

Ericsson Chooses Dassault Systèmes’ 3DEXPERIENCE Platform to Enable Digital Transformation of its Business Processes

VELIZY-VILLACOUBLAY, France — April 21, 2016 — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced that Ericsson, world leader in communications technology and services, has chosen the 3DEXPERIENCE platform to drive its business transformation and support its market leadership.

Ericsson will replace its legacy backbone and connected IT applications with Dassault Systèmes’ “Business Operation Excellence” industry solution experience, based on the 3DEXPERIENCE platform, for a true end-to-end digitalization of its innovation, business and operations processes. This improved performance and efficiency will help the company accelerate the delivery of powerful consumer experiences to the emerging Networked Society of connected people, industries and society.

By 2020, Ericsson estimates that 26 billion connected devices will be part of a Networked Society in which enhanced mobile, broadband and cloud technologies interact to make information and communication technologies faster, cheaper and more accessible and inspire new areas of transformative innovation. As part of its vision to enable this networked society, Ericsson understands that the seamless integration of IT and telecom and hardware and software is necessary to facilitate smart, connected software- and service-driven experiences.

The “Business Operation Excellence” industry solution experience, which leverages ENOVIA applications, will provide Ericsson with a unified, digital environment for end-to-end flow, transparency, traceability, reporting and flexibility across its hardware, software, services and solutions. With global, real-time collaboration across disciplines—both internally and externally with customers, partners and suppliers—Ericsson can leverage existing assets, experience and knowledge while fostering new processes of open innovation, reducing delays between ideation and go-to-market.

“It’s great that we finally have a ‘go’ on the new IT platform after many attempts in the past,” said Joakim Cerwall, Head of PLCM Operations and sponsor of PLM Transformation, Ericsson. “We have performed a thorough investigation and testing to find the best PLM solution for Ericsson to connect IT and the business units. This transformation is crucial to ensure an efficient digital handling of product data throughout the company, making Ericsson a competitive ICT player.”

“The new platform will ensure that we can automate and speed up the development flow and at the same time make relevant product information available to user groups such as sales, integrators and support,” said Johan Torstensson, Head of Group IT & Enterprise IT, Ericsson. “It is also crucial to enable faster time to market and to ensure that our customers are able to purchase Ericsson products through digital channels. The benefit of this project compared with

previous attempts to introduce a new IT platform is that it is business driven.”

“The 3DEXPERIENCE platform goes beyond PLM to connect Ericsson’s global product marketing, engineering, manufacturing, sales and services teams from the very early stages of ideation, to invent, design, engineer, deliver and operate complex and rich experiences made of hardware, software, content and services,” said Olivier Ribet, Vice President High-tech Industry, Dassault Systèmes. “Today’s high-tech experiences leverage sensors, networks, mobile- and cloud-based ambient intelligent software, and continuously updated software, content and services. We are proud to accompany Ericsson in this journey and to support the surge in IoT data traffic and machine-to-machine data communications as well as to enable new solutions and experiences for smart cities, smart mobility, digital manufacturing and other areas.”

For more information on Dassault Systèmes’ industry solution experiences for high-tech: <http://www.3ds.com/industries/high-tech/>

About Dassault Systèmes

Dassault Systèmes, the 3DEXPERIENCE Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes’ collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 210,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

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