

CATIA V5 Value Proposition

For:	For current IBM CATIA V4 Clients, across All Industries, who have not migrated to CATIA V5.
Who need:	To continually lower product costs, respond faster and maintain PLM IT compatibility with their customers.
IBM provides:	IBM provides better support for business objectives and management. IBM also provides best-in-class CATIA-integrated data management and collaboration software which links with existing MCAD, PDM and ERP systems. IBM also provides with industry-leading middleware, hardware and services through a network of accredited industry business partners.
Unlike:	AutoDesk, EDS, PTC, and other PLM vendors
IBM's offering has/does:	IBM offers industry proven, best-in-class PLM applications and global sales and support coverage. IBM also offers unique e- business transformation and industry experiences (external and internal).

Key Messages

1. V5 will enhance user productivity and enable innovation while reducing product development time and costs through generative and specification-driven design, enhanced collaborative capabilities and design-in-context sharing. Processes can be automated for known repetitive tasks. V5 intuitive features and innovative techniques make it as natural to use as working with the physical model in your hands.
2. V5 provides breakthrough capabilities for knowledge capture and reuse which drives cumulative product knowledge, creativity, and innovation throughout the entire product lifecycle.
3. V5 runs on either a Microsoft Windows or UNIX platform giving you the flexibility to chose your platform.
4. V5 enables the continued use of V4 legacy data, providing you a natural progression.
5. The V5 architecture allows the implementation of new solutions such as: DMU, PDM, NC Manufacturing.

Proof Points for Message 1 (productivity, Dev. Time)

- **Press Coverage of the EDM Report**

- "The main innovation of CATIA V5 is the parametric associative method of engineering. It enables you to perform changes more easily and with time savings. On the other hand, by capturing the logic of the engineering process, this process remains understandable. The offers chances to streamline engineering processes. Therefore, the BMW group decided to switch from CATIA V4 to V5."

- **Cam-Tech**

- Knowing that we have CATIA Version 5 on our side now enables Cam-Tech to go out, compete more effectively, more efficiently, and produce parts quicker then we have in the past. Overall, it's going to allow Cam-Tech to grow to its next stage of success. " Larry Broseh, Owner/CEO, Cam-Tech.

"Our programmers came on line within two weeks and became fully proficient doing modeling and programming in five-axis parts in six weeks"

"With other software, changes on the fly took six to seven hours. I need those changes in six to seven minutes and CATIA V5 delivers."

"The capability to build new models from existing ones also " has far exceeded anything we were looking for"

Machining time reduced up to 50%

Modeling time reduced by more then 25%

Virtual elimination of programming errors in NC operations

Proof Points for Message 1 (continued)

- Cut the development lead time by XX% (double digit reduction)
- Cut the time for changes by YY% (double digit reduction)
- Cut the number of physical prototypes by ZZ% (double digit reduction)
- BMW Proof Point
 - *The time needed to execute the necessary change in a hood inner CATIA V4 is about 4 days and in CATIA V5 about 5 minutes*
 - BMW, HR. P. Reindl, April 2003 in Frankfurt (Confirm use with Hans)
- **Brembo Engineering** (source Brembo Press Release)
Adrian Boden, Managing Director of Brembo Engineering
"Our industry is very competitive and our customers are very demanding. When making our CAD/CAM/CAE decision, we looked for a system that would meet all of our needs: user friendly, very flexible, and high-performance. After extensive benchmarking, we chose CATIA."
- **Evian Danone Group**
Philippe LePreux, head of the plastics department at Evian
"CATIA V5 users were pleased with the flexibility and interactivity of the tool. We have complete confidence both in the tool and in our partners. We have a long history with IBM and its partners for CAD."

Proof Points for Message 1 (continued)

- **Jenbacher AG**

Bernd Fahmüller, IT Department Leader

"We are a major manufacturer of remote cogeneration plants that supply both electricity and heat at decentralized locations around the world. As such, Jenbacher must be able to design gas cogeneration systems that offer the highest efficiency of energy conversion with a minimum environmental burden. With CATIA V5, our engineers can develop innovative engine designs which conform to the strictest international standards, and in less time, while avoiding the errors which are typically made by our competitors. Before the migration to V5, a breakthrough in engine efficiency took almost twice as much time. Now we will be able to bring new technology to market in less than a year because each of our conception and development teams can work simultaneously on-line to decrease time to market."

- **Airbus**

Rolf-Stefan Scheible, vice-president of Airbus Concurrent Engineering (ACE)

"Deploying common methods and processes based on a common set of tools across the whole entity is a major driver to harmonize the development processes in Airbus. This will reduce development time and costs significantly from the very beginning of the project. Another key advantage of the migration to CATIA V5 is that this solution is standard to the entire aerospace and supply industry and provides digital mock-up functions that meet our rigorous demands."

Proof Points for Message 2 (Knowledge, Reuse)

- Audi Proof Point
 - In Intelligent Tooling
 - Mr. Mueller estimates that through the ability to integrate standards, knowledgeware will help identify/eliminate automatically 150,000 errors/year
 - Goals include a 10% to 20% time savings during the initial design process and a further 30%- 50% time savings during the inevitable design changes.
- (Confirm use with Hans Wehnert)

Proof Points for Message 3 (Windows)

- IT platform unification

Proof Points for Message 4 (V4 Interoperability)

- **Cam-Tech**

Larry Broseh, Owner/CEO

"The capability to build new models from existing ones also has far exceeded anything we were looking for."

- **Electrolux**

Ove Palmberg, Senior Project Manager

"At present situation CATIA V5 is the best system available one could imagine, because it provides the functionality and the construction technology to develop the products which satisfy our customers. In addition to that it has to be mentioned, that the data can be migrated from CATIA V4 to CATIA V5 fast and automatically."

Proof Points for Message 5 (New Solution Areas)

- **Black and Decker**

Brian Kennedy, Engineering Support Manager

"Styling and the ability to package the components in the most economic way is the benefit of CATIA. It is a big success in Black & Decker - there are no two ways about it."

- **NKK Corporation**

Kimio Kitano, General Manager, Ships & Offshore Structures Planning Dept., NKK:

"In the shipbuilding industry, lead time reduction is very critical to maintain and reinforce our competitiveness, and in this perspective, NKK is hoping to reduce its current average lead time from 9 months to about 6-7 months with the deployment of the NGS. In our selection of a system capable of overcoming the lead time reduction difficulties and to fulfill the particular needs of the ship design, we looked for a solution containing of course high performance modeling functions, a relative openness to respond to our special needs, and high extension possibilities. We hope that CATIA V5 fulfills these requirements with the support of the IBM platforms and implementation teams, and we all expect it will become the best matching solution for NKK."

Proof Points for Message 5 (New Solution Areas)

- **Weidmueller Interface Ltd.**

Alan Beney, Weidmüller's IT and CAD/CAM Manager

"We do concept design and styling with the Visualisation Studio package, we use kinematics for simulating the motion of mechanisms, the NC module for our machining centres and Cemit's CUT4AXES software for programming our wire erosion machines. Our German colleagues were using the software mostly in 2D, but we made a concerted effort to start with 3D closely followed by 3D solid modelling. Our usage of the software is quite broad, we don't concentrate on a particular function or application."

- **Embraer**

(source: from CRMD entry)

CATIA V5 Product Synthesis & DMU is being used on CATIA V4 geometry to analyze and manage Embraer's complex DMU environment.