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# PLM MAGAZINE

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# Differentiation or diversification?

Customers in the private and corporate sector are becoming more demanding in their requests for products and offerings that meet individual needs in a very precise way – known as differentiation. This is true for most business sectors – this development has been led by the automotive industry. Now this is a critical success factor for all sectors.

Diversification in relation to a product or service business is the concept of extending the existing offering with a diversified and new offering. This is usually needed to make the big leaps in addressing new markets.

PLM is the enabler for differentiation through a modularized product master that can be used to:

- Configure a unique offering to each customer, based on a predefined set of modules
- Maintain functional and commercial rules
- Manage the installed base of delivered products – allow service and complementary offerings on the installed base
- Manage and monitor the product portfolio's performance
- Populate and maintain the product content in webshops and online sources

A business strategy can include both a differentiation effort on the existing offerings and a diversification attempt to find the new "blue oceans" products.

A PLM system can greatly assist in a diversification strategy to handle the complexity of multiple variants and simulation of "What-if?" scenarios from a functional and commercial perspective. PLM can also manage the complete project to develop the complementary offering while securing the quality and time-to-market aspects.

At the end of the day, it all boils down to providing the best possible value to our customers. At Technia, this is the guiding principle for how we serve our PLM clients.



**Jonas Gejer**  
CEO and founder, Technia

## About Technia

Technia is a world-class supplier of Product Lifecycle Management (PLM) solutions for the creation and management of product information throughout the entire product lifecycle. Technia has about 180 employees and is a part of the Addnode Group (listed at the Nasdaq OMX Nordic List, Small Cap).

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The fast-changing fashion business puts high demands on organization.

# Trendy and organized

Guess, the famous manufacturer of trendy and upscale apparel and accessories, creates hundreds of styles per season. Keeping track of it all just wouldn't work without Technia and the PLM software ENOVIA, says CIO Michael Relich.

**G**uess hardly needs an introduction. Not if you care what clothes you buy.

It is the famous manufacturer of trendy and upscale apparel and accessories for men, women and children – denim, handbags, watches, footwear, and other consumer products. It distributes its products through 503 retail outlets in the US, 264 stores in Europe, Asia and Latin America, and franchises its products to an additional 828 stores around the world.

Guess is big, famous and has a lot to keep track of in production, sales and

distribution. That's why it works with Technia and the PLM software ENOVIA, says Michael Relich, CIO of Guess.

"We create hundreds of styles per season and Technia understands the apparel industry inside out. Without Technia, we would not be as successful. These guys provide value!"

## Ads with Claudia Schiffer

Guess products are sold through retail, wholesale, e-commerce, and licensing distribution channels – and include pants, skirts, dresses, shorts, blouses shirts, jackets, knitwear and intimate apparel.



“Technia makes me sleep better at night.”

Michael Relich, CIO of Guess

Licenses also distribute eyewear, watches, handbags, footwear, kids and infant apparel, swimwear, fragrance and other fashion accessories.

“In 2004, we were a North American-based company but then we bought a licensee in Italy and established a sourcing office in Hong Kong. Our eight-digit North American style number was not compatible with the Italian 11-digit style number along with fabric, color and size codes. So a PLM system was an answer to this,” says Relich.

“ENOVIA has been an enormous success. We can configure it to how the users want it and it is flexible. Apparel designers want to be creative. Without Technia and TVC we would not be as succesful. Technia makes me sleep better at night,” he says.

A listed company, Guess is one of the world’s leading life-style suppliers of contemporary apparel and accessories for men women and children reflecting the American lifestyle and European fashion sensibilities.

With its trademark sexy ads featuring Claudia Schiffer and Drew Barrymore, Guess was founded by George, Armand, Paul and Maurice Marciano, four Jewish brothers from Marseilles, France, in 1981. The Marciano family still has a 28 percent equity stake in the company.

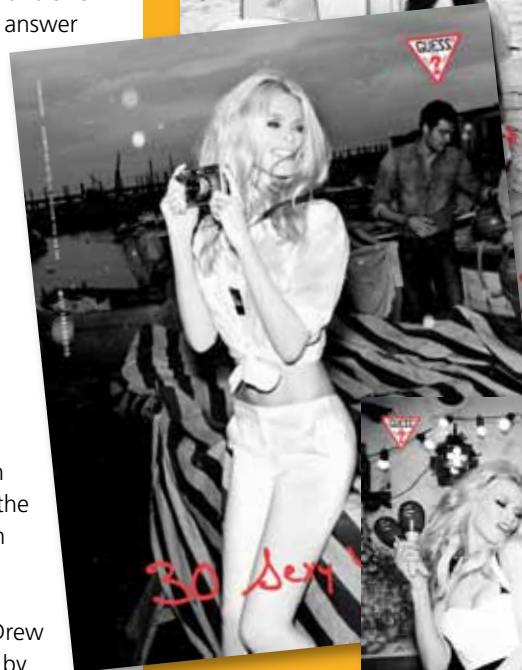
## Four brothers started the company

Guess is an American clothing brand that also markets fashion accessories, such as watches, jewelry and perfumes. The company also owns the Marcianoline. Guess was founded by Georges, Armand, Paul, and Maurice Marciano; four Jewish Moroccan brothers from Marseilles, France.

They moved to California from France in 1977 and founded the company in 1981. Seed money to start the business came from the Nakash family, owners of the Jordache denim empire. Their first product was a three-zipper style of jeans they named “Marilyn.” Department stores and fashion critics were initially reluctant to carry the new ‘stone-washed denim’ jeans, but in December, when Bloomingdales initially agreed with Georges to stock two-dozen pairs of the new jeans as a favor to the brothers, they sold out quickly.

Guess began advertising in 1982 and introduced their iconic black and white ads in 1985 helping then unknown models like Claudia Schiffer and Eva Herzigova become supermodels.

German supermodel Claudia Schiffer returned to Guess to mark the brand’s 30th anniversary.



## Meet Technia at the 3DEXPERIENCE FORUM in Orlando and in Brussels

The two annual PLM events, Dassault Systèmes Customer Conference and the European Customer Forum, are becoming the 3DEXPERIENCE FORUM in Orlando and Brussels. The 3DEXPERIENCE FORUM in Orlando, USA will take place November 6-7 and the European version in the Belgian capital, Brussels, will be held on November 20-21.

Technia will, among other things, demonstrate how to improve usability and reduce implementation time of ENOVIA PLM solutions with Technia Value Components (TVC). Find more info about 3DEXPERIENCE FORUM and other events at [www.technia.com](http://www.technia.com)

# TECHNIA

ADDNODE GROUP

### New Technia look

During the fall of 2012, Technia will go through a total remake of its graphic profile. The Addnode Group Board of Directors has decided to undertake a rebranding of the entire group where Technia is one of the subsidiaries.

All subsidiaries within the Addnode Group will have a common look.

Technia has been instrumental in making Addnode Group the leading provider of IT solutions for managing product information throughout a product's lifecycle.

"This is a natural step while we are, piece by piece, building an IT group with strong offerings in several markets," says Staffan Hanstorp, CEO and President of Addnode Group.

The steel-blue color of Technia's new logotype symbolizes entrepreneurship and solidity. A pattern based on natural hexagons has also been chosen.

Merlin Beach Resort Photo: Marcus Lawett



## Tool for new travel



**Nordic tour operator TUI Nordic / Fritidsresor and Technia have teamed up to reinvent the product creation process for the travel industry.**

Technia has signed an agreement with TUI Nordic/Fritidsresor. Technia will provide a PLM solution based on the ENOVIA PLM system from Dassault Systèmes. The solution will enable TUI Nordic to speed up the product creation process for their charter business while improving the quality and reducing costs.

"TUI Nordic has decided to invest in a PLM solution in order to reinvent our product creation process for the charter business. Technia will be our partner in this journey to create a better travel offering and experience for our clients," says

Tor Claussen, Director of Product, Content and Aviation at TUI Nordic.

"Being able to work with industry leaders such as TUI Nordic is truly a strategic win for Technia," says Jonas Gejer, CEO at Technia. "We transfer our expertise and solutions gained from partnering with other industry leaders to help TUI Nordic improve their offer creation process. This partnership validates our offering comprised of industry knowledge, a strong consulting team, Technia value components and a partnership with Dassault Systèmes."

TUIfly Nordic AB, Fritidsresor / Star Tour / Finnmatkat is the leading tour operator in the Nordic region with 1.2 million customers per year. It is part of the TUI Travel PLC, the world's biggest travel company group.

## VALUE COMPONENTS

### New TVC release in November

The TVC 2012.3 release, due in November, is loaded with new exciting and value - adding features and functions to improve usability, reduce configuration time and lower the cost of ownership for the users. This release is developed in close cooperation with Technia's customers to make sure that real value is added.

Some of the highlights in the new release will be in the new TVC Mobile Access component to enable image uploads from handheld devices and improved support to download content and use offline. Moreover, the release contains exciting enhancements to the other components of the TVC product portfolio.

# 3D modeling a Nordic CERN

The ESS, in partnership with 17 other European countries, plans to build the world's leading facility for neutron research in Lund, Sweden. Call it a Nordic CERN. CATIA 3D modeling and ENOVIA's PLM platform are used in the process.

It may not be a household name, yet, but the European Spallation Source (ESS) in Lund, Sweden, aims to be a leading research facility in the field of material research in the coming years.

In general, spallation is a process in which fragments of material (spall) are ejected from a body due to impact or stress. In nuclear physics, spallation is the process in which a heavy nucleus emits a large number of neutrons as a result of being hit by a high-energy particle.

Specifically, the ESS, in partnership with 17 other European countries, plans to build and operate the world's leading facility for neutron research by 2019. Call it a Nordic CERN (The European Organization for Nuclear Research).



Colin Carlile.

In such a global, interactional and academic environment, document handling is of the utmost importance. So far, Technia and its partners have implemented ENOVIA and

CATIA software to track Word and PDF documents (ENOVIA) and to track 3D modeling of the new facility, (CATIA), for electrical, piping and tubing diagrams.

## A complex project

"The European Spallation Source is a complex project that brings together scientific and industrial partners from more than 17 different countries. CATIA and ENOVIA are

## This is CATIA

CATIA stands for Computer Aided Three-dimensional Interactive Application. It is a multi-platform 3D Product Lifecycle Management software suite developed by Dassault Systèmes.

CATIA supports multiple stages of product development, from conceptualization, design, manufacturing and engineering. It facilitates collaborative engineering across disciplines, including surfacing and shape design, mechanical engineering, equipment and systems engineering.

proven systems that we believe will allow us to share and update documents with all our partners in many different formats," says Colin Carlile, Chief Executive and Director General of the European Spallation Source ESS AB.

"Now we have over 300 users, but in five years we anticipate over 1,000 users. It is a work in progress, but we are constantly updating."

In laymen's terms, ESS is basically a particle accelerator that uses neutrons to analyze different materials. Like a super microscope, ESS will use neutrons to probe various materials to enable scientific analysis.

## Peeking at the future

Possible benefits of the ESS linear accelerator include major medical advances in ageing and health developments, advances in sustainable and renewable technologies, foodstuffs, IT, materials and engineering science, and archeology. ESS will also conduct other experiments in quantum physics, biomaterials, and nano-sciences.

The ESS organization currently employs over 100 scientists, engineers and administrative staff in Lund, Sweden. Cooperation with 100 other physicists around the world, together with other collaborative agreements with labs in Switzerland and Japan aim to make the new lab operational by 2019.

Plans are to start construction in Lund in early 2013.

"ESS will enhance our understanding of nature. The results of research from ESS will be significant for future scientific and industrial progress," says Carlile.

## From design to reality

The ESS research facility will be located in Lund, Sweden, co-hosted by both Sweden and Denmark, and will be funded and operated by a partnership of 17 European countries. The ESS and its partners are currently engaged in a technical design review that will act as the blueprint for the construction of the ESS to start in 2013 and to become operational by 2019.





“The fashion industry seeks improved sustainability.”

Marcus Bergman

**An expert on sustainability**

Marcus Bergman is a well-known teacher, speaker and consultant on sustainability issues in the fashion and textile industries, both in Sweden and internationally. He has worked for public institutions, universities, advocacy organizations and textile and fashion companies. In 2012, he was named the head of sustainability at the fast-growing Swedish fashion company Gina Tricot.

# More smart solutions

In 20 or so years, lots of people will be dressed in clothes made of milk, wood, spider webs or other new materials. They will be comfortable, good looking and appropriate, according to Marcus Bergman, head of sustainability at the fast-growing apparel company Gina Tricot.

Such futuristic materials will not be driven so much by the desire for something new or specific requirements, but rather by the state of cotton production. Population growth, globally improved living standards and rapid shifts in fashion trends are increasing the demand for cotton.

"Almost all apparel is made of cotton. It is a wonderful material, but we have to reduce its use. Excessive cotton cultivation is hard on the environment," says Bergman.

Cotton suppliers are meeting the surge in demand with the help of pesticides and by expanding cultivation to areas that are not suited for cotton. That means more pesticides and competition with other crops, for instance food.

In 1986, Bergman's family was among the first in the world to start ecological cultivation of cotton on a large scale, with a plantation in Peru. He has seen the interest in sustainable production and ecological cotton rise steadily since then.

So is the answer to sharply increase the production of ecological cotton? "No," says Bergman. "It is not enough."

## An unsolved equation

Ecological cultivation of cotton requires soil well suited for that particular crop, the right weather conditions and other circumstances that enable farmers to avoid using pesticides. The equation does not add up. There are not enough places on earth that meet the demand.



## A fast grower

Gina Tricot was founded by the Appelqvist family in Borås, central Sweden, in 1997 and has since grown by an average of 50 percent per year. In 2010, sales totaled 2.3 billion kronor and by the spring of 2012, there were 175 stores in six countries.

"Ecologically-grown cotton has a growing clientele. It has an exclusiveness and quality that we can offer our customers, but for the masses we need something else," says Bergman. One

solution could be the recycling of cloth. But unlike the paper industry, the cotton industry has not come up with any broad solutions. Old clothing is non recyclable and is most often thrown away in the household garbage.

"It is a very bad situation, but Gina Tricot and others in the apparel business are working intensively for increased recycling," says Bergman. "There is interesting and exciting research going on."

Meanwhile, Gina Tricot is trying to do its best under current conditions, he says.

"We ask our suppliers to buy cotton from areas which are best suited for cultivating cotton. We are members of organizations that educate thousands of people and increase the knowledge and awareness of sustainable production. We design in ways that reduce negative effects on the environment."

## It is OK to be good

"We want to know that our products are made in a sensible manner," adds Bergman. "As I sometimes say: It is not OK to be bad, it is OK to be good and even better to be the best."

Increasingly important tools for the apparel industry are systems that provide detailed traceability, overview and control over production.

"It enables us to improve processes and paves the way for creative solutions. The more a designer knows about a material, the easier it is to find apt solutions," says Bergman.

## A garment starts with a seed

Feel your shirt, blouse or sweater: Cotton? Most likely, yes.

1. That garment, as most other apparel, started with somebody planting a seed in a cotton field, which provided the raw material.
2. Technological processing turned the raw material into cloth.
3. The cloth was taken to a garment factory. It was cut, sewed into a form and provided with buttons, zippers or other details. The garment was distributed to stores.

### 4. That's where you bought it.

In all parts of this chain, the apparel industry is striving to improve sustainability and lessen negative effects on the environment.





## Mimura-san is optimistic about Technia's offerings in Japan

**Do you remember Akira Mimura, Group Leader at NS Solutions and speaker at the Innovation Forum 2011?**

Through Technia's partner NS Solutions in Japan, the apparel company DOME became Technia's first Japanese TVC customer in April 2011. DOME was just about to roll-out an ENOVIA-based PLM implementation, when they realized that they could benefit from the extensive knowledge Technia had built up in the apparel sector,

which also is the foundation for the Apparel Optimizer offering from Technia. After a little bit more than a year of usage, Mimura says:

"Based on Apparel Optimizer, we could provide business innovations to DOME. In the project, we've found many unique ideas from customers.

"In Japan, there are many opportunities for PLM. I think TVC which has competitiveness within the international community must be a reliable guide to open the way to a global market for our customers."

## Technia is recruiting

In order to live up to our objectives, Technia needs a well-structured organization. Several new employees have entered the company in the last few



Per Noreen

months and we are continually looking for ambitious people who can share in and contribute to our ongoing success. "Working in the customer-centric and entrepreneurial team that we have at Technia brings the best out of people who seek new opportunities and dare to try," says Per Noreen, Director Employee Success. "For a company of our size, we have proven ourselves many times in helping companies from new industries become more competitive through PLM."

"As a company, we are in relationships for the long run, this includes employees, customers and partners. It takes time and effort to gain the knowledge required to support many of the specialized PLM needs our customers have now and in the future. It makes no difference if you are a Project Manager, Developer or Consultant working with us. The ideal candidate can look different but we always look for persistence and curiosity combined with the trait of being helpful to others."

Technia is growing in the Nordics, the USA and in India and is looking for Developers with a JAVA background, Architects, Project Managers, Business Consultants and Sales Executives. For some roles it is an advantage to have experience from ENOVIA or CATIA. To apply, send an email to [per.noreen@technia.com](mailto:per.noreen@technia.com)

## New Kista headquarters for Technia

The Technia team could enjoy and celebrate moving into their new headquarters in Kista, Sweden in June. Still based in the "Bosch building" at Isafjordsgatan, the new office has several rooms to effectively support customer teams. An overall need for better facilities for customers and internal meetings also prompted the move. Save the date, Friday December 7, when we invite all of our customers and partners to a glögg (glühwein) party. Welcome!



The reception.

## Customer Advisory Board, Nov. 5 in Orlando

As a result of Technia's increasing presence in the North American market, the Customer Advisory Board 2012 will take place in the United States, in Orlando, Florida, on November 5. The event, held for the 12th year, provides a forum with customers on Technia's development and strategic objectives. "We are preparing an exciting day of PLM knowledge and networking," says Rade Zrilic, Director for Technia Americas.

## Technia expands to the Småland region



Tomas Torstensson

Our first man on site in Jönköping is Tomas Torstensson, with us since September 1.

Torstensson has 15 years of PLM experience. "His extensive PLM background in the region will be of great value for us," says Henrik Edholm, Director Sweden at Technia.



## Björn Remneland-Wikhamn



Björn Remneland-Wikhamn, PhD, a researcher and lecturer at the School of Business at University of Gothenburg and author on Open Innovation,

says one of the advantages of outside impetus is that “there will always be more knowledge outside than inside your company, regardless of whether or not you recruit the best available talent.”

example, Google is encouraging partners and others to take part in the development of the operating system Android.

Consumer goods company Procter & Gamble has a policy wherein 50 percent of its innovations should come from outside the company. Telecom company Ericsson and consumer electronics company Phillips, produce and buy patents “not mainly to exclude others, but also to promote and develop innovation,” says Remneland-Wikhamn.

### Obstacles to change

“You want others to build on your knowledge. You want to start a process of escalation. Many leading companies are thinking about how to promote such generative effects, how to get the process going.”

But in many corporations, the old ways still prevail. What are the hurdles for change?

“Open Innovation is easier said than done. You need to create confidence and provide incentive; you cannot control the process with hierarchies and contracts when they extend outside of your firm’s boundaries,” he says.

A fundamental challenge to Open Innovation is the traditional business culture.

“Much of it is based on the premise that you are on your own as a company, with your own unique selling points and that competitors should be pushed out. Many try to start Open Innovation in this traditional frame of mind. It’s not going to work. The trick is finding a balance between openness, creativity and control.”

**More from Remneland-Wikhamn:**  
[www.remneland.se](http://www.remneland.se)  
[www.facebook.com/openinnovation](https://www.facebook.com/openinnovation)

# Open up the doors to R&D

In order to boost innovation, more and more companies are opening up their research and development departments and increasing transparency to developers and others outside their companies. Björn Remneland-Wikhamn, PhD, a researcher at the School of Business at University of Gothenburg, says the time when research and development was conducted behind closed doors is being challenged.

“We have a tradition of closed innovation. But technological and structural developments are changing this. More easily than ever, we can now get knowledge, fresh ideas and initiative from the outside.”

The trend is in line with Technia’s PLM solutions which provide customers with a platform and applications for broad collaboration and innovation.

## It is called Open Innovation

Remneland-Wikhamn’s research is inspired

by U.S. Professor Henry Chesbrough who, in 2003, coined the expression “Open Innovation.” This means actively promoting the transfer of innovation between firms and their environments, both internally and externally. Rather than relying heavily on their own research, companies would buy or license processes or inventions from other companies. In addition, internal inventions not being used within a company’s business should be given a life outside the company through licensing, joint ventures or spin-offs.

Remneland-Wikhamn says that to some degree Open Innovation has always existed, but technology has revolutionized the possibilities and paved the way for collaboration between thousands of people in open source, web 2.0, crowdsourcing, Wikipedia, etc. A growing number of companies are involving customers and partners in the development of their products, rather than doing it on their own. For

A customer's point of view:



## Columbia praises the collaboration with Technia

"True partnerships between a company running a complex software solution and a third-party company like Technia that supports and enhances a solution like ENOVIA from Dassault Systèmes, don't happen often.

But, Columbia Sportswear and Technia forged a relationship in early 2010 that became a real partnership carrying into 2011 during a major upgrade of our ENOVIA system. Since implementing version 10.x of this system in 2002, Columbia had built and enhanced the apparel and footwear PDM/PLM system functionality on the Dassault Systèmes platform with one prior upgrade.

By the end of 2010, we had determined that this aging platform and infrastructure was no longer adequate to support the company's expanding needs.

Our earlier success in 2010 leveraging Technia's TVC Structure Browser technology to increase functionality and performance of our PDM system, lead us to partner even closer with Technia in 2011 to tackle this major overhaul of our entire ENOVIA solution!

The plan included a core upgrade from version 10.8 to v6 2011, the latest version available at the time from Dassault Systèmes, along with hardware, middleware and web browser upgrades; a migration from Oracle to SQL server database and the full Windows stack; as well as the conversion of numerous

"work benches" (table based information screens) to a TVC Structure Browser format.

The coordination and effort behind this project was significant, and both companies worked closely to dismantle many of the complexities in the prior landscape as we laid the new foundation for a simpler and more robust environment.

The overall project ran about seven months for preparations, configuration, development, and testing. The new system went "live" in August of 2011 to rave reviews from the Columbia user community.

With our new hardware, software and solution in place, we experienced better-than-expected results. The system has been totally stable and performance has been greatly improved across the board, with many transactions requiring **30 to 70 percent less time** to complete than before.

This has not only greatly increased the productivity of our users globally, but has also allowed us the ability to focus on leveraging the Technia tools to bring new features and functionally to the system versus focusing on support and performance issues of the past."



**Scot Klocke,**  
Senior IS/IT Manager,  
Columbia Sportswear

## Contact Arik Gilboa about apparel

Technia has appointed Arik Gilboa to lead its European Apparel & Retail and Footwear team. His responsibility extends from the early phases of the engagement with a new company through solution execution and supporting live PLM usage. The idea is to provide continuity and build trust based on a long-term relationship. Gilboa and his team are active not only in the Scandinavian countries. The market capacity is big in Russia and other emerging economies. One example is Russia's fast growing Fashion Continent, which uses Technia's PLM solution. Contact Arik Gilboa at [arik.gilboa@technia.com](mailto:arik.gilboa@technia.com)

## Technia opens office in India

"Technia is building a team of dedicated software development specialists in India, who will play a key role in our growth strategy," says Saurabh Gupta, Director Addnode India. Technia is part of the Addnode Group. The first Technia office recently opened in Mumbai, India.

"It enables us to better serve global clients, by taking advantage of the broadened time zone between Mumbai and our centers in Europe and in the United States," says Gupta

"We strive to build dream teams to drive innovation and provide support in various PLM implementation projects." Find more information at [www.technia.com/careers](http://www.technia.com/careers)



Saurabh Gupta, Director Addnode India, at the new office in Mumbai.



Architectural rendering of the Clarion Hotel Arlanda. Photo: Sweco Architects AB.

# PLM helps builders standardize

It is a well-known fact that the construction industry could substantially reduce costs by recycling previous solutions and by improving communication between different players in the business. But progress is slow. What is the problem?

"There is a lack of standardization in terms of language, properties and classification. The same things are given different names in different phases of the construction process. This fact makes it difficult, if not impossible to understand one another, and to use information created in the previous phase. We need to speak the same language," says Helena Dahlberg.



Helena Dahlberg

Dahlberg is the project manager of Focus I, a project that aims to radically improve the situation. A key to success is Technia's implementation of Product Lifecycle Management, PLM.

## Help for architects

Dahlberg works at the Swedish Building Center (Svensk Byggtjänst) owned

by Swedish trade associations within the construction and property sector. SBC collects, structures, and sells information used to plan, design, build, and manage buildings and other facilities.

The basis for Focus I is SBC's existing system for classification of different parts of a construction, BSAB. In BSAB you will find codes for virtually everything, from a certain type of building to the production of a concrete column. Project Focus I is a proof of concept of the thesis that BSAB is the key to a continuous information flow through the construction process.

Another aim of the project is to test the concept of a national database with quality assured generic BIM objects. With a positive outcome of the project this database will be developed and offered to the construction industry.

The solution will use ENOVIA PLM to store information so that it is easily accessed with a Computer-Aided Design (CAD) program. 3D CAD is used to create, modify and analyze a construction design. The connection between ENOVIA and the CAD system allows users to get detailed information about the construction, components and attributes of a

wall, a staircase or other object.

"The accessibility will hopefully encourage architects and others to use these generic, quality-assured objects rather than producing new ones for every new project," says Dahlberg.

## Standard versus creative

How about creative solutions? Will this drive toward standardization hamper creativity?

"No, these objects can be used to construct a building in any form or shape. Of course, this type of library can never cover 100 percent of all solutions used in the industry, but let's say we reach 80 percent. That will still be a huge improvement," says Dahlberg.

The system can also be useful for property owners. By storing their BIM-models and database specifications in the system, property owners can keep track of how many doors or windows of a certain type there are in their property portfolio. This information can be used to facilitate maintenance and renovation.

The incentives to succeed with Focus I are strong. A system that paves the way for reuse of solutions and improves communication can save the industry and its customers money.

"It will also reduce the risk for mistakes and misunderstandings," Dahlberg says.

## A pilot project

The Focus I project started in April 2012 and is scheduled to be ready for evaluation by the end of the year. Several major players in the Swedish construction industry are participating, including NCC, whose construction of Clarion Hotel Arlanda is being used as a test case. Technia consultants are tailoring the PLM solution.

Building Information Modeling (BIM) is a process involving the generation and management of digital representations of physical and functional characteristics of a facility.



## Oleg Shilovitsky



Oleg Shilovitsky lives in Boston, USA. A former student in Product Data Management from Russia, he has worked with Product Lifecycle Management, (PLM) since the early 1990s. He was employed by SmarTeam Corp and later by Dassault Systèmes Israel for development of the ENOVIA SmarTeam product. In 2008 he started blogging, mostly to broaden his contacts and his blog soon became incredibly popular. When he and some friends started their company, Inforbix, he did not think that he would have time for blogging. Yet he felt the site was important and for people in the business and decided to continue with [www.beyondplm.com](http://www.beyondplm.com). He now calls himself a blogger and a consultant.

## Oleg predicts:

# More cloud and more mobility

**P**LM Magazine asked respected PLM blogger Oleg Shilovitsky how he thinks PLM will develop in the coming years. He said PLM, like other industry software, is affected by five trends.

### 1. The first is technological disruption.

That is when a new technology replaces an old way of thinking and working. We are in the middle of such a disruption, Shilovitsky says.

"Who has the most powerful computer these days? It is not the space agency NASA or the defense or your workplace. Today, more and more, innovation comes over the Internet, where open source is a main component, as are our resources in our homes."

### 2. That leads to the second point:

Consumerization. Shilovitsky says there is

a growing tendency for new information technology to emerge first in the consumer market and then spread into business and government organizations.

### 3. A third trend concerns the rise of cloud-based services.

"If I provide services to 1,000 servers, I can optimize and lower prices on my services. At the same time, customers can lower costs by not buying expensive software. PLM will eventually be cloud-based," he says. "That has implications for companies that live off selling licenses, but does not really threaten consultants that sell knowledge, such as Technia. There will be a continued need for business initiatives and implementations."

### 4. Mobility is another, very strong trend, Shilovitsky says.

"It is changing the way we work and providing new opportunities for industries and vendors. But making PLM mobile is not about copying your PLM software into a mobile device; because, with PLM mobile, you no longer work as you do with a desktop."

You have to think about what mobility can improve, for instance speeding up your processes of approval, since you can access the system on site, he says. Or you can use the mobile device's camera for maintenance work. Suddenly photos – rather than words – may play a much more important role.

### 5. The fifth trend is how PLM-companies try to comply.

One of the most difficult tasks is changing revenue models. Shilovitsky compares this with the music industry's struggle to find new ways of charging customers.

"In our business, the drive for transformation is actually, to a large degree, coming from customers. They are asking how we can do things differently and more efficiently," says Shilovitsky.

"The good news is that PLM companies still have time to adapt. It's also good news that while technology is developing, customers are also willing to change. That combination works great for vendors."





Outotec innovates, develops and delivers sustainable technology solutions and life cycle services to the minerals and metals industries, energy industry, industrial water treatment and chemical industry. "I believe we will really get a business benefit out of it," says Henri Syrjäläinen, PDM System Owner at Outotec.

4,384 employees. Sales totaled 1,386 million euros in 2011.

What is your impression?

"It is very easy to configure. It is flexible and can easily be adapted to business needs. I believe we will really get a business benefit out of it," says Henri Syrjäläinen, PDM System Owner.

His colleague Juuso Pylkkänen, Specialist - Engineering & PDM Applications, says: "It will be very useful for many people in our enterprise, not least for sales and service staff."

TVC Mobile Access is built with XML configuration which does away with most of the need for programming when the component is installed.

"It makes it much easier. We install and configure the mobile access functionality in customers' environments during our two-day workshop to show them how easy it is," says Thunqvist.

Easy to install

TVC Mobile Access is built on proven technology from the Technia Value Components, including tables, top panels, forms and tabs. It is easy and fast to install. It supports complex PLM processes, but does not currently interact with a mobile device's camera, GPS or other advanced functions. It works with all available versions of ENOVIA and just about every platform for mobile devices.

Instead of programming, implementation time is shortened with simple XML configuration. Access PLM anywhere. Version-independent APIs make configurations future proof.



# TVC Mobile Access makes your PLM mobile

In cooperation with customers, Technia has developed a mobile solution for ENOVIA PLM users called TVC Mobile Access. It makes it possible to communicate with your company's PLM system with a smartphone, iPad, tablet or any mobile unit.



Jan Thunqvist

"We saw that mobility would benefit our customers. It makes it easier to work when you can reach or update your information anytime, anywhere," says Jan Thunqvist,

Technia's Chief Technology Officer.

The solution provides a friendly user interface with touch-screen buttons and a good overview. It enables you to reach any part of your PLM system, without limitations.

"TVC Mobile Access provides a cost-efficient way to work with PLM. You are not tied to your stationary computer. Going mobile enables you to work more efficiently," says Thunqvist.

Technia started working on the functionality after encouragement from customers who said they wanted to have mobile access to their standard Technia Value Components in the ENOVIA PLM system. Telecom giant Ericsson, that has 16,000 PLM users, helped develop the solution.

Customer workshop

In June, Technia held a two-day customer workshop on TVC Mobile Access. Two of the participants came from Outotec, a global leader in minerals and metals processing technology.

The Finnish-based company has



## Andy Kalambi explains **The power of ENOVIA V6**

**V**alue creation for companies and their customers is at the heart of ENOVIA V6, the latest version of the PLM platform.

"ENOVIA V6 is the most open collaborative platform on the market, integrating a comprehensive list of applications, engineering content, bill of material data, compliance information, IT and CAD tools," says Andy Kalambi, CEO of ENOVIA, Dassault Systèmes brand for global collaborative lifecycle management.



Andy Kalambi, CEO, ENOVIA, Dassault Systèmes

"We provide the ability to work collaboratively online anywhere you happen to be in the world on the same system, and have it securely, accurately and automatically managed," he says. Through the advent of a Global Single Instance, ENOVIA V6 enables more rapid time to market and fosters innovation.

"Providing a single version of the truth enables our customers to maximize their value creation," says Andy Kalambi.

Renault, Land Rover, GE, Bell Helicopters, Procter & Gamble, among many other global companies, rely on ENOVIA to provide a comprehensive PLM solution to tens of thousands of users deployed worldwide.

### Maximum visibility

"ENOVIA V6 has enabled our customers to realize an impact on engineering productivity in the vicinity of 20-30 percent," says Kalambi.

One particular large customer migrated over 160 legacy applications to ENOVIA to reduce IT costs, improve data availability and accuracy, as well as realize increased productivity. Successful companies transform intellectual property into higher profits and winning products. Sustainable innovation is enabled by utilizing online and global collaboration tools to share information generated by partners, suppliers and customers.

"This is the key value of ENOVIA V6. We offer solutions which cover all extended enterprise business units, tailored for 24 unique user profiles. This powerful collaboration software integrates, with an unmatched list of popular enterprise applications and systems, to provide maximum visibility and management across all business processes," says Kalambi.

"Openness and scalability create value for the customer and deliver a great user experience. That is what ENOVIA V6 is all about."

### Following the rules

As the pace of change increases in the global markets, companies are increasingly dependent on their intellectual capital to realize and maintain competitive advantage. "Whether creators, collaborators or consumers of corporate IP - everyone in the enterprise plays a critical role in bringing the best products to market at the right time, at the optimum cost. This is true value creation," says Kalambi.

As business continues to go global, the need for companies to protect themselves and ensure appropriate compliance with global and country specific regulatory policies is paramount. Improper compliance can cost companies millions of dollars, as well as limit the distribution of their products.

According to Kalambi, ENOVIA is unique in its ability to provide material and regulatory compliance solutions for the global markets.

### Technia and ENOVIA

Technia offers solutions and services that contribute to an effective management of product information throughout the product lifecycle. Many solutions are based on ENOVIA from Dassault Systèmes.

ENOVIA provides the collaborative framework for a company's PLM software. It is an online environment that involves creators, collaborators and consumers in the product lifecycle.

ENOVIA V6 opens up the possibility for PLM 2.0 by offering global collaborative innovation, online creation and collaboration, a single platform for IP management, ready to use PLM business processes, a lifelike experience and lower total cost of ownership, among other features.

## Esther Lutz



Esther Lutz,  
Managing Director  
Business Development,  
TradeCard Europe.  
“We offer a much more  
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How to enhance  
collaboration  
between

# retailers and suppliers

**M**ore than ever, time to market and agility are imperatives in all kinds of business activities. A key to success is to refine collaboration between retailers and suppliers.

One way of doing this is to increase automation. TradeCard is a supply chain collaboration platform for brands, retailers and their global trading partners. Its cloud-based service automates workflows and transactions for more than 10,000 organizations and more than 45,000 individual users in 80 countries.

“TradeCard helps retailers and brands collaborate with their suppliers in an automated environment to drive down transaction costs, streamline processes, and improve supply chain visibility. It drives value to all parties and keeps everyone on the same page,” says Esther Lutz, Managing Director Business Development, TradeCard Europe.

Technia enables seamless processes between PLM and the TradeCard platform with the help of software and consultant services.

The TradeCard platform also synchronizes trade finance transactions with physical events in the global supply chain. For example, buyers, sellers, and their trading partners manage transactions

in a paperless environment with online financial and logistics services integrated into the overall transaction workflow, which enables all parties to lower the cost of each transaction, improve margins and enhance transparency.

A buyer, for example, creates and sends TradeCard a purchase order through its EDI or ERP system interface and the seller receives an automatic email notice with a hyperlink from TradeCard stating that a purchase order is pending. The seller then approves or negotiates the purchase order with the buyer. Once the goods are ready for shipment, the seller creates an invoice and adds all required documents, such as packing lists or Certificates of Origin, through the TradeCard platform. Third parties acknowledge that specific events have occurred within the transaction and

their data is inserted into the workflow, which is automated downstream, including invoice matching, payment approval and post export financing.

“We can deliver value to any company manufacturing in a foreign country and collaborating with a variety of trading partners,” says Lutz.

“We offer a much more streamlined and reliable approach to global sourcing than simply communicating via a medley of emails, XLS, EDI, vendor portals and paper-based communications.”

Lutz says Technia, with its focus on PLM, “helps us to integrate better on the front end with the design cycle in areas such as samples and sharing design specifications with suppliers, thus speeding up that phase of the sourcing process. Together, the whole supply chain is adequately covered.”

Technia’s presence, especially in the Nordic region, complements TradeCard’s European expansion plans and offers customers EU-wide coverage for TradeCard’s services.

“The TradeCard Platform delivers a unique opportunity to maintain a single view of the supply chain throughout the product lifecycle – from samples and design through order and settlement,” Lutz says.

## TradeCard and Technia



TradeCard provides hosted technology, online services and a global network of trade experts to connect buyers, suppliers and their service providers. It ensures that members have the data and tools needed to automate and optimize transactions and control their extended supply chain. Technia enables seamless processes between PLM and the TradeCard platform.



# think a little deeper, could ocean currents be the key to sustainable energy?

Tidal kites – a dream our software could bring to life.

Every day, the moon's gravitational pull creates ocean currents all over the world – and currents mean energy. Tidal kites, created by companies like Minesto, are graceful undersea power-generating turbines which could soon be making a significant, environmentally friendly contribution to the world's electricity supply.

The 3DEXPERIENCE software platform from Dassault Systèmes is at the heart of turning such new innovations into reality. Energy, process and utilities organizations throughout the world use 3DEXPERIENCE to simulate, understand, optimize and manage every aspect of their operations from investment to commissioning and from maintenance to safety. It will be 3DEXPERIENCE that help the tide turn for sustainable energy.

#### Our software applications for the 3DEXPERIENCE Platform:

CATIA / SOLIDWORKS / SIMULIA / DELMIA / ENOVIA  
GEOVIA / EXALEAD / NETVIBES / 3DSW4M / 3DVIA



It takes a special kind of compass to explore the world's future possibilities. Innovative companies use our 3DEXPERIENCE software platform to understand the present and navigate the future.

Find out more: [3DS.COM/ENERGY](http://3DS.COM/ENERGY)

Our customer: Minesto

