

BEDIFFERENT

ACE 2012 INTERNATIONAL





ACE 2012
INTERNATIONAL

Welcome to ACE 2012 !

Peter Schroer

Founder & CEO

Aras www.aras.com



ACE 2012 International Troy, MI



The Biggest ACE ever...

- More People
- More Solutions and Apps
- More Technical Discussions
- More New Announcements

- 300+ persons registered from 24 countries

Aras @ ACE2012



Andreas Mueller

Jennifer McCullough

John Sperling

Lisa Crowley

Marc Lind

Mark Beaulieu

Nate Brown

Peter Schroer

Rob McAveney

Theresa Delfino

William Turner

Jon Hodge

How to get the Most from ACE2012

▶ Networking

- Meet a collaborator for your next project
- Gather benchmarking data
- Exchange ideas

▶ Participate

- Engage with the presenters
- Join the discussion sessions today

▶ Learn Something New

- Business and Technical tracks

▶ Networking



Keynote Roadmap



- ▶ **Company Update**
- ▶ **PLM Market Update**
- ▶ **Aras News & Announcements**
- ▶ **Editorial: Be Different**



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Aras Update

Company Momentum



- ▶ **12 year anniversary - March 2012**
- ▶ **4 years of double-digit growth**
- ▶ **Installations / month now > 800**
- ▶ **2011-Q4 was an all-time record**
- ▶ **2012-Q1 was 2.5x bigger than Q1-2011**
- ▶ **Now occupy 3x the office space we had last year**
- ▶ **Over 300 customers**
- ▶ **Hiring, hiring, hiring**
 - Product Management team increased 75% since ACE2011
 - Development team has increased 2x



Aras Update

Partner Highlights



Aras Community growth is powered by the strong support of the 85+ Aras Partners world-wide

▶ **Japanese Partners**

- Aggressive expansion in Auto, High Tech and Aerospace

▶ **T-Systems in Germany**

- 24 technical consultants trained
- CATIA Connector PDM Workbench product and others

▶ **Focus PLM in Italy**

- 2 more subscribers on-board last week
- Hardgoods/Furniture & Design

Aras Update

Partner Highlights



▶ **Minerva**

- Electronics High Tech vertical solution

▶ **vdR Group**

- Alcove9 Search Engine
- Joint development with Aras for add-ons

▶ **Integware**

- Life Sciences vertical solution

Many partners are here at ACE – meet them !

▶ We're expanding how we leverage the power of Aras Innovator ourselves

- Aras Website Content Management System (CMS)
- Community Project Site (our own 'Forge')
- Secure Subscriber Portal
- Partner Management System
- Online Training
- CRM & Marketing Automation
- Application Lifecycle Management (ALM) for our Software Dev
- Enterprise Asset Management (EAM)

▶ Why is this important?

- We use each release of Aras Innovator ourselves before you do

Market Update

Open Source Viability



5 years ago people asked:

- ▶ Is open source a financially viable business model for enterprise software?
- ▶ Is PLM a big enough market to support Open Source?

Market Update

Open Source Viability



- ▶ **Red Hat – largest enterprise open source company**
 - First to IPO
 - First to exceed \$1B revenues
 - Aras Subscription model similarities are purely coincidental
- ▶ **Anyone still wondering if a company can give away software and still make money?**

Michael Tiemann, RedHat VP “.. for every \$1 Red Hat sells, we have to displace \$10 of proprietary junk that never really worked in the first place”

Source: <http://blogs.computerworlduk.com/open-enterprise/2012/04/red-hats-billion-dollars-and-the-power-of-free-2/index.htm>

Market Update

PLM Market



- ▶ **Open Source and Cloud share a subscription-based pricing model which is forever changing software buying patterns**
- ▶ **We are hearing more often that legacy PLM vendors are discounting license fees to “\$0” to win business**
- ▶ **Rate of change in technology, business models, and better educated customers are changing the PLM landscape - legacy PLM’s will increasingly struggle to play a role**

What's New

Product Roadmap



► Products

- New Business Applications
- New Integration Frameworks
- New Social Tools / Visualization

Watch for Rob, John and Nate's sessions...



▶ Masahiko Hisatsugu - Aras President of Japan

- ~4 years ago he reached out to Aras as a partner
- Introduced Open Source PLM to the Japanese market
- Effective today! Aras Japan subsidiary incorporated

▶ Aras Japan hits the ground running with

- Customers already include: EPSON, Hitachi, Honda, Mitsubishi, Nissan, NOK, Sumitomo, Toshiba...
- Japanese language pack
- > 10 partners trained and ready
- Next stop: ACE 2012 Japan



What's New

SIG – the Community within the Community



▶ Integware will lead a Life Sciences SIG

- Define the suite of solutions needed for Life Sciences
- Drive Aras core roadmap features important to these solutions
- Create a forum to discuss business and PLM topics for compliance regulated industries

▶ Call to action – this is a great way to leverage the open PLM community – other SIG's? Yes



What's New Cloud



▶ Aras Spectrum on Microsoft Azure – Cloud PLM

- Development partnership with Microsoft
- Microsoft will perform load testing for massive database size and user counts to demonstrate the scalability of Aras technology and the Microsoft Azure cloud for mission critical PLM business applications
- Very interesting configuration scenarios are opened with Cloud and Open Source on-premise combined
- More Details coming today....



What's New Cloud



▶ How does Aras Spectrum fit with Aras product strategy

- Aras Innovator[®] enterprise open source PLM
- Aras EPLM[™] for SolidWorks Enterprise PDM
- Aras VPLM[™] for Autodesk Vault
- Aras Spectrum[™]
- Aras OEM Solutions with Partners



Aras Innovator **model-based SOA** technology framework is shared by all Aras products and OEM products

- aras PLM
- aras EPLM
- aras VPLM
- aras SPECTRUM
- AtosSphere PLM
- Nuage CATALYST

What's New

3D PDF Consortium



- ▶ **Aras Joined Consortium as a Founding Member**
- ▶ **Group of software companies, end-users, Adobe and standards bodies working together to define a roadmap for product information using PDF, and ensuring transparency in API, features, roadmaps, etc.**
- ▶ **Why did Aras join? If visualization, long term archiving, work instructions, supply chain management, etc. are important to you – then see ACE presentation 3D/2D Viewing, Mark-up & More**



What's New

Codex of PLM Openness



- ▶ **Sponsored by ProSTEP iViP and Automotive OEM's**
- ▶ **The Codex of PLM Openness (CPO) provides a basic understanding of the term “openness” and describes the associated requirements ... <http://www.prostep.org/en/cpo.html>**
- ▶ **The right to get your data back out, the right to integrate, the right to extend, and the right to replace without penalty**
- ▶ **Why did Aras join? This initiative aligns well with our core beliefs.**
 - In an industry that has thrived on lock-in, cancellation penalties, and control... Aras is committed to Open.

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Aras's 2012 theme

- ▶ Don't be constrained by conventional wisdom, find the best solution
- ▶ Don't feel restricted to best practices, find what really works for your company
- ▶ Ignore the hype – and solve the real world problems
- ▶ Aras Technology approach is different
- ▶ Aras Business model is different
- ▶ Be Different



- ▶ I've visited a lot of companies with failed 2-3 year PLM projects, or even worse, the 3-year PLM “success” stories following the 10/10/100 Plan:
 - ✓ The number of end-users is 10% of the plan
 - ✓ The functionality is 10% of the plan
 - ✓ The cost is 100% over the plan
- ▶ As a PLM community, we must get past the hype and focus on delivering good systems

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- ▶ **The Real World is more complex than a simple workflow**
- ▶ **The Real World changes faster than legacy software can adapt**
- ▶ **The Real World doesn't always fit in a box**
- ▶ **In the Real World, there is no meaningful way to evaluate a PLM product based only on 2 demo's**
- ▶ **In the Real World, paying up-front for more software than you need for the next 2-3 years, is unnecessarily risky**

<http://www.aras.com/company/commitment.aspx>

DIFFERENT IS...

- ▶ Realizing each company has unique and competitive data and processes.
- ▶ And developing software that adapts to fit these models, rather than expecting the business to adapt to fit the software.

DIFFERENT IS...

- ▶ Accepting that healthy companies change and they should. In fact, they should change frequently to grow, compete and improve.
- ▶ Technology should support real-time change and easy customization that regular people can use.

DIFFERENT IS...

- ▶ Enabling every company to try before they buy, and insisting that buying decisions are never made based on the word of a software salesman.

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DIFFERENT IS...

- ▶ Giving companies control over their own destiny.
- ▶ This means never being locked in to proprietary solutions or restrictive licensing.

DIFFERENT IS...

- ▶ Allowing the company to own its data, with the freedom to access, share and extract it whenever they want, regardless of service level agreement.

DIFFERENT IS...

- ▶ Never accepting the status quo.

BE DIFFERENT.

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