



# INNOVATE

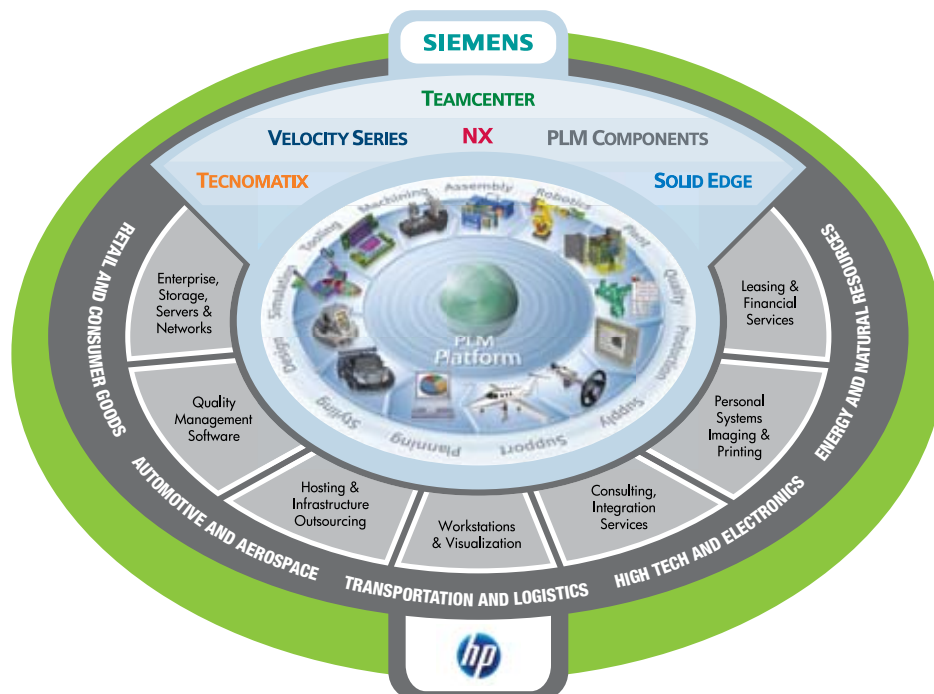
to drive business benefit throughout  
the product life-cycle

## **HP as a strategic partner for Siemens PLM Software**

Innovation is the engine that powers your ongoing drive to capture market share and leverage product differentiation to maximise profitability.

Brochure





Two-thirds of today's decision makers say that innovation is one of their top-three strategic priorities<sup>1</sup>. Their concerns are motivated by the fact that:

- Products that represent 75% of today's revenues will be obsolete within three years
- 86% of new product ideas never make it to market
- Of those that do make it, 50% to 70% fail

Innovation enables your organization to turn groundbreaking ideas into winning products and services ahead of the competition. Innovation is the engine that powers your ongoing drive to capture market share and leverage product differentiation to maximize profitability. Innovation minimizes operational cost and improves operational efficiency.

Best-in-class companies innovate more effectively and use innovation to drive business benefit throughout the product life-cycle. Average companies achieve one product success for every 3000 new ideas. Best-in-class companies are six times better at getting new product ideas to market because they:

- Generate more ideas than average companies
- Eliminate more 'bad' ideas before starting major development
- Systematically re-use best practises to drive their innovation processes
- Derive more business benefits from their innovation investments

HP is a major global business partner and the only company with a sustained partnership with Siemens PLM since 1988. HP has responsibility for implementations and management of CAD, PDM and Digital Manufacturing (NX, Teamcenter and Tecnomatix) installations at some of the worlds largest corporations with the ability to cover the complete services range from business analysis, applications implementation to management operations and upgrade, including all the required underlying technologies to ensure optimal performance and availability.

Using the best combination of on-site and best-shore consultants utilizing prototype testing centres, HP and Siemens PLM Software offer one-stop-shopping with the size, organization, muscle and longevity to provide customers with complete assessment, planning, implementation and support for any enterprise.

With the ability to efficiently integrate individual components, from a wide range of hardware, software and services integrating them into an environment, the legacy of our partnership ensures best-in-breed technology for the Teamcenter, NX and Tecnomatix solutions.

<sup>1</sup> Innovation 2007: A BCG Senior Management Survey, Boston Consulting Group, 2007.



HP and Siemens PLM Software provide a one-stop shop for Product Life-cycle Management (PLM) solutions, designed to deliver quick time to value.

- HP and Siemens PLM Software help you:
- Take advantage of investments in existing technology and resources
- Minimise risk and investment while maintaining flexibility
- Create competitive advantage and drive cost efficiencies using technology and solutions based on industry standards
- Comply with governance regulations, develop risk strategies and protect IT assets

With its long history of partnering, HP brings together a team of experts to address the customer's unique challenges. HP PLM solutions and industry experts around the world—from within HP and a combination of application specialists from vendors and industry process consulting specialists—come together to deliver maximum value to your business.

## Advantages

### I Mastery of technology

- 25 years experience with NX, Teamcenter and Tecnomatix infrastructure, implementation, management, operations and support
- HP implements and maintains complex and heterogeneous system landscapes for the whole
- PLM process chain
- HP service capabilities has the depth and breadth of competency to address all aspects of application and infrastructure deployment, maintenance and management to ensure the right performance and security required

- Long-standing collaboration in HP customer projects of solution deployments and active feedback to Siemens PLM development organization
- Ongoing integration of Siemens PLM solutions with HP software (Quality Centre, Performance Centre....)

### II Worldwide competence

- More than 1000 experienced staff members worldwide (consulting, management, operation support) in the PLM area
- Services coverage of approx. 170+ countries
- Worldwide processes and methods, agreed upon with Siemens PLM, and frameworks ensure standardised introduction
- Bestshore support with experienced staff members, efficient and tested over many years
- Consistent ITIL (Information Technology Infrastructure Library) based processes and standards guarantee universal quality worldwide

### III Ability to integrate into a heterogeneous environment

- Experience in transformation and migration of heterogeneous and complex IT landscapes
- Open technology platform and competence of complimentary systems (SAP, Microsoft, and Oracle) and miscellaneous technologies

### IV Making use of comprehensive project experience with huge TeamCenter installations in introduction and management

- A world-leading company providing power systems and services for use on land, at sea and in the air (aircraft engines), (7,000 Users; Teamcenter 2007; Full service)
- A global automaker, (26,000 Users; Teamcenter 2007; Full service)



- Worldwide supplier of mobile electronics and transportation components and integrated systems, (3500 Users; Teamcenter managing Catia; Full service)
- Global defence company providing services and solutions in systems integration, defence electronics and advanced aircraft, (6000 Engineering users, 3000 Teamcenter users, full service)
- Italy based large automobile design and manufacturing, (Integration of Teamcenter and SAP)
- Large Chinese white goods manufacturer, (PLM-systems Migration)

**V Customer References:**

- Providing a utility-based 'SaaS, Cloud' PLM environment (bundling hardware, applications and support services) we were able to deliver 30% cost reduction and significant reduction in capital spend to a global defence manufacturing client.

**Overall capabilities today**

**Experience**

Over 25 years in PD&E/PLM services

Manage 85,000+ engineering seats globally, over 1000 service professionals globally

**Achieve business result**

10% year over year efficiency, doubling customer product development programs

Reduce cycle time by 60%, significant reduction of cost through part reuse

**Flawless execution**

Regularly upgrading one client's 20,000+ CAD seats and 20 PDM instances globally, over 2 weekends with no loss of engineering hours; Critical system availability of 99.99%

**Standard methodology**

Transformation: BATOG, RightStep, SOA, Digital Maturity Assessment

Project execution: GSMS (Level 5 Process Set) CMMi Level 5

**Other innovative leaps at challenges**

- Financial support by sell and lease back concept in the area of technology and licence fields
- Flexible business model
- The highest performing technology

We rise to the challenge of meeting customer's unique requests, striving to continually deliver higher value through optimized costs and improving service levels.

To learn more, visit [www.hp.com/go/SPLMS](http://www.hp.com/go/SPLMS) [http://www.eds.com/services/query/Manufacturing/54/item\\_assoc/0/254/0/-1/](http://www.eds.com/services/query/Manufacturing/54/item_assoc/0/254/0/-1/)

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