

# Target Audience

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- Target Perception

## Market Description – Opportunity

QUESTIONS	Americas Number of Estab's	Americas % of Total	EMEA Number of Estab's	EMEA % of Total	AP Number of Estab's	AP % of Total
<b>How many establishments have CATIA V5?</b>						
V5 Only & no other products	536	20%	2,013	24%	tbd	tbd
V5 + SMARTEAM or ENOVIA (no V4)	603	23%	2,171	26%	tbd	tbd
V5 + V4 & no SMARTEAM or no ENOVIA	361	14%	1,871	22%	tbd	tbd
<b>How many establishments have CATIA V5 / SMARTEAM?</b>						
V5 + SMARTEAM Only	18	1%	120	1%	tbd	tbd
V5 + ENOVIA Only	48	2%	29	0%	tbd	tbd
V5 + SMARTEAM + ENOVIA	1	0%	9	0%	tbd	tbd
SMARTEAM Only	26	1%	33	0%	tbd	tbd
ENOVIA Only	21	1%	22	0%	tbd	tbd
<b>MARKETING OPPTY. FOR SMARTEAM</b>	<b>897</b>	<b>34%</b>	<b>3,884</b>	<b>46%</b>	<b>tbd</b>	<b>tbd</b>

## Market Description – Company selection criteria

- All SIC codes. Cross Industry
- Primary Target :
  - existing CATIA V5 accounts that do not have SMARTEAM installed.
  - Recommend to target those accounts that have 3 or more seats of CATIA.
- Secondary Target :
  - CATIA V5 accounts with TDM only.
  - Objective: expand SMARTEAM usage in the account.

# Target Audience – Primary Roles & Functions

- **Engineering Manager**

- Manages the company's engineering process
- One of Key decision makers in PLM decisions
- Direct benefit from PLM implementation. However, also will have a direct work impact on them.

- **Technical or Project Leader**

- Technical Director, LOB Manager, Product or Project Manager
- Responsible for product development-related activities be it on a company or project level
- Focused on improving the efficiency and profitability of the product development processes
- Cares about project success of his projects, eliminating everything that doesn't add value and collaboration within his department or (extended) team

# Target Audience – Primary Roles & Functions

## ■ C-Level

- CEO, CFO, CTO, ...
- Cares about profitability, cash-flow and the company's image and reputation
- Cares about resources, skills, recruiting & keeping the right people
- Probably the final decision maker for implementing a PLM solution
- The smaller the company, the more likely the CEO is the company Owner, if not founder, and therefore it is his livelihood

## ■ IT Manager

- Manages the company's IT infrastructure
- Participates in PLM decisions and drives the hardware and middleware selection
- Responsible for the deployment of new software and hardware and 1st level end-user support
- PLM is his opportunity to better service his internal customers

# Current Perception

- **Of IBM/DS**

- A CAD solution provider
- Provider of solutions required by OEMS in Auto and Aero Supply chains
- Provider of high end solutions which are too complex and too expensive for the small and midsized companies
- A hardware vendor

- **Of key competitors**

- Provider of PDM specific solutions
- Do not provide the Full Solution
- Industry based solutions

# Target Perception

- **IBM / DS**

1. Have competitive advantage due to ability to provide high added value via a full V5 PLM solution for only small added investment for SMARTEAM.
2. Provides all the necessary leading technologies and services to help implement the adapted solution for their business to save dollars and to get to market faster.
3. Proven quality solutions which are modular, open, based on existing standards customizable and can grow with their business.
4. Proven quality solutions are affordable, easily implementable, and show a fast R.O.I proven by visits at existing references.
5. Proven quality solutions (software & services primarily) that are tailored for SMEs, for their industry, with a proven track record (illustrated through reference customers).



# Customer Challenges

## Collaborative Design

- Islands of information
- Disparate design and engineering teams
- Vast amounts of drawings and designs
- Requirement for rapid communication
- Inability to track changes
- Difficult to find legacy design data
- How to include suppliers in the engineering process
- Clients' demand involvement in product development, more customization and configuration
- Absence of collaboration between Engineering and Manufacturing
- Market challenges to develop more innovative and higher quality products
- Increased global competition drives demand for reduced time to market

## Document Management

- Assure accuracy and reuse of product data
- Immediate access to the latest information
- Management of CAD drawings and office documents
- Management of multiple CAD formats