

For more information contact your IBM Representative,
IBM Business Partner, or visit the IBM PLM Web site at:

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IBM Eurocoordination
Product Lifecycle Management
Tour Descartes
La Defense 5
2, avenue Gambetta
92066 Paris La Defense Cedex
France

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High-tech industry

Accelerating market-driven innovation through integrated PLM solutions



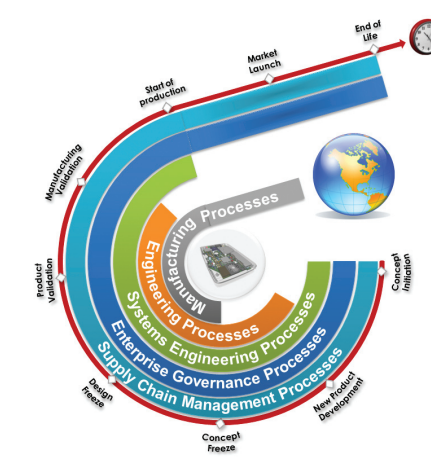
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Highlights

- **Design the entire system**
- **Take advantage of our Collaborative Mechatronics design solution**
- **Perform virtual product qualification**
- **Manage complexity**
- **Integrate regulatory**
- **Maximize production performance**
- **Use a single repository.**

Today, high-tech electronics companies must know how to incorporate new, innovative technologies in their products and quickly launch the next 'must have' items. As the product, supply-chain and regulatory standards become more complex, the ability to sense what the market wants has to be coupled with major process improvements. IBM and



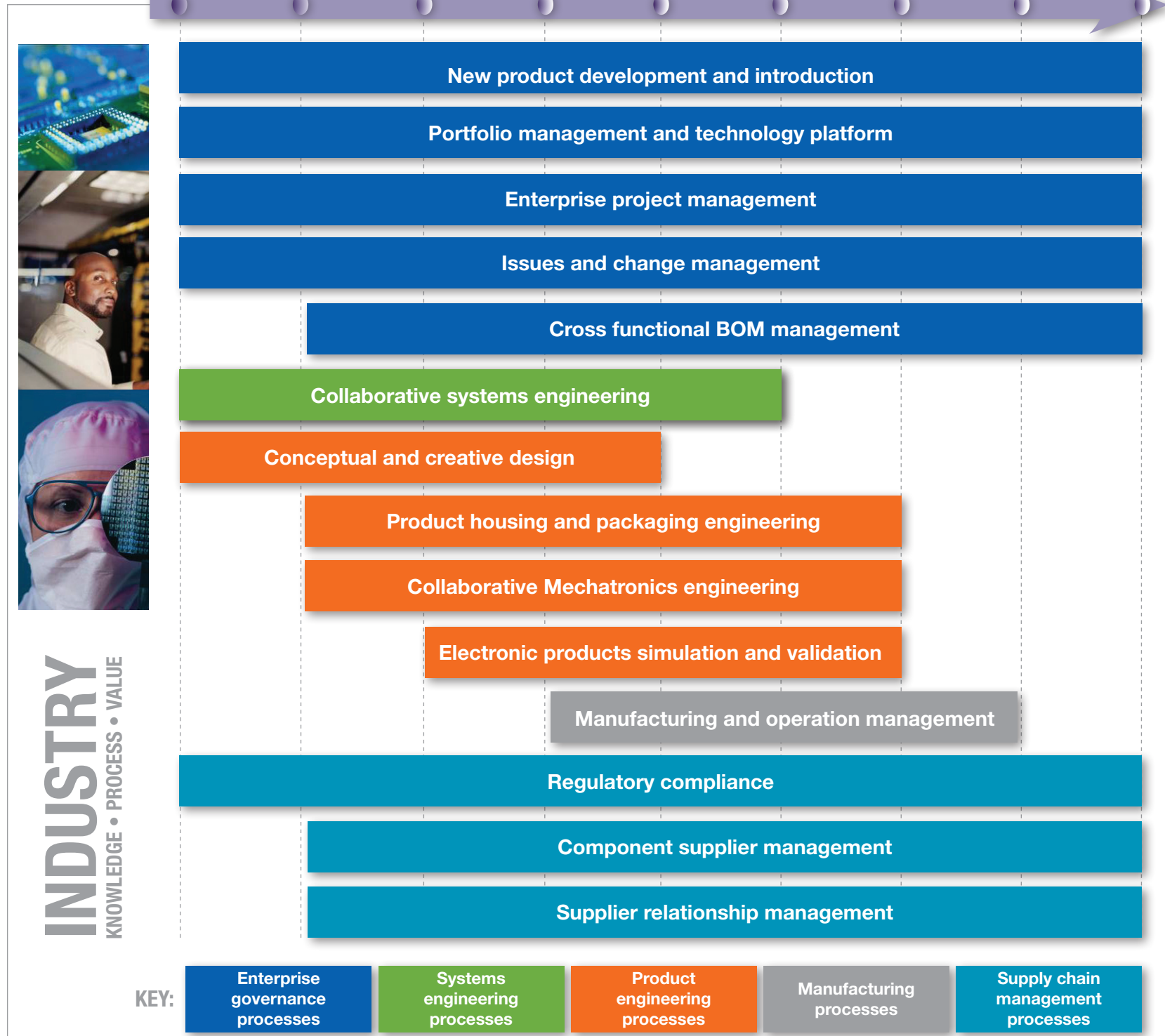
Dassault Systèmes deliver advanced PLM solutions that help high-tech electronics companies streamline their processes—from idea generation to concept, development, sourcing, production and market support.

Emerging trends and new challenges

In today's competitive business environment, electronics companies are under relentless pressure to provide mass volume of innovative and complex products in very short time cycles, at a reduced cost, and with the highest quality possible. Demand always increases in the same direction: for products that are smaller, lighter, cheaper, greener and embedding extremely fast changing and latest state-of-the-art technology. Moreover, the high-tech electronics value chain is geographically dispersed and highly disaggregated, which makes coordination of product development extremely difficult. Industry players are remarkably interdependent (cooperative competition is the rule). All need to master increasingly complex product development in mechatronics and share similar collaborative business processes for complex component supply management. Finally, the environmental concerns and the compliance to ever more stringent regulations require new advanced business process and traceability procedures.

The high-tech industry process referential

Concept initiation New product development Concept freeze Design freeze Product validation Manufacturing validation Start of production Market launch End of life



New product development and introduction
Drives and manages the introduction of new products to the market by tracking decisions from ideation to development and commercialization planning.

Portfolio management and technology platform
Manages product portfolios in a streamlined process based on a platform strategy, which links user requirements and product's features, to enable diverse product configurations.

Enterprise project management
Plans and manages complex projects by accessing real-time to projects pipelines while facilitating efficient stakeholder interactions for rapid problem analysis and stage-gates decision making.

Issues and change management
Keeps reported problem integrity and accountability of changes required to fix the problem in a product's lifecycle.

Cross functional BOM management
Handles cross-functional Bill of Materials (BOM) management from as-Designed, as-Manufactured, as-Planned to as-Built phase.

Collaborative systems engineering
Masters complex systems development from needs identification to final product validation with RFLP (requirement, functional, logical, and physical process) approach.

Manufacturing and operation management
Plans, simulates and optimizes production processes in a virtual world before the actual launch of production and commitment to capital investments.

Conceptual and creative design
Delivers virtual design experience that anticipates customer expectations to help design products that stand out from the competition.

Product housing and packaging engineering
Provides capabilities required by mold and die makers to optimize the entire process from bidding preparation to design and manufacturing of product housing/packaging parts.

Collaborative mechatronics engineering
Enables communication and collaboration across mechanical, electronic and software engineering disciplines for product design efficiency.

Electronic products simulation and validation
Assesses robustness and performance of product design and validates its compliance with requirements/ specifications for rapid, efficient and right-to-market product development.

Supplier relationship management
Enables supplier collaboration and performance development through plans, scorecards and real-time access to product information, and leverages their innovation capabilities along the product lifecycle.

Component supplier management
Manages part development and drives strategic sourcing strategy to ensure component compliancy and enables 'Design Anywhere, Manufacture Anywhere' agility and savings.

Regulatory compliance
Manages material composition for make/ buy components and assesses their compliance with global regulations such as RoHS, WEEE and others.