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Embarking on an industry renaissance with Dassault Systèmes

Dassault Systèmes' vision is to expand the possibilities of the virtual realm to improve the real world. Its 3DEXPERIENCE platform offers a wide range of solutions for any industry. Its solutions are embedded in every stage of the product life-cycle: design, manufacturing, sales and customer experience.

Dassault Systèmes showcased its ideas, plans and vision in the 3DEXPERIENCE Forum Asia Pacific South 2019 in Bangkok. Organized in partnership with Thailand's Ministry of Digital Economy and Society (MDES), the forum was titled, "The Industry Renaissance to accelerate Thailand 4.0: Reinvent industries, transform businesses and build a future-ready workforce."

It featured leading industry experts, breakout sessions and a "playground" where attendees could delve into technology

showcases by industries and talk to Dassault Systèmes clients.

Reinventing Industry

Visualizing anything, anywhere. That was how Mr. Masaki Sox Konno, the Managing Director of Asia Pacific South -- Dassault Systèmes, described 3DEXPERIENCE. In fact, he believes it has the potential to bring about a revolution in the way industries are organized.

3DEXPERIENCE can shape anything into reality. With the 3DEXPERIENCE platform, one can simulate and prototype all possible outcomes. Companies can use it to visualize everything from a new mobile device to an aircraft, or even a new city. This will help reduce costs and make processes from planning to operations more efficient.

In this environment, where business is evolving and the pace of change is accelerating, Dassault Systèmes becomes even more pertinent. Companies are rethinking their products and operational processes as technology reshapes their output.

For instance, in the automobile industry, companies used to concentrate on making cars with the best features and functions.

Today, the focus is more on enhancing the user experience. To do this, instead of using a traditional physical prototype, auto manufacturers are turning to virtual prototypes. This is leading to faster production, lower costs and faster time-to-market. All this is done with the 3DEXPERIENCE platform at the core of Dassault Systèmes' solutions, which offers tools for R&D, customer experience simulation and mature global supply chain management, among others.

Special Interview with Mr. Konno

Mr. Konno said Dassault Systèmes is a platform company, which helps to connect the dots for companies. Dassault Systèmes allows customers to understand and "experience" how things, from molecules to airplanes, are created.

Turning to the subject of Thailand, he said the country holds huge potential for the company. For one thing, Thailand is the regional hub for the automobile industry, which is one of Dassault Systèmes' prospective markets. At the same time, the country hosts many small companies, which can utilize Dassault Systèmes' technology to get a leg-up on major players.

But Thailand also faces challenges. One in particular is risk-taking, and the speed at which companies and governments embrace the need to transform themselves.

One thing is for sure, however: both Thailand and Southeast Asia are undergoing an industry renaissance. This gives Dassault Systèmes confidence that it can continue to grow in the mar-



ket. The company is eyeing the manufacturing sector, energy natural resources market, smart city development and automobile industry as having the best potential for expansion.

Mr Konno also dismissed the idea that Dassault Systèmes' technology is too advanced for the region. Instead, he sees opportunities and noted that adopting new technology is far easier without legacy. He cited start-ups that were able to disrupt industries with large incumbent companies, precisely because they were not tied

to any particular legacy system. Likewise, he believes that Southeast Asia can experience a quantum leap in technological progress.

The world, said Mr. Konno, is evolving into an experience economy. Products and services are rapidly converging, largely due to open innovation, research and development. In other words, enhancing the customer experience will be key to differentiating products and services from each other. On this front, Dassault Systèmes is a leader in offering a single

platform to connect all departments within an organization, from R&D to Sales & Marketing, as well as their data, processes and ideas, to develop sustainable innovations that resonate with customers in an experience economy.

In other words, what distinguishes Dassault Systèmes from other software companies is that it does not digitize the past; it digitizes the future.

Industrial digital transformation examples with 3DEXPERIENCE



FUTURE CITIES

There are a million factors that planners need to take into account to optimize the route for a new metro line or solve traffic problem from a big picture. It is normal for them to spend years conducting surveys and thousands of hours in meetings with hundreds of stakeholders.

The process would be much less frustrating if you had a virtual map of the city in front of you. That's what Singapore has -- a virtual twin called Virtual Singapore. Powered by 3DEXPERIENCE, the virtual city is so detailed that planners can even estimate how many trees need to be cut to make way for a new road. The ability to visualize and simulate urban planning will help save millions of dollars.

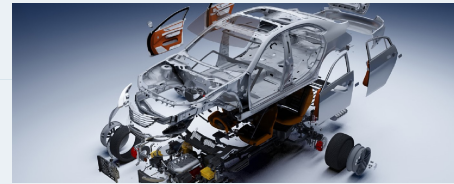


SMALL AND MIDSIZE ENTERPRISES

Dassault Systèmes' dynamic SOLIDWORKS offers computer-aided design (CAD) software and computer-aided manufacturing (CAM) in its portfolio. The suite of products within SOLIDWORKS is targeted at helping small companies get a jumpstart on their business.

CAD and CAM can accelerate the prototype development through virtual prototypes that allow for better collaboration among stakeholders.

J-Fox Aviation, a SOLIDWORKS client, said the 3D simulation helps lower developmental costs as the company can simulate flights to see engine performance in various conditions.



TRANSPORTATION & MOBILITY

Dassault Systèmes aims to reinvent the automobile industry. Its customers include BMW, Yamaha, Tesla and Toyota. The featured products are in-vehicle customer experience and solutions for the design-to-manufacture of electric vehicles (EVs).

Dassault Systèmes offers collaboration tools, such as a virtual factory, where a manager can assign tasks and monitor employees in real time. Dassault Systèmes' software is not just a 3D picture -- it is a virtual car in which designers can simulate the whole customer experience.

AUDI, a 3DS customer, has reduced the time-to-market by 20% with 3DEXPERIENCE solutions.



OIL & GAS

The oil-and-gas industry will be Dassault Systèmes' pioneer market in ASEAN. At the forum, Dassault Systèmes showed how virtual reality can be used for training on oil rigs, an idea that resonated with many attendees.

Besides optimizing current production, also showcased was how the simulation software helped a natural resources company develop a sustainable production plan.



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