant

- Lean Production Run
- Ready to Make
- Perfect Value Chain
- Customer Driven Supply
- Perfect Mine & Plant
- Perfect Order



- Perfect Mine & Plan



- Virtual Garage
- Passenger Experience
- My Retail Theatre
- Tech Journey

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Growth Driver 1

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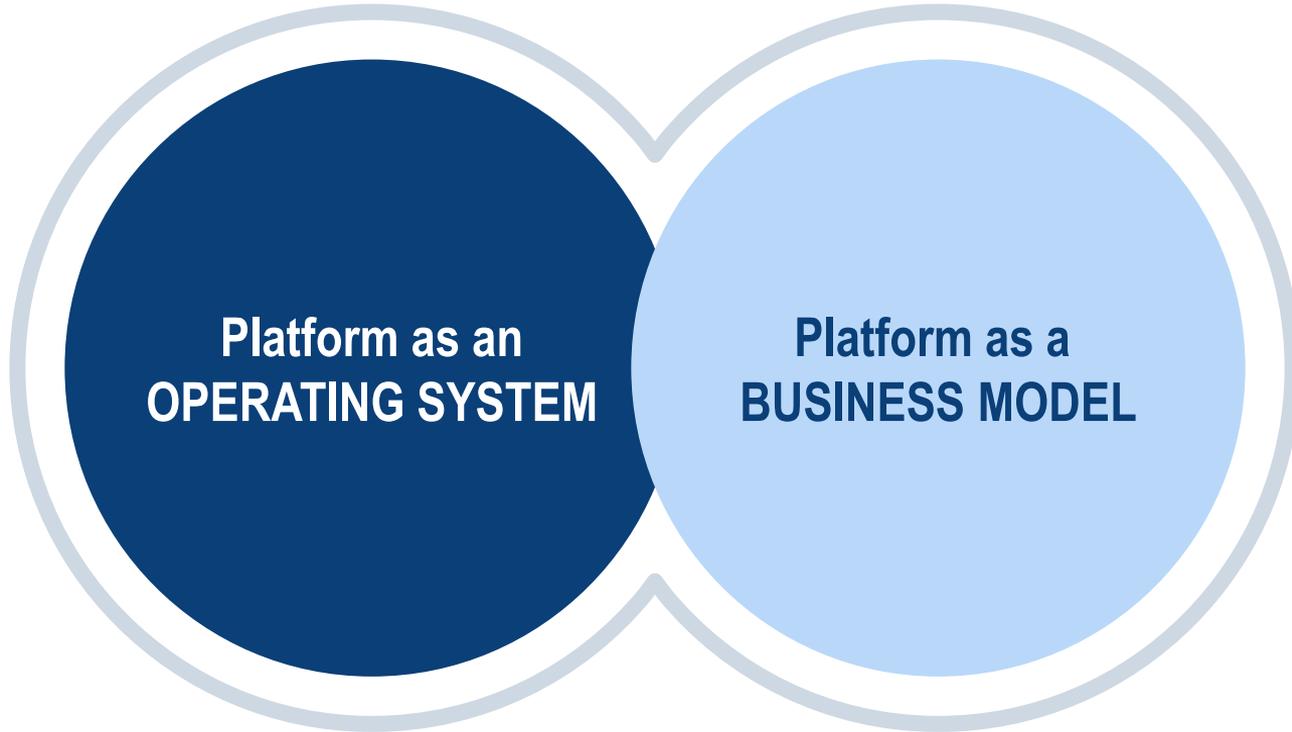
Growth Driver 2

BUSINESS MODEL

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Complementary  
Platform Business Model  
(Marketplace)

# What is the strategy to accelerate organic growth ?



2012



# PLATFORM: BEING IN THE TOP LEAGUE



3DEXPERIENCE Platform



Social Platform



Contents Platform



Search Platform



Contents Platform



Knowledge Platform



Services/Applications Platform



Development Platform



# These are becoming platforms

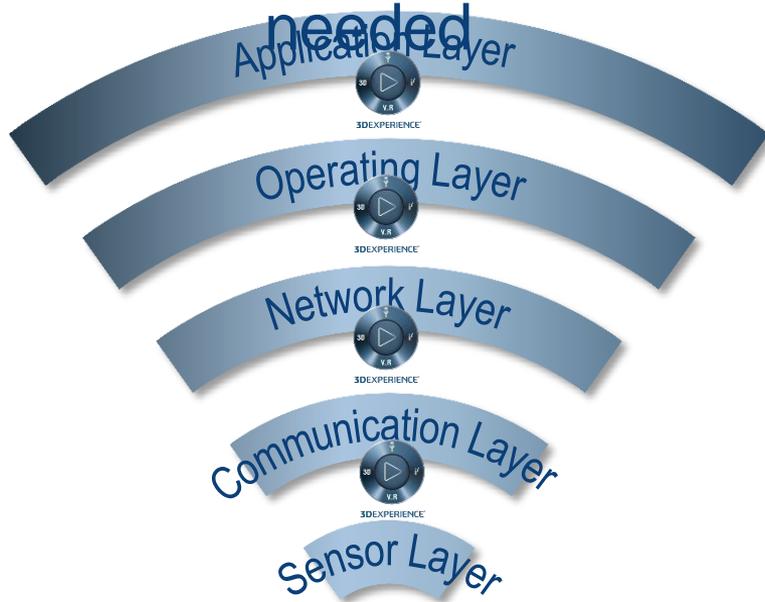


# In The Age Of Experience

IOT is INTERNET OF EXPERIENCE

Connected experiences are

needed



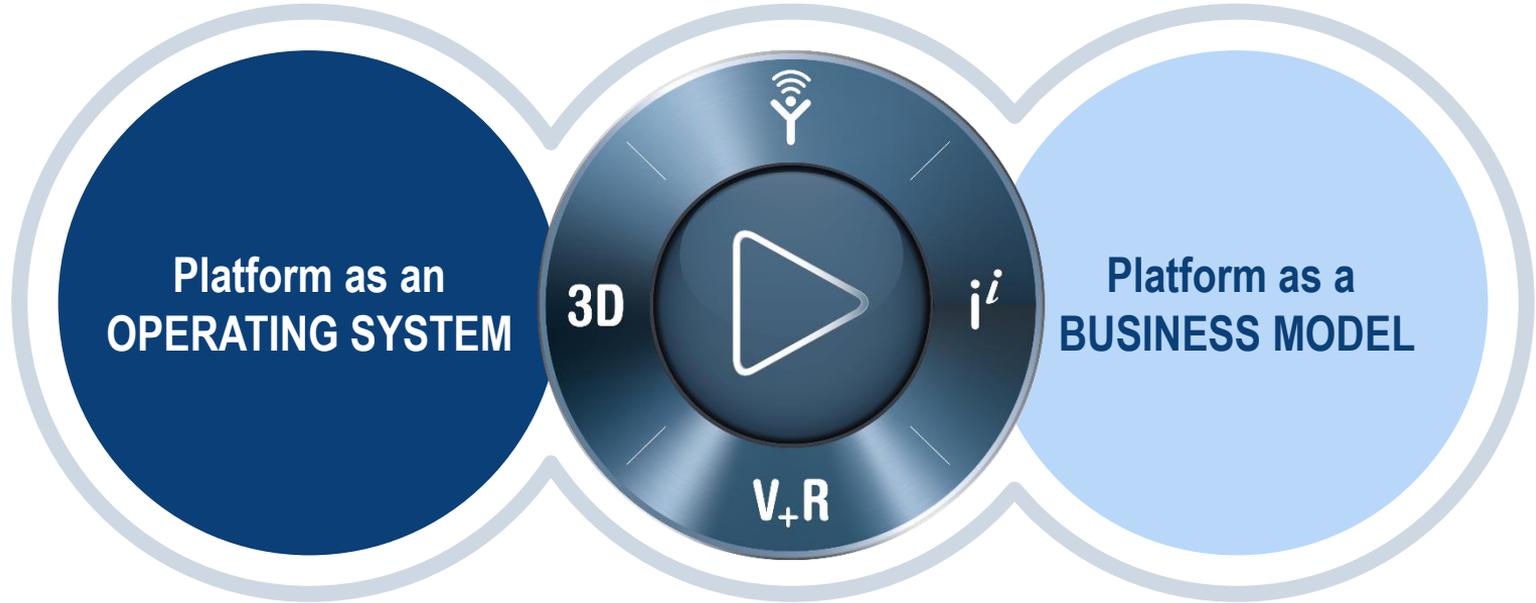
## EXPERIENCE LAYER

- Analytics of things
- Dashboard of things
- Optimization of things
- Programming of things



## MODELING LAYER

# Dassault Systèmes Platform Model



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