

aras community event

2010 International Conference

Keynote / Welcome

Peter Schroer

www.aras.com



Hosted by:

MOTOROLA

1295 E. Algonquin Road
Schaumburg, IL 60196

State of the Community



- ❖ 2009 was a record year: # downloads, # of installs, # of countries, # partners, # community solutions, ...
- ❖ 2010 is breaking all the records again – together we are creating a world-wide phenomena
- ❖ Articles, blogs, news, YouTube, in English, German, French, Japanese, Chinese, Russian, and maybe more...

The “A” in Aras now officially stands for Attitude

Innovation



- ❖ Active Communities produce great software
 - ✓ Solution Showcase this afternoon
- ❖ Aras monthly service packs
 - ✓ Committed to new features and technology every month
 - ✓ The best ideas and contributions move into Aras core
- ❖ This community achieves more in a month than the legacy PLM systems do... ever
- ❖ Roadmap presentation tomorrow morning

Aras PLM Community



- ❖ We are Expanding the definition of what PLM covers
- ❖ Complex data models, advanced process ideas, and new, simpler user interface ideas to help real people leverage PLM to achieve results
- ❖ Innovative ideas for presenting complex concepts in understandable ways
- ❖ Pragmatic approach to PLM - focused on results
- ❖ Cool software and innovative ideas driven by an entrepreneurial Attitude

PLM Market Feedback



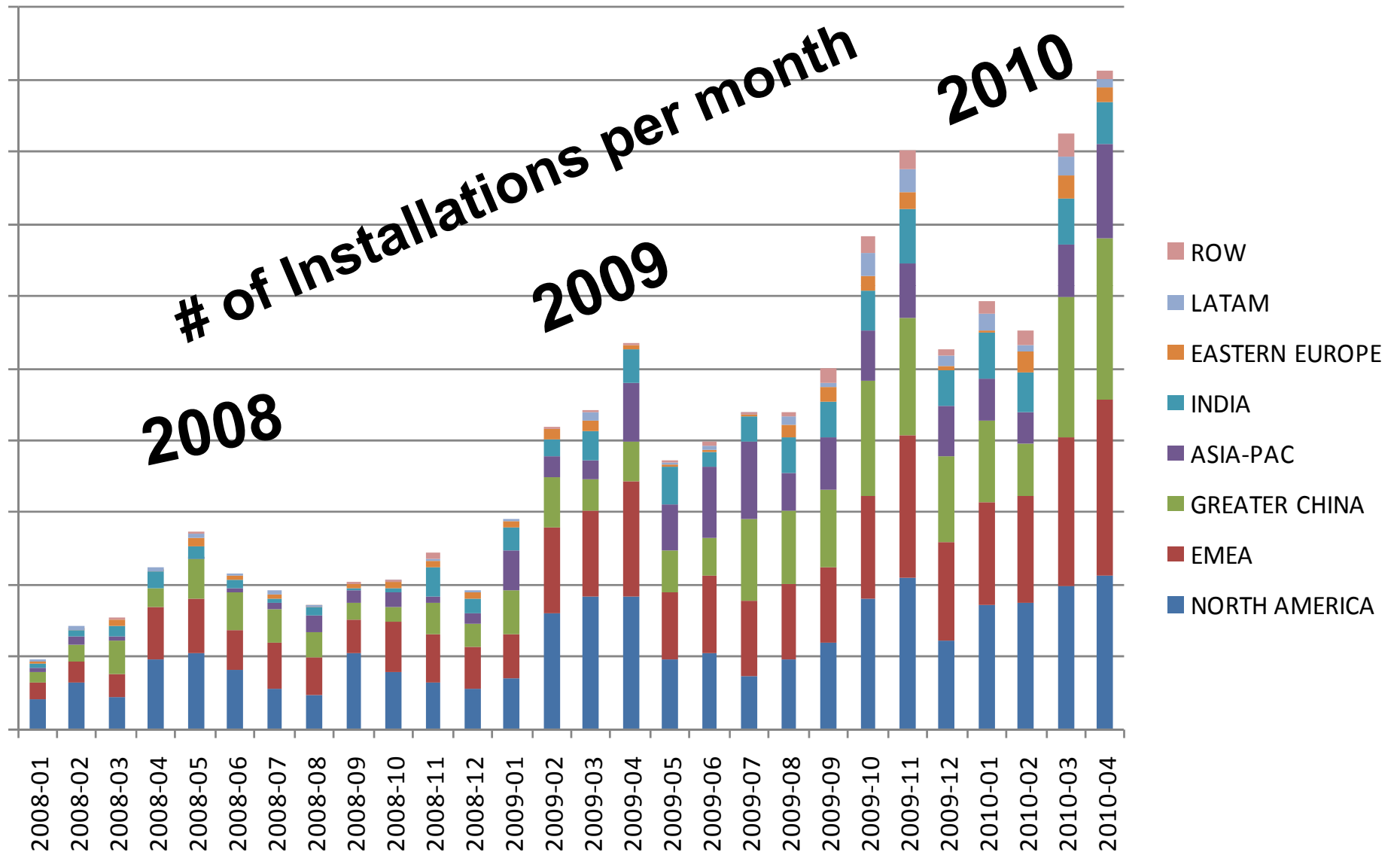
- ❖ Are we making a difference yet?
- ❖ Industry buzz
 - ✓ Gartner Selects Aras as “Cool Vendor” for Enterprise PLM
- ❖ Impact on PLM market
 - ✓ Many replacements of run-away implementation projects
- ❖ But not just replacements. Lots of companies using PLM ideas, processes and tools for the first time
- ❖ Partner channel expansion in 2009/2010
- ❖ Expanding University programs

Aras Community by the #'s



- ❖ 61 Partner companies – every region covered
- ❖ Installations in 124 Countries
- ❖ 8 language packs
 - ✓ English, German, Spanish, French, Chinese, Japanese, Hebrew, Russian
- ❖ 50 people now with Aras
- ❖ 250+ trained engineers at Partners

Aras Community by the #'s



Aras Community Growth



- ❖ Buzz about Aras is growing louder
- ❖ Community events planned for Germany, China, India, UK and other countries around the world
- ❖ Everyone's PLM stories and idea onto the web
- ❖ Contribute through blogging & magazine articles
- ❖ Reading the leading PLM industry blogs & discussions and adding comments is the most effective way for community communication

What's Next



- ❖ More educational materials
 - ✓ Classroom training
 - ✓ Webinars
 - ✓ On-Line training modules
 - ✓ Aras support for best practices training classes and certifications
- ❖ Rich roadmap of technology and business applications
 - ✓ Lots More Community Solutions
- ❖ Expanded partner program offering more value-add services and products to the community

What's Next



❖ University Programs

- ✓ Source of Aras PLM trained employees
- ✓ Research into PLM best practices
- ✓ Engage your local University !

❖ Update of the Aras community web site

- ✓ Easier solution sharing
- ✓ On-line Roadmap visibility
- ✓ Job board

Corporate Community Attitude



- ❖ Like-minded people collaborating
- ❖ Mutual trust and respect
- ❖ Partners collaborating on specific customer projects, bringing the best skills and ideas together
- ❖ Commitment across the corporate community to fair pricing and delivering good value
- ❖ Maintaining an open dialog for issue resolution

Thanks to Motorola for the facility and their support in hosting & organizing the event

