Dassault Systèmes is repositioning itself. We reported on the presentation of the strategy 3DExperience on the 3DExperience Forum in Mannheim. In an extensive interview with the PLMportal now explained Andreas Barth, Managing Director, Volker Klare, Director Sales Enablement & Consultancy, and Steffi Dondit, public affairs, all Dassault Systèmes Germany Euro Central, background and goals of the realignment. It became clear: Dassault Systèmes will continue to pay highest attention on the PLM topic.

In recent years much has changed for Dassault Systèmes and its customers: The 25-year exclusive partnership with IBM has been completed, and now sales and marketing are faced with the task of strengthen the name of Dassault Systèmes in the market; the new PLM platform V6 could not be introduced in the expected way, and especially not in the expected pace to the market; numerous acquisitions were made, but for customers as for sales organization and partners it became more and more difficult to understand, which of the new programs actually could act how with what other related applications. These changes led to a shift in early 2012, whose core elements were formulated primarily by Monica Menghini, Executive Vice President, Industry, Marketing and Corporate Communications.
Dassault currently has ten brands under which software is available for various applications. They range from CAD via search engines, social computing, and systems engineering to PDM. But in the future the company compared to its competitors in the PLM environment can no longer be measured solely on features and functions. Rather, with 3DExperience a platform strategy is implemented that addresses a wide range of industry-specific functionality through special solutions and packages. First, as before, with client server software. In the future also on the Internet and in the Cloud.

The 3DEXperience platform is indicated by a compass and consists of four sets of application threads:

- Information Intelligence - apps for the smart management of large amounts of information
- Content and Simulation - apps for the representation and simulation of 3D models and their production
- 3D Modeling - apps to create 3D models of products, and, most recently, also geological models in mining
- Social innovation - apps to manage all enterprise data and to support cooperation
The 'play button' in the middle stands for a seamless transition to real-time simulations in the virtual world. And the term "Apps" expresses that Dassault is on the way to have many products available as download apps. That is the vision. The reality is that the compass allows Dassault customers with installed products to put certain functions, scripts or tools behind the quadrant and start them via the compass. Under Microsoft Windows and with licensed software.

Based on the 3DExperience strategy Dassault is now peu à peu going to provide for a total of 12 defined target markets industrial application packages that in each case combine features of different products, to support certain core processes in the companies. The intent: Not the distributor or seller, and certainly not the customer should look at all the individual products of the wide range of Dassault software in detail and consider how to solve the tasks in order. They should not have to purchase and install the products completely. The summary of the relevant features is done in advance by the vendor, so that at the end only that functionality will be installed, which actually belongs to the solution. At a price that meets the function, and with a simplicity of use and attractiveness to the customer. In the future in the cloud as a hosted solution.

Thus, two things are clear: First Dassault is not a provider for the majority of Internet users, but remains a B2B provider - albeit with a significantly modernized appearance and the ability to assist its clients in addressing the mass market. And second the basis for the entire 3DExperience packages that are now tied is to continue supporting the concept of product lifecycle management. But not reduced to CAD and PDM.

Andreas Barth puts it: "PLM is as part of this 3DExperience platform essential for us to provide anything else." And Volker Klare adds: "With 3DExperience we want to convey that with our platform it is possible in the future, to experience products in a virtual environment even as a virtual product. This is more than a 3D model and a DMU. It is also about the functional mock-up and the properties too. It is about a realistic idea of what the customer of our customers, the end user, wants to see."

The question remains whether Dassault as a major PLM vendor is doing himself a favor when the well-known acronym PLM appears no longer in its repositioning leaves.

That V6 as the base technology that manages the data without the previously required files, is a promising development, pilot projects and installations of numerous customers prove. In particular, the combination
of data from different disciplines to multidisciplinary systems models could get an important support. But this change to a completely new methodology cannot be handled as a move to a new release. It must be introduced in parallel with the established methods and tools. And even then the question has to be answered whether the term 3DExperience is helpful.