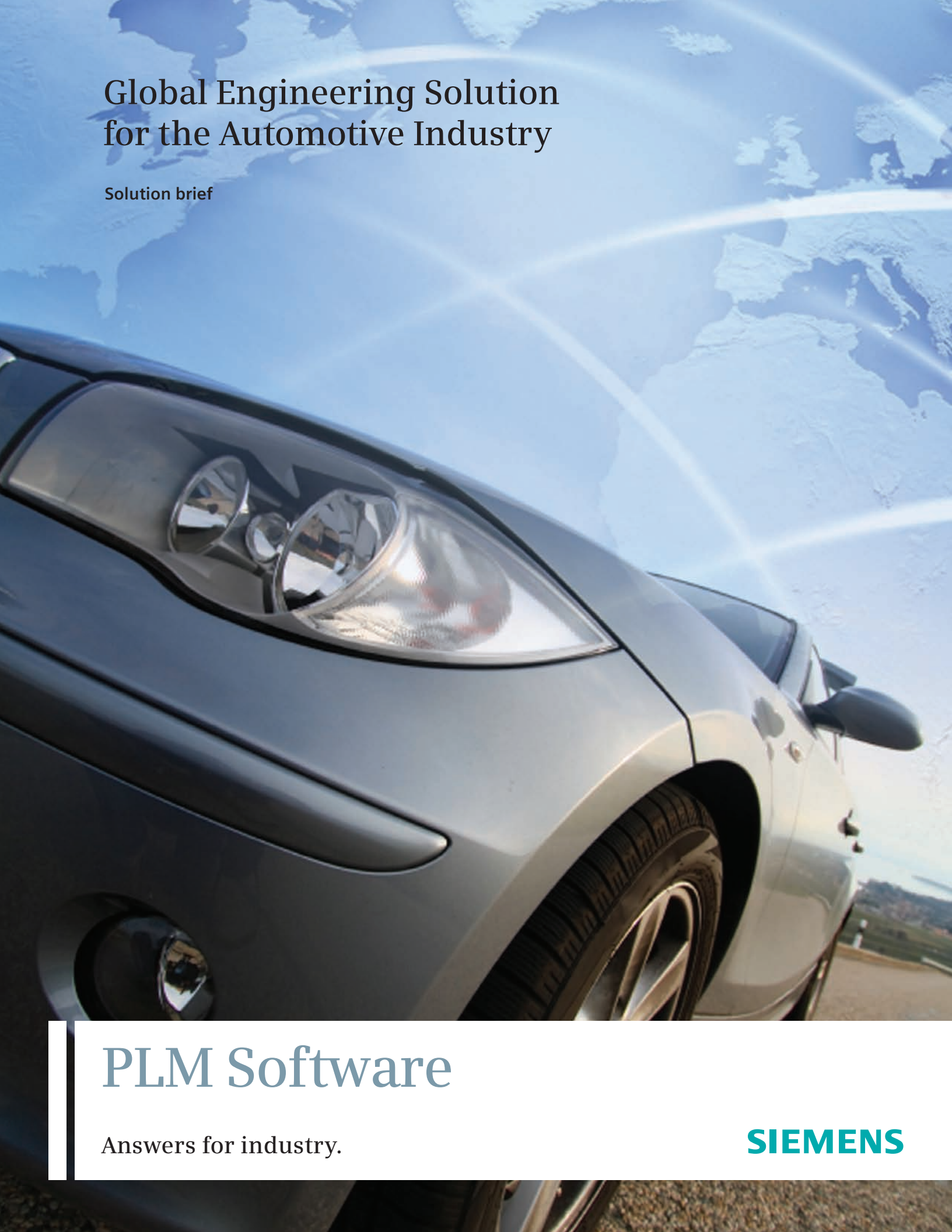
Global Engineering Solution for the Automotive Industry

Solution brief



PLM Software

Answers for industry.

SIEMENS

Global Engineering Solution for the Automotive Industry

Globalize your product development operations to deliver the right products to each of your targeted markets

Automotive OEMs and suppliers have always been competitive – embracing new strategies to grow their respective market shares while minimizing operating costs. Manufacturing operations were the first to expand to a global footprint, implemented through green field developments or strategic acquisitions and partnerships to take advantage of lower cost structures and local market supply options.

Today's hypercompetitive economy requires companies to capture market share in new, emergent regions around the world by leveraging updated operational models. OEMs and suppliers must expand their product development footprint to develop innovative vehicle platforms and products to meet each market's unique customer needs and regulations, as well as to achieve development cost economies of scale. Seamlessly integrating globally distributed product development processes and operations makes globalization a true competitive advantage.

How can Siemens help?

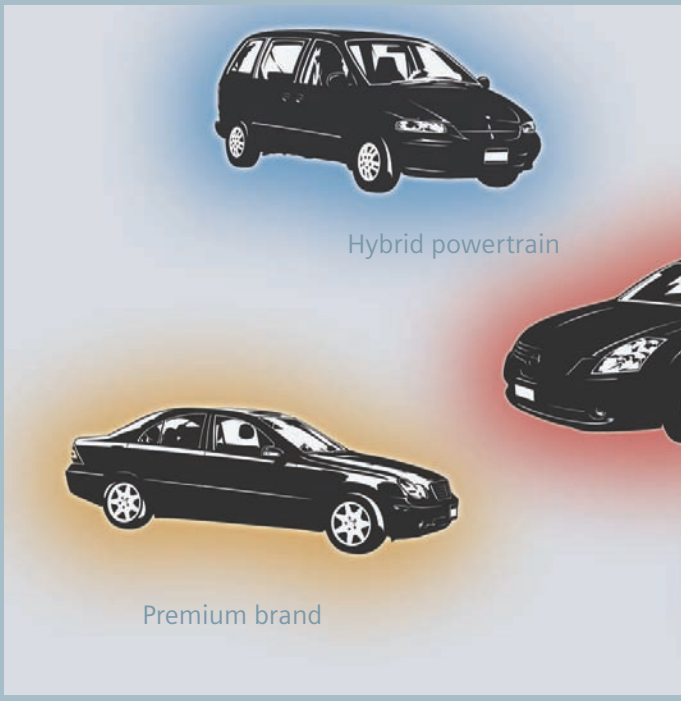
Siemens' global engineering solution provides automakers and suppliers with an integrated environment for developing and managing vehicle and product platforms. This single source of product and process knowledge enables engineering teams dispersed around the world to retain their domain focus and user preferences, while working in each other's context to jointly meet overall development goals.

Global OEMs and suppliers can:

- Implement product development processes that enable globalization
- Balance capability, growth and cost while expanding their product development footprint
- Seamlessly integrate their global operations
- Capitalize on emerging trends

An environment that supports global engineering must:

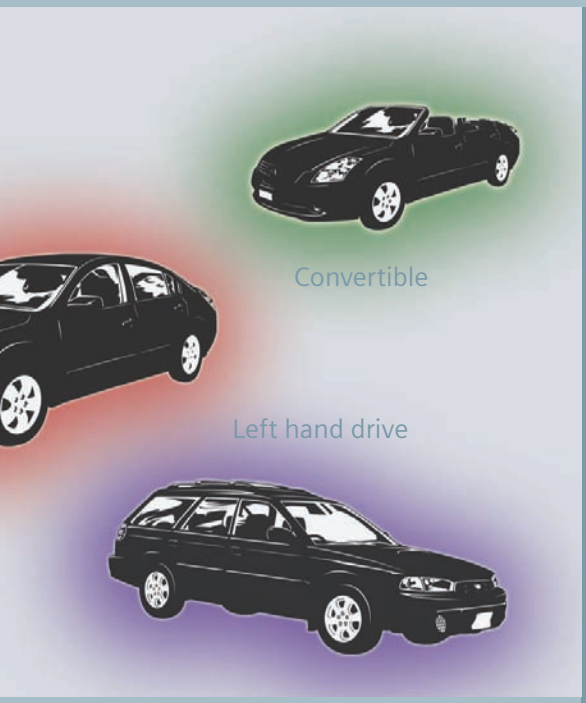
- Validate designs virtually – to virtually analyze and validate the vehicle at the platform level both behaviorally and functionally
- Access information when and where you need it – to manage diverse product data created across multiple domains while ensuring that this information is available on a real-time basis to globally distributed team members
- Let individuals work the way they want – to enable people working in different disciplines and from different cultures to interact with information in a way that is optimized for them



Siemens' PLM-centric approach to global engineering provides automotive OEMs and suppliers with three essential elements for facilitating the delivery of the right products to the right markets.

1 Validate designs – virtually

Siemens' solution for global engineering delivers the next generation of digital mockup capabilities to enable product teams to virtually analyze and validate the product, from subsystems to complete vehicles as a platform – including the ability to evaluate every buildable combination within that platform. These buildable combinations need to be analyzed and validated, both functionally and behaviorally, by multiple domains and disciplines involved



in the development process. The ability to interactively simulate behaviors on a real-time basis across multiple domains and validate in the context of the vehicle platform enables companies to make effective and accurate tradeoff decisions early in the development process and shorten the time it takes to bring a new product to market.

2 Access information when and where you need it

Product development today generates mechanical, electrical, electronic, and software designs, simulations, product quality, test and compliance documentation. In addition to this product information, OEMs and suppliers manage bills of material (BOMs) for manufacturing and assembly, program schedules and work flow and numerous changes throughout a product's lifecycle. Globally distributed teams need ready access to all of this information at any time of day. Teams must be confident that this information is current, regardless where they are located around the world.

Siemens' highly scalable global engineering solution provides your business with the ability to manage the diverse product data created across multiple product domains. Siemens' solution ensures that information is made available on a real-time basis to globally distributed team members. It captures product and process knowledge from your company and value chain in a structured fashion, ensuring that all information is organized, traceable and accessible on a global basis.

3 Let individuals work the way they want

To develop innovative products for markets around the world, OEMs and suppliers must leverage the cultural diversity in their globally distributed teams to ensure that their products meet each market's unique customer needs and regulations. To take advantage of this opportunity, product teams need to understand each other with respect to their team members' experiences and language differences.

Siemens' global engineering solution provides a user interface that supports user preferences for language and interaction with their respective product information and data. The user can alternate between multiple information, graphical or textual views to perform their work tasks as efficiently as possible. Users have multiple client options to connect into the PLM environment, thereby allowing themselves to seamlessly transition between multiple development environments.

The bottom line

Siemens PLM Software provides the industry's only solution for creating an integrated global engineering environment capable of meeting the information management and user needs for timely and global accessibility. This single source of product and process information enables companies to rapidly develop and manage vehicle and product platforms to get the right products to market faster and at lower cost.

How do I get started?

Contact your Siemens PLM Software representative today to learn how to get started with a global engineering solution that meets your company's business needs!

www.siemens.com/plm/automotive

About Siemens PLM Software

Siemens PLM Software, a business unit of the Siemens Industry Automation Division, is a leading global provider of product lifecycle management (PLM) software and services with nearly six million licensed seats and 56,000 customers worldwide. Headquartered in Plano, Texas, Siemens PLM Software works 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*.

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