

Multi-industry

## PhoenixPLM

Providing comprehensive solutions to customers  
across industries

### Products

NX, Teamcenter, Tecnomatix

### Business challenges

Provide comprehensive industry solutions to customers

### Keys to success

Expand product portfolios to provide broad solutions to customers

Quality and speed of Siemens support

Use of Siemens marketing materials

### Results

Recognized as the Top Siemens Portfolio Expansion Partner in AusSEAN region for 2017

Offered comprehensive solutions to new and existing customers

Improved customer productivity up to 70 percent

### PhoenixPLM uses Siemens partnership to improve customer productivity up to 70 percent

#### Growing the customer base

PhoenixPLM delivers solutions in software, knowledge, implementation and consulting. The Australian-based company provides businesses with innovative and efficient solutions for multiple industries. Since joining the Siemens Digital Industries Software Solution Partner Program in 2010, PhoenixPLM has successfully expanded its customer outreach.

#### Providing comprehensive solutions

"The acquisitions that Siemens has made in the last several years provide us with opportunities to explore new markets and new areas," says Shane Morris, managing director, PhoenixPLM. "The acquisitions allow us

to work not only with new customers but also with existing customers to offer them much broader solutions across the entire business, not just a single area."

Morris added that through PhoenixPLM's partnership with Siemens, the company can help customers achieve a higher level of quality during the production and design processes, which in turn improves customers' business processes.

"We have seen customers improve their productivity by up to 70 percent by applying simple changes in their design process or the way they manage product data," says Morris.

#### Readily available sales support

PhoenixPLM's partnership with Siemens offers them access to Siemens support from the Siemens sales organization. On more than

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Shane Morris  
Managing Director  
PhoenixPLM

## Solutions/Services

NX

[www.siemens.com/nx](http://www.siemens.com/nx)

Teamcenter

[www.siemens.com/teamcenter](http://www.siemens.com/teamcenter)

Tecnomatix

[www.siemens.com/tecnomatix](http://www.siemens.com/tecnomatix)

## Customer's primary business

PhoenixPLM joined the Siemens Digital Industries Software Solution Partner Program in 2010. PhoenixPLM focuses on the automotive and transportation, industrial machinery and heavy equipment, and consumer products and retail industries in Australia and New Zealand.

[www.phoenixplm.com.au](http://www.phoenixplm.com.au)

## Customer locations

Australia and New Zealand

one occasion, PhoenixPLM customers have benefitted from dedicated Siemens sales support.

"Siemens has worked closely with us regularly to resolve our customers' business issues and developed solutions for them," says Morris. "We have always been able to access a Siemens person to help us quickly." In addition, Siemens provides us with training and knowledge we can rely on. Our staff can learn Siemens solutions online. The online system is very detailed and provides messages that we want to deliver to our customers."

## Utilizing Siemens marketing assets

"The marketing assets from Siemens take a lot of pressure off our marketing team," says Morris. "These marketing assets are well prepared and can be customized for our purposes. We use them to promote comprehensive solutions to specific industries by including them in our marketing campaigns."

## Recognizing success

At the Siemens Digital Industries Software Converge Asia-Pacific Executive Partner Forum, PhoenixPLM was recognized as the Top Siemens Portfolio Expansion Partner in the AusSEAN region for 2017.

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Shane Morris  
Managing Director  
PhoenixPLM

*"Our customers can improve their productivity up to 70 percent by applying a simple change in their design process or the way they manage product data."*

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Managing Director  
PhoenixPLM

## Siemens Digital Industries Software

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