



Microsoft

Product Lifecycle Management for Consumer Goods

SIEMENS

The Consumer Goods challenge To reduce costs, increase growth, and respond effectively to the fast-paced, highly competitive consumer goods market with new, consistently successful products that are on target, on time, and on budget.

The Siemens – Microsoft solution

Integrated products from Siemens PLM Software and Microsoft help you improve global collaboration, accelerate innovation, reduce costs, and streamline new product introduction.

- > Siemens Teamcenter® software, together with Microsoft® SQL Server®, the Microsoft Office system, and Microsoft Office SharePoint® Server, lets you more efficiently manage the product lifecycle. You can collaborate globally across departments, customers, and partners, effectively consolidating and leveraging your enterprise product knowledge to extend your brand.
- > Siemens NX™ software on Windows® fully optimizes your product development cycle – from concept to validated design – resulting in better products produced in less time for less money.
- > The Siemens NX Suite of CAE applications on Microsoft HPC Server provides a unique combination of sophisticated modeling, analysis, automation, and visualization capabilities for digitally validating designs and accelerating time-to-market by minimizing costly physical prototypes.
- > Siemens Tecnomatix® software on Windows delivers manufacturing process optimization and execution while helping you ensure regulatory compliance.

A powerful, integrated solution that moves you quickly and effectively from concept to reality

The continuous need for new products; intense regulatory scrutiny; remote partners and suppliers; demanding user communities; environmental sustainability—these are just some of the daunting challenges faced by consumer goods (CG) manufacturers in today's fast-paced, ultra-competitive marketplace. To help you address these issues and keep you ahead of the competition, Siemens PLM Software and Microsoft have teamed up, integrating the Siemens PLM family of product lifecycle management (PLM) software with Microsoft products and technologies. The result: A powerful PLM solution that enables you to accelerate innovation, optimize resources, ensure quality, and compress time-to-market.

Fully integrated, collaborative, efficient PLM

Customer needs management > Capture input – in any format – from your global network via Microsoft Unified Communications. Employ Office Sharepoint Server to find your company's subject-matter experts and evaluate feedback more efficiently. With a single click, upload requirements data from Microsoft Office Word or Microsoft Office Excel® directly to Teamcenter, where it's automatically tracked, managed, and shared throughout the enterprise. Keep your files in sync via real-time updates from Excel to Teamcenter.

Virtual design collaboration > Develop 3-D CAD models in Siemens NX, then embed and share fully interactive versions via Word – a universally familiar, productive tool. Rely on Teamcenter to drive the design review process, sending task alerts via Microsoft Office Outlook®, while a document check out system and integrated rights management provide file security and version control.

Product design and analysis > Leverage existing package designs, tapping SQL Server for reliable, high-speed database access. Develop prototypes on high-performance, low-cost desktops PCs running the Siemens NX Suite of CAE applications on Windows®. Run virtual simulations, relying on Windows HPC Server to minimize time to results. Make better-informed product decisions based on Office SharePoint Server and Teamcenter analytics.

Digital manufacturing > Save money and speed time to market using Siemens Tecnomatix to virtually design and trouble-shoot plant floor designs. Gather on-the-spot feedback from engineers using tablet PCs throughout the site. Monitor and maintain regulatory compliance through Teamcenter.

“The technology has allowed us to get away from the days of using e-mail to send thousands of files to hundreds of people, and reduces time, travel and errors... On several occasions, team members spent less than an hour resolving issues that in the past might have taken days of back-and-forth communication and file sharing.”

— John Loo, Senior Manager of Design Systems, Callaway Golf

Key Benefits

- > Streamline new product development and brand extension initiatives by taking advantage of real-time collaboration and existing product information.
- > Reduce manufacturing costs by decreasing product development and production cycle time.
- > Speed new product introductions by accelerating development and manufacturing efficiencies.
- > Achieve lower total cost of ownership using Teamcenter on SQL Server (Source: IDC 2008)

About Microsoft

Founded in 1975, Microsoft (Nasdaq MSFT) is a worldwide leader in software, services, and solutions that help people and businesses realize their full potential.

The Microsoft Worldwide Consumer Goods industry team and its partners provide companies with technology solutions that empower people to achieve excellence across their business networks. Our solutions empower people within consumer goods organizations to gain insight through advanced analysis services, drive innovation through collaboration, and improve performance through increased visibility into operations across the manufacturing value chain. Innovative, familiar software from Microsoft can optimize employees' knowledge and capabilities to accelerate business results. It can provide the flexibility that allows your company to adapt quickly to changes in partners, products, and business climate. For details, visit www.microsoft.com/consumergoods.

Contact Information

Microsoft Corporation
One Microsoft Way
Redmond, WA 98052, USA
Joanne Clark, Business
Development Manager
Email: Joanne.Clark@microsoft.com

Siemens PLM Software
5800 Granite Parkway, Suite 600
Plano, TX 75024, USA
John Priess, Director of
Strategic Partner Operations
Email: john.priess@siemens.com



Digital Lifecycle Management

Managing your product lifecycle using Siemens Teamcenter on SQL Server lets you maintain a single version of product and process knowledge, while enabling:

- > Rapid, efficient management for the full product lifecycle
- > Innovation with discipline and coordination
- > Customer and retailer needs management
- > Program planning and control
- > Category management
- > Strategic global sourcing
- > Environmental and regulatory compliance management

SQL Server delivers a high-performance, scalable, high availability database that runs on industry-standard hardware, helping reduce your total cost of ownership. And, SQL Server's built-in business intelligence capabilities provide intuitive wizards and innovative tools, within the familiar Microsoft Office system interface, to help optimize data integration, reporting, and analysis as you chart your company's direction.

What's more, Siemens Teamcenter is tightly integrated with the Microsoft Office system and Office SharePoint Server, providing a familiar, easy-to-use user interface, extending the power of PLM far beyond engineering and manufacturing departments to deliver:

- > Expanded, secure access to information across the company, using industry-standard software for reporting and analysis.
- > Real-time, global collaboration across your extended value chain through both Teamcenter and Microsoft Unified Communications — an enterprise-wide solution that combines e-mail and instant messages, audio, video, Web conferencing, and voice mail.

Digital Manufacturing

Manufacturing processes and production control are both fully optimized with Siemens Teamcenter and Tecnomatix on Windows and SQL Server. Benefits include:

- > Up-front factory simulation and checks for meeting new product introduction (NPI) process requirements.
- > Ingredient-to-final/component-to-final product shipment reporting and traceability for regulatory compliance.
- > Total visibility into key performance indicators (KPIs).
- > Integration to enterprise systems, including business management, material requirements planning (MRP), and shop-floor applications.
- > Tracking for outsourced manufacturing operations.

About Siemens PLM Software

Siemens PLM Software, a business unit of the Siemens Industry Automation Division, is a leading global provider of PLM software and services, with 5.9 million licensed seats and 56,000 customers worldwide. Headquartered in Plano, Texas, we work collaboratively with companies to deliver open solutions that help them turn more ideas into successful products. For more information on Siemens PLM Software products and services, visit www.siemens.com/plm.

Siemens is a leading provider of PLM software and services to the consumer goods industry. Our solutions span the entire product lifecycle and provide key support for strategic product planning, virtual product development, and manufacturing. Siemens PLM Software is widely used around the globe; our customers include more than a dozen industry-leading consumer goods companies with tens of thousands of employees worldwide. For more information on Siemens products and services for the consumer goods industry, visit www.siemens.com/plm/consumerproducts.

