

# SIEMENS

Ingenuity for life

PARTNER  
PROFILE

Automotive and transportation • Aerospace and defense • Academic

## DAG Technologies

DAG Technologies uses Siemens partnership  
to gain customer trust and confidence

### Products

Simcenter, Femap

### Business challenges

Gain customer trust  
Reap maximum benefit from  
Siemens partnership

### Keys to success

Extract value from Siemens'  
Smart Expert Partner  
recognition  
Provide expertise on  
simulation and test solutions  
Support from Siemens while  
providing customer solutions

### Results

Recognized by customers  
as a Siemens Smart  
Expert Partner  
Added value to customer  
relationships through Siemens  
partnership

### Malaysian company recognized as Siemens Smart Expert Partner for simulation and testing solutions

DAG Technologies (M'SIA) SDN BHD (DAG Technologies) is a Silver Level Siemens solution partner with an emphasis on mechanical testing and simulation. The company serves the automotive and transportation, aerospace and defense, and academic industries.

#### Siemens support

Nik Zahir Nik Mohd Idris, senior sales and application engineer, DAG Technologies, says Siemens provides his company with exceptional sales, marketing, presales and technical staff support with training and C-level meeting preparation through

expert training on Simcenter™ software and Femap™ software. Siemens produces many global customer success stories that DAG Technologies leverages to instill customer confidence.

"Most companies know Siemens as a test and simulation leader, among other competencies, so our recognition as a Siemens Smart Expert Partner is important," says Idris. "As a result, we are planning to expand our business portfolio into 3D simulation and go from there.

"The Smart Expert program offers practical and relevant learning in the automotive and aerospace industries that helps us better understand the industry and our customers' unique business needs."

*"We work with Siemens to add  
more value to our customers."*

Nik Zahir Nik Mohd Idris  
Senior Sales and Application Engineer  
DAG Technologies (M'SIA) SDN BHD

### Solutions/Services

Simcenter  
siemens.com/simcenter

Femap  
siemens.com/plm/femap

### Customer's primary business

DAG Technologies (M'SIA) SDN BHD is a Siemens Smart Expert Partner specializing in Siemens' Simcenter Test and Simulation solution for mechanical static and dynamic measurement. Its business focuses on the automotive and transportation, aerospace and defense and academic industries.  
www.dagtech.com.my

### Customer location

Kuala Lumpur  
Malaysia

**"Working with Siemens helps us build trust and confidence with our customers to promote long-term relationships."**

Nik Zahir Nik Mohd Idris  
Senior Sales and Application Engineer  
DAG Technologies (M'SIA)  
SDN BHD

### Value to customers

The company focuses on Siemens Simcenter™ 3D simulation, Simcenter 1D System simulation and Simcenter™ Testlab™ physical testing solutions because they use modern processes for product development. DAG Technologies acquires real data from physical testing processes, such as road load data for chassis development, and uses the data as boundary conditions for 3D simulations on dynamic behavior studies or durability predictions. Similar technology is also used for system simulation to understand the integration of the components in a complex condition. These embedded functions that predict, detect and analyze data help customers reduce product design and development time and lower development costs.

### Customer use case

DAG Technologies has worked with Proton Holdings Bhd., for more than 20 years. A valued customer, Proton Holdings Bhd., wanted to move its manufacturing from the design stage to verification and production testing. Of course, they wanted to ensure their verification and simulation worked flawlessly. DAG Technologies worked closely with Proton Holdings Bhd., to understand how to leverage Siemens technologies and integrate them for optimization.

"We work with Siemens to add more value to our customers and in turn make them more valuable to their customers," says Idris. "Working with Siemens helps us build trust and confidence with our customers to promote long-term relationships."

***"Most people know Siemens as a test and simulation leader."***

Nik Zahir Nik Mohd Idris  
Senior Sales and Application Engineer  
DAG Technologies (M'SIA) SDN BHD

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