

CATIA EXCELLENCE CLUB

July 17th and 18th 2014
Campus Dassault Systèmes France



3DEXPERIENCE



 **CATIA**

CATIA User Groups WW Forum – Day 2

AGENDA – 3DS CAMPUS – VELIZY France - Friday July 18th, 2014

START	END	PRESENTATIONS
8:30	9:00	COFFEE in Rez de Patio and move to Break-out sessions rooms
9:00	10:30	<u>Growth Plan & Priorities : Convergence :</u> - Present initial User Groups Growth Plan and challenges - Sharing our plans & perspectives - revealing top 10 collective priorities
10:30	11:00	COFFEE BREAK
11:00	12:30	<u>Action plan : Transformation in motion</u> - Acknowledge top priorities - Setting joint Governance and Framework to move forward
12:30	13:30	Lunch & End of the Forum
14:00	15:30	Virtual Reality Experience (Virtual Reality Center: individual booking needed)

Content Day 2

1

Growth Plan & Priorities : Convergence

2

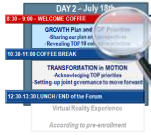
Action Plan : transformation in motion

3

Lunch & End of the Forum

4

Virtual Reality experience



GROWTH Plan and TOP Priorities
 - Sharing our plan and perspectives
 - Revealing TOP 8 collective priorities

	#1	#2	#3	#4
3DS Facilitator	MEUER Jörg	MAIZIERE JF	TANAKA-SAN	SCHUETT Ove
	MEYER Albert	HITTINGER Marc	GRIMBERG Patrick	DERAGISCH Bob
	UHDE Christian	CUPPEN Niek	SHIOMI-SAN	CARRUTHERS Neil
	AKAR Ismail	GUPTA Rahul	AKIIZUMAN-SAN	TESHIMA Aldo
	GERBER Marcel	SOUBEYRAN Amaury	Anne COZIC-FREUND	ABOUTAYEB Mohamed
3DS Participant	CHEVROT Thierry	NICK Daniel	BAO Léon&CHO Sung Joon	FREITAS David
3DS Participant	KREES Claudia	PYZAK Daniel	OKABE Hideyuki	RAPACZ Jan
	MEVIL-BLANCHE Pierre	François FOURNIER	Bernard PARRENIN	Frédéric MARTIN

Content Day 2

- 1 Growth Plan & Priorities : Convergence
- 2 Action Plan : transformation in motion
- 3 Lunch & End of the Forum
- 4 Virtual Reality experience

Your collective TOP PRIORITIES

#1

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1

Online collaboration (DSSwym)
Links from 3ds.com to User Groups Useful information (Swym
Communication and Visibility of the activities – new website

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Collect ideas and bring to DS
Collecting and prioritising requirements from members and
bring to DS

#2

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Users Associations(UA) and DS to provide content to a shared
platform between U.A. and DS (SWYM: get GSE advices). Board
members ownership)

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UA. to share best practices in “Social
media/Communication’ (LinkedIn, Twitter..)
Quaterly based Boards members interaction

#3

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1

New User Group (Japan, Korea, China...):
How to be the most effective and sustainable...
SCOPE of Users and value proposition (*Should we limit
scope of users? (Industry focus, Managers ...)*)

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2

New User Group (Japan, Korea, china...):
How to be the most effective and sustainable...
SCOPE of Solutions / Release (*Should we limit V6 only?*)

#4

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1

START PLAN for NEW User Group – Build Value Proposal
(Local Technical/Training perspective) & Jump start
conditions (founders/starter kit) – benefit from RUG Jump
start program (COE)

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2

Growth : Connexion with VS channel (to reach VS customers)- Value to be
brought back to users and members (what they benefit – and their
companies - from User group membership)- Leverage DS Marketing to
connect & DS + Multiple vectors : involve new industries (#1: IE, CPG)AEC and
new brands in user groups (ENOVIA) – Leverage DS Marketing & Support

Topic :1 Share best practices between User groups

Objectives

Online collaboration between User Groups and share links from 3ds.com to User Groups
 Useful information need to be shared
 Could we avoid individual investment for new web site?

Expected outcome

Communication and Visibility of the User Groups best practices and know-how

Principles / Concept

Benefit from LinkedIn Community or Forum experiences to improve best practice sharing
 ? Benefit from COE experience to push Webinars / other means to Users

Working Together

Owner (Lead organization / representative) : M Hitinger /GFUC

Participants (among User Groups / Communities)

GFUC	NLCUA	COE	SCUA	GSE	SCAF	INCOSE	C.ies/Forums	Others
X		X						

Participants (3DS) : JF MAiziere

CATIA Top Mgt	CATIA R&D	CATIA Mkg	CATIA User Adv.	CATIA Others	3DS Others
				Sales EWEST	

Operations Meeting (frequency, modalities)

- Frequency:
- Modalities:

Call for Actions

First deliverables / For When...

First Operations Meeting

Topic:2

Access content / Community

Objectives

Give any User Group access to existing experience, content, AVI, Webinars

Expected outcome

Tool oriented : File transfer ? 3DSwYm community ?

Principles / Concept

Single access to Share content – address language constraint – optimize re-use
Take GSE example as a reference case
Open to User groups board members only

Working Together

Owner (Lead organization / representative): C UHDE/ GSE

Participants (among User Groups / Communities)

GFUC	NLCUA	COE	SCUA	GSE	SCAF	INCOSE	C.ies/Forums	Others

Participants (3DS)

CATIA Top Mgt	CATIA R&D	CATIA Mkg	CATIA User Adv.	CATIA Others	3DS Others
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Operations Meeting (frequency, modalities)

- Frequency:
- Modalities:

Call for Actions

First deliverables / For When...

First Operations Meeting

Topic: 3 STARTER KIT for New User Groups

Objectives

Define Starter kit for NEW User Group – Build Value Proposal (Local Technical/Training perspective) & Jump start conditions (founders/starter kit) – benefit from RUG Jump start program (COE)

Expected outcome

Starter kit covering all key topics to address when considering to create a New regional user Group

Principles / Concept

Tool box with assets to start and project a 3 year roadmap with associated quick wins to motivate users and companies to join a new User group

Working Together

Owner (Lead organization / representative): Bob/Ove

Participants (among User Groups / Communities)

GFUC	NLCUA	COE	SCUA	GSE	SCAF	INCOSE	C.ies/Forums	Others

Participants (3DS) : Tanaka-San, Jan, David + Owner for User Group

CATIA Top Mgt	CATIA R&D	CATIA Mkg	CATIA User Adv.	CATIA Others	3DS Others

Operations Meeting (frequency, modalities)

- Frequency:
- Modalities:

Call for Actions

First deliverables / For When...

First Operations Meeting

Topic: 4 Growth vectors

Objectives

- Tool box to help CATIA user Groups to grow
Triggers
- VS Channel (to access VS customers)
 - Industries : IE, CPG, Aec, HT
 - Brand : partner with SIMULIA , ENOVIA and DELMIA
 - ACADEMIA

Expected outcome

Growth membership by 10%

Principles / Concept

Value to be brought back to users and members (what they benefit – and their companies - from User group membership)
Leverage DS Marketing to connect & DS sales-techsales –UX to support

Working Together

Owner (Lead organization / representative): C Doan

Participants (among User Groups / Communities)

GFUC	NLCUA	COE	SCUA	GSE	SCAF	INCOSE	C.ies/Forums	Others
X		X						

Participants (3DS)

CATIA Top Mgt	CATIA R&D	CATIA Mkg	CATIA User Adv.	CATIA Others	3DS Others
				SALES	

Operations Meeting (frequency, modalities)

- Frequency:
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Call for Actions

First deliverables / For When...

First Operations Meeting

Topic: 5 User Groups Requirements

Objectives

Give access to 3DS Solutions requirements through User Groups

Expected outcome

Give access to ERDs for all DS customers customers (BT & VS)

Principles / Concept

Leverage CATIA User groups to report User groups Enhancement requests
Offer from COE to use existing Regional user Groups tool to report ERDs for local User Groups

Working Together

Owner (Lead organization / representative): A MEYER /SCUA

Participants (among User Groups / Communities)

GFUC	NLCUA	COE	SCUA	GSE	SCAF	INCOSE	C.ies/Forums	Others
			X					

Participants (3DS)

CATIA Top Mgt	CATIA R&D	CATIA Mkg	CATIA User Adv.	CATIA Others	3DS Others

Operations Meeting (frequency, modalities)

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Call for Actions

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First Operations Meeting

