

## **Mammut Sports Group Deploys Dassault Systèmes’ “My Collection” Industry Solution Experience**

### ***3DEXPERIENCE Platform Enhances Product Development and Streamlines Collection Planning of Premium Brand***

**VELIZY-VILLACOUBLAY, France — November 25, 2015** — [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 [Mammut Sports Group](#), an international outdoor apparel and equipment brand manufacturer, is deploying Dassault Systèmes’ “My Collection” industry solution experience to streamline collection planning and control brand identity.

Mammut, founded 150 years ago in Switzerland and now with seven subsidiaries worldwide, specializes in alpine climbing ropes, clothing, shoes and accessories that combine technology with function for use in high altitudes as well as in day-to-day activities. In order to increase market reach of its premium brand positioning and keep strategic growth on track, the company sought a digital solution to control and execute the development of its summer and winter collections, designed in Switzerland and manufactured by third parties in Europe and Asia.

Based on Dassault Systèmes’ 3DEXPERIENCE platform, the “My Collection” industry solution experience is specifically tailored for consumer goods and retail companies. It provides Mammut with a single and unified digital environment for its product innovation and product development business processes that connects internal and external stakeholders and improves visibility, flexibility and decision support for multiple and diverse product categories.

With “My Collection,” Mammut’s product specifications and BOM data can be shared with suppliers earlier in the design process to effectively plan and manage costs and production times. Set definition of colors, fabrics and trims for each season reduces a collection’s complexity as it is developed, to better manage range, styles and colors and preserve brand identity. In addition, as an environmentally-friendly company, Mammut can quickly and easily validate that its products adhere to specific industry standards.

“Mammut’s customers value the quality, reliability, functionality and social responsibility of our brand, whether they are leisurely walking or climbing a mountain,” said Felix Kündig, CFO, Mammut Sports Group. “The ‘My Collection’ industry solution experience delivers the capabilities needed to help meet these expectations. With purchasing and product information and libraries easily available in one system, our material management department can record and access information on color libraries, sustainable materials, and reusable designs and styles.”

“Mammut has a strong brand persona and continually transforms itself to stay ahead of the competition with innovative products, global expansion, and investment in technologies that enhance business processes,” said Susan Olivier, Vice President, Consumer Goods and Retail

Industry, Dassault Systèmes. “A valued customer and partner of Dassault Systèmes since 2010, Mammot is another example of successful consumer goods and retail companies that adopt the 3DEXPERIENCE platform and our specialized industry solution experiences in order to benefit from reliable, efficient and powerful applications.”

For more information on Dassault Systèmes’ industry solution experiences for Consumer Goods & Retail: <http://www.3ds.com/industries/consumer-goods-retail/>

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#### **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 190,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit [www.3ds.com](http://www.3ds.com).

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