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Dassault Systèmes

CONNECTED PRODUCT EXPERIENCE  
DON'T BUILD IT, USE IT - COMMERCIAL  
VIRTUAL TWIN AS A SERVICE

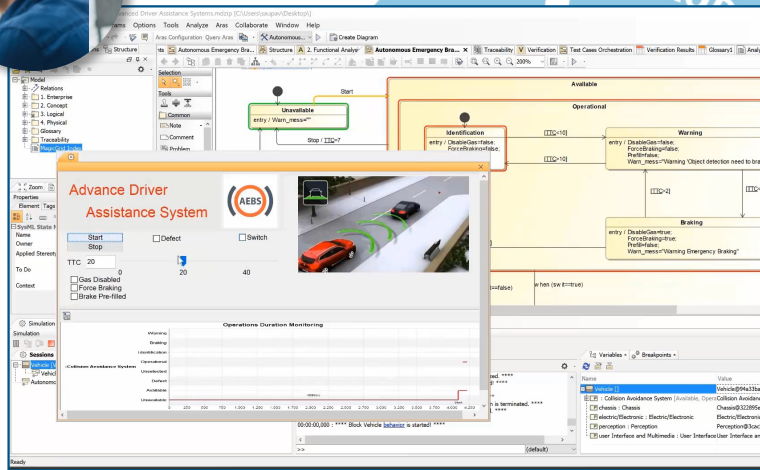


# CONNECTED PRODUCT EXPERIENCE

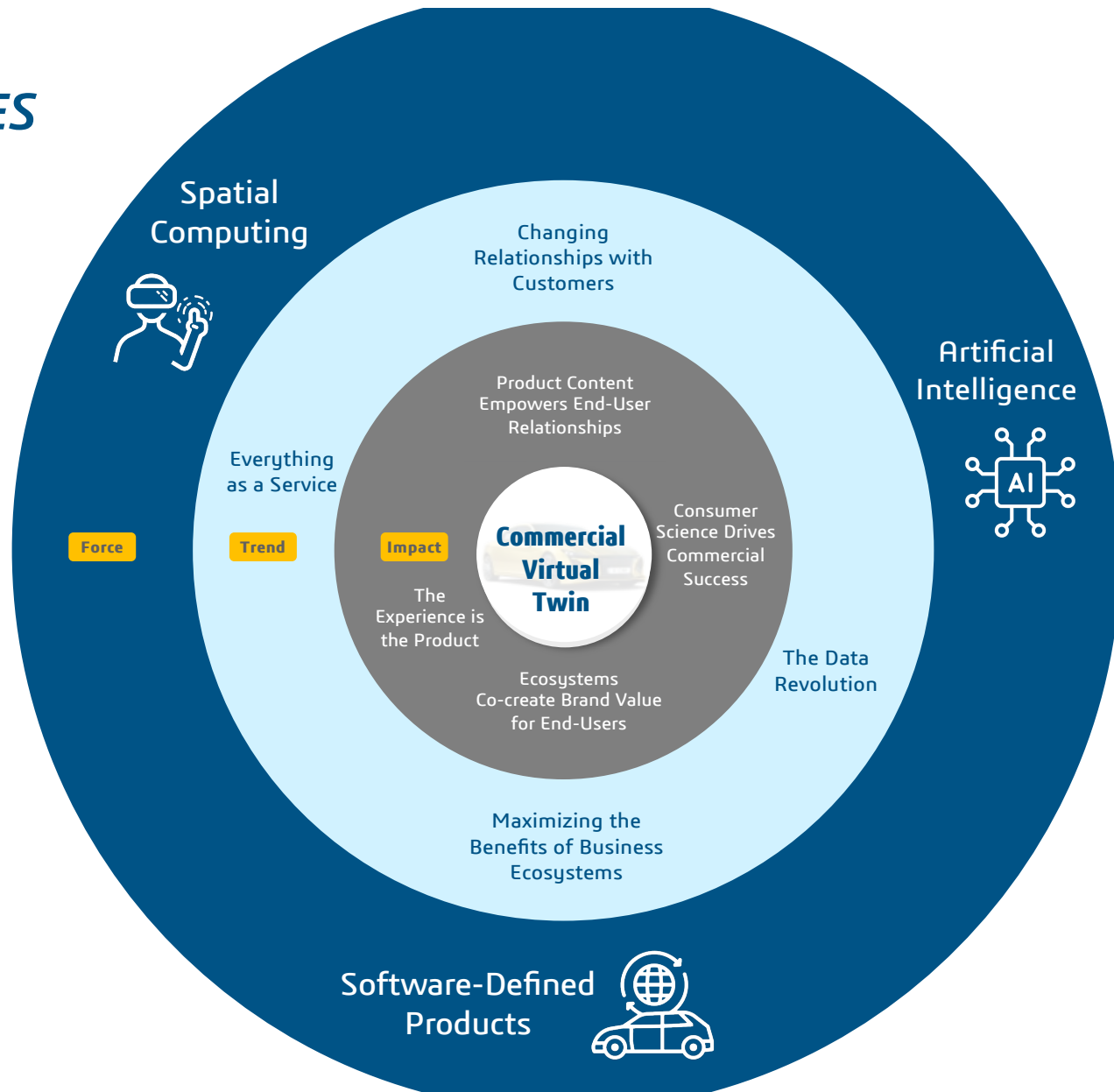


# BRIDGING THE GAP FROM ENGINEERING TO EXPERIENCE

## HOW TO TRANSFORM COMPLEX ENGINEERING WITH EASY TO UNDERSTAND ILLUSTRATIONS



# MARKET FORCES





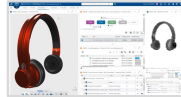
# 3DEXCITE PORTFOLIO: EXCITEMENT ENGINEERED

## 3DEXPERIENCE Marketing & Sales

### Commercial Experience Governance

**COMMERCIAL  
TWIN  
CREATION**

-  Marketing Model Creator
-  Marketing Model Generator



**PRODUCT  
CONTENT  
MANAGEMENT**

-  Marketing Innovator



### Commercial Content Creation

**MASS  
CONTENT  
CREATION**

-  Marketing Production Artist



**INSTANT  
3D  
COMMUNICATION**

-  Product Communicator
-  3D Render



### Commercial Experience Building

**PRODUCT  
SHOWCASE**

-  Marketing Experience Presenter
-  Marketing Experience Creator
-  3D Demonstrator



**Content  
Managers**



**2D & 3D  
Creatives**



**Experience  
Builders**

## Business Experiences

**TWINS  
ON DEMAND**

-  access



**CONTENT  
ON DEMAND**

-  create



**EXPERIENCES  
EVERYWHERE**

-  show



# VIRTUAL TWINS ENABLE VALUE CREATION

ENABLE SUSTAINABLE  
INNOVATION

DESIGN BETTER  
PRODUCTS

IMPROVE EFFICIENCY &  
PRODUCTIVITY

CREATE NEW  
BUSINESS MODELS



## COMMERCIAL VIRTUAL TWINS...



**AUTHENTIC PRODUCT  
REPRESENTATION**

**ACCELERATE TIME TO  
MARKET**

**ENHANCED ECOSYSTEM  
COLLABORATION**

**COMPLIANCE AND  
CONTROL**



# ...ENABLE COMMERCIAL SUCCESS



**AUTHENTIC PRODUCT REPRESENTATION**

**ACCELERATE TIME TO MARKET**

**ENHANCED ECOSYSTEM COLLABORATION**

**COMPLIANCE AND CONTROL**

The background features a complex, abstract pattern of interconnected blue lines and shapes, resembling a network or a molecular structure, set against a dark blue gradient. The lines vary in thickness and form irregular polygons and clusters.

# ***THE CHALLENGE***

***Time to Value***

***Product Complexity***

***Consistency***

***Sales Empowerment***

***Content Personalization***

***Scalability***

***Cost Efficiency***

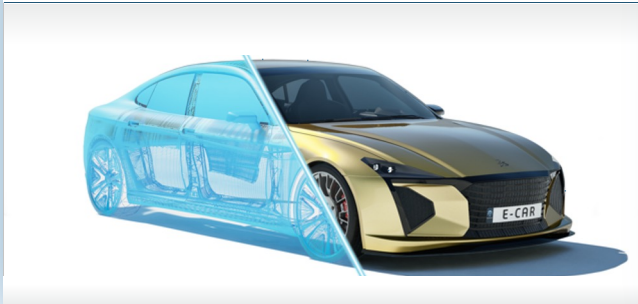
***Ecosystem Accessibility***

The background of the slide is a dark blue, almost black, field filled with a complex, abstract pattern of thin, light blue lines. These lines form a network of interconnected, irregular polygons and shapes, creating a sense of depth and movement. The overall effect is reminiscent of a molecular structure or a digital network.

# ***THE SOLUTION***

# 3DEXCITE - EXPERIENCE AS A SERVICE - SOLUTIONS

## access TWINS ON DEMAND



### access

is an online application based on the commercial virtual twin that enables **CGI experts**

- to receive the right configuration as 3D model
- in the required format (USD/GLTF/FBX)
- to create End user experiences such as: VR/AR/WebGL/CGI Movies/ATL images

## create CONTENT ON DEMAND



### create

is an online application that allows users with **no expert knowledge** to create bespoke high-quality images and movies for:

- Marketing (Accessories/ Dealer Marketing etc)
- External Communication (Social Media/ Email)
- Internal Communication (Reviews/ Briefings)
- E-Learning (WBT Content)

## show EXPERIENCES EVERYWHERE



### show

is an API that empowers personalized Visualizations for:

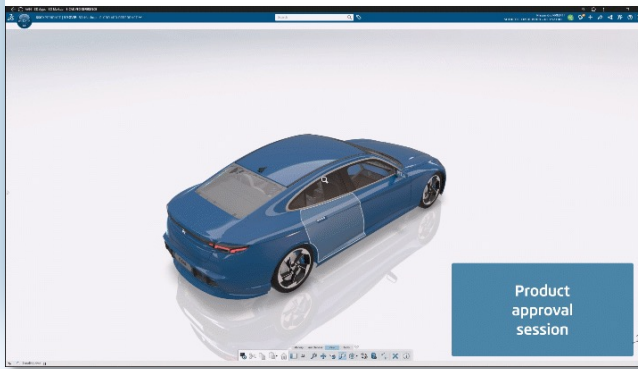
- Web/Dealership/ Showroom configurators
- Automated Personalized Brochures/ Renderings

The API provides

- a) Real-time Hero Views
- b) Real-time Personalized Streams
- c) Personalized Content to-go

# BENEFITS IN ACTION

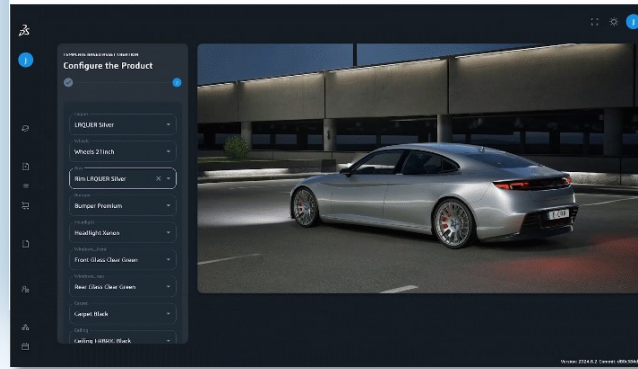
## access TWINS ON DEMAND



### FOR ALL YOUR MEDIA PRODUCTION NEEDS

- Secure, controlled access to commercial twins
- Twins in the right format for any use
- Easy request & approval via dashboard
- Traceable process improves data quality

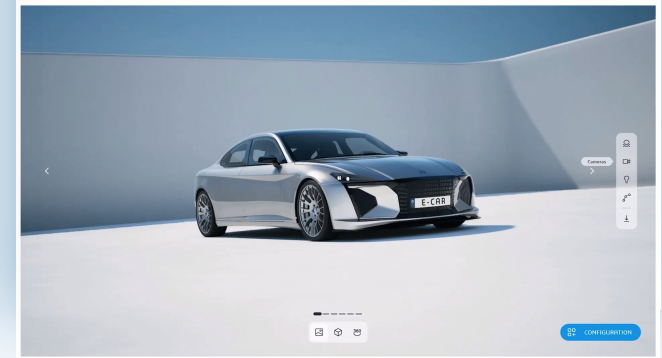
## create CONTENT ON DEMAND



### FOR THE PERFECT BESPOKE IMPRESSION

- Empower non-experts to generate Content
- Ensure Brand consistency
- Turn content creation into a revenue opportunity

## show EXPERIENCES EVERYWHERE



### FOR MILLIONS OF IMPRESSIONS

- Render Mass Content from the Twin
- Stream realistic, accurate Commercial Twin
- Integrate Content to-go
- Deliver scalable, amazing product showcases



## Configuration



Laquer

LAQUER Silver

Wheels

Wheels 21 inch

Rim

Rim LAQUER Silver

Bumper

Bumper Premium

Headlight

Headlight Xenon

Windows\_front

Front Glass Clear Green

Windows\_rear

Rear Glass Clear Green

Carpet

Carpet Black

ADD TO TEMPLATE

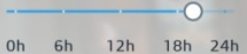
ADD TO CART



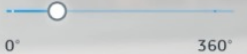
Appearance



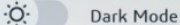
DAY TIME



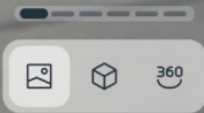
SUN ROTATION



INTERFACE APPEARANCE



Dark Mode



CONFIGURATION



# UNIQUE BENEFITS



## SHORTCUT TO VALUE

### Streamlined, not custom-built

- Leveraging Engineering twins
- Single 150% Commercial for global channels



## MAXIMIZE IMPACT

### Unified Solutions for all needs

- ACCESS Lightweight 3D models
- CREATE Content on demand in a self-service
- SHOW Real-time views in any experience



## MINIMIZE COST

### Scalable to millions of user globally

- efficient Infrastructure with Linux
- 40% cost savings
- On demand Scaling thanks to 5x faster Startup



## ENTERPRISE GRADE

### Built for Flexibility

- High availability Service
- Choose any Cloud Vendor
- BYO Cloud possible
- Self Healing System
- Realtime Monitoring

# VIRTUAL TWIN AS A SERVICE

## Infrastructure as a Service

enabling Unified Cyber Governance



Dedicated Cloud  
*Confined Collaboration*

Sovereign Cloud  
*Trusted Collaboration*

International Cloud  
*Secured Collaboration*

## Platform as a Service

connect people, ideas and data



3DEXPERIENCE®

## Software as a Service

### Industry Solution Experiences



### Industry Process Experiences

### Roles & apps



## Experience as a Service

Virtual Twin as a Service

Experience as a Service

Business Experiences

MyExperiences

Learning Experiences

## VIRTUAL TWIN AS A SERVICE

**CREATE** ~~AN INITIATIVE TO DEVELOP A NEW TECHNOLOGICAL INNOVATION, SPEND MONTHS TO HIRE AND TRAIN THE NEEDED SKILLS TO BUILD A TEAM, SPEND WEEKS TO ACQUIRE AND DEPLOY THE NEEDED TECHNOLOGY, PULL IT ALL TOGETHER TO OPERATE, UNDERSTAND AND INDUSTRIALIZE YOUR NEW CAPABILITY AND THEN PRODUCE THE~~ **VALUE.**

SHORTCUT  
TO VALUE ↗

VIRTUAL TWIN  
AS A SERVICE

- ✓ **TIME | COST | RISK to VALUE**
- ✓ **ONLINE SERVICE**
- ✓ **BESPOKE ASSETS**
- ✓ **CLOUD SUBSCRIPTION**

10/17/24

*"The 3D configurator has truly revolutionized our customer experience by providing an intuitive and interactive platform to explore every aspect of our vehicles. With the ability to customize both the exterior and interior in real-time, customers can now visualize their dream car with ease...  
...It has undoubtedly become a pivotal tool in driving sales success for our business."*

Pravin Nehete - DGM AI Division  
Vinod Bhoite - Sr. 3D Tech Lead  
Aman Mahajan - Sr. Product Manager  
Uddhav Patil - Sr. Product Manager





*“At Lexus we promise our customers to Experience Amazing .*

*With our Lead CGI Agency 3DEXCITE and render on demand we can elevate our digital experience to live up to this promise. The capability for on-demand creation of high-quality CGI-assets for Marcoms has proven to be very successful with our bold Lexus NX SUV model: assets have been crafted and delivered with both time and cost savings, while delivering amazing visual quality that our premium customers deserve.”*



**Christophe MEULEMANS**  
Manager at Lexus  
Digital Experience



LET'S GET  
CONNECTED!



Tim  
RAU

Industry Process  
Consult Director,  
3DEXCITE  
Dassault Systèmes

THANK YOU FOR YOUR INTEREST

