



# WORLD of the POSSIBLE

ACE 2011 INTERNATIONAL





## *ACE 2011 International*

# **Welcome to ACE 2011 !**

## **Aras Community Event Series**



# Dearborn 2011



## The Biggest ACE ever...

- 1<sup>st</sup> time with a 3-day event
- 1<sup>st</sup> time with exhibitors
- 1<sup>st</sup> time running 3 parallel tracks
  
- 200+ persons registered
  - Representing 17 countries
  - From 6 of the 7 continents:  
Africa, Asia, North America, South America, Europe and Australia

**Only missing one !**



**Antarctica**

**...but I hear he's joining ACE next year**

# Aras Community has been busy this past year!



## aras community event

2010 DACH Konferenz



**2011 Aras Community Event Korea**

일시 : 2011.03.10. (목) 14:00~18:00  
장소 : 누리꿈스퀘어 비즈니스타워 4층 대회의실

## 2010 年 Aras PLM 大中華區 ACE 社群交流活動

時段	課程	主題	時間	主講人	
早上		活動開場 Opening Speech	9:45-10:00	主場嘉賓	
	主要課程	Aras 社群發展現況與解決方案發展計畫 Aras Community Growth & Solutions Roadmap	10:00-10:30	Aras 代表	
		企業用戶案例分享與經驗交流 Customer Evidence & Cases Study	10:30-11:00	用戶代表	
		建構專業服務網絡，提供即時性支援 Partner Service - The real support for success!	11:00-11:30	合作夥伴	
	行業解決方案	電子製造業及高科技 EE & High Tech	汽車產業及機械加工業 Automotive & Machining	11:30-12:00	資深顧問群
食品/化工與生技產業 Food/Chemical/Medical		設計代工與專業服務業 Design House	12:00-12:30	資深顧問群	
中午用餐時間(12:30-14:00)					
下午	專屬技術研討	線上瀏覽工具/協同平台 Embedded Viewer/MS SharePoint/PLM	解決方案打包與升級 Solutions Packaging and Database Upgrade	14:00-14:30	Aras 技術 支援團隊
		異質系統整合技術 Federation and Integration	跨地域資料抄寫技術 Multi-site & Vaults replication	14:30-15:00	Aras 技術 支援團隊
	交流活動	高峰論壇與社群議題交流 Discussion Forum & Summit		15:00-16:00	專家代表
		活動結束 Close & Wrap-up		16:00-16:30	專家代表

**2010 Aras 오픈소스 PLM 세미나**

2010.11.18(목)  
상암동 누리꿈스퀘어 비즈니스 타워 3층 중회의실 1번

2010年Aras PLM大中華區(武汉站)

# ACE技术研讨会

邀请函

# How to get the Most from ACE2011



## ▶ 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

**#ArasACE**

**Marc Lind**

**Mark Beaulieu**

**Jennifer McCullough**

**Terri Delfino**

**Rob McAveney**

**Bill Turner**

**John Sperling**

**Bob Ellis**

**Peter Schroer**



# World of the Possible

# World of the Possible



## What do we mean?

- ▶ **Aras Innovator as a platform** allowing the PLM market to try new data models, new process models, new implementation methodologies, and new technologies.
- ▶ **Aras open source PLM community** as a platform allowing the PLM market to try new business models, new partnering models, and allowing more companies to participate in PLM.

**Who would have predicted that so much was possible?**

# World of the Possible



- ▶ "If I had thought about it, I wouldn't have done the experiment. The literature was full of examples that said you can't do this."  
-- Spencer Silver on the work that led to the unique adhesives for 3-M "Post-It" Notepads
- ▶ "The concept is interesting and well-formed, but in order to earn better than a 'C,' the idea must be feasible."  
-- Yale University management professor in response to Fred Smith's paper proposing reliable overnight delivery service
- ▶ "There is not the slightest indication that nuclear energy will be obtainable."  
-- Albert Einstein, 1932
- ▶ "Flight by machines heavier than air is impractical ..., if not utterly impossible."  
-- Simon Newcomb, Director, U.S. Naval Observatory, 1902

# World of the Possible

Remember... the “A” is for Attitude



- ▶ **“Open Source Model is not financially viable”**
  - ▶ Aras is growing, expanding, hiring and more; what’s financially not viable these days is selling enterprise software the old way
  - ▶ Discussions about new business models increases weekly
  
- ▶ **“PLM community is too small to support open source”**
  - ▶ 80+ Community solutions, including advanced solutions for Recipe/Formula Management and Fashion/Apparel PLM
  
- ▶ **“Without software license revenues you can not support ongoing development”**
  - ▶ Aras roadmap is robust and aggressive
  - ▶ Presenting the new 9.3 release on Wednesday and lots more

# Open, not just Open Source



# Open not just Open Source



- ▶ **Very important that we promote true openness**
- ▶ **Willing to work with partners who develop great code but don't want to open source. Be open enough not to force "open source"**
- ▶ **Open to collaborate with non-paying users**
- ▶ **Open APIs & open standards**
- ▶ **Open community – accept the different opinions and ideas**



# Open not just Open Source



- ▶ **Applaud SolidWorks and Autodesk for allowing Aras into their partner programs and giving us access to their API's**



- ▶ **Aras will approach all the EDA and CAD vendors and will apply to join their partner programs**

# Change Happens

## Editorial Moment



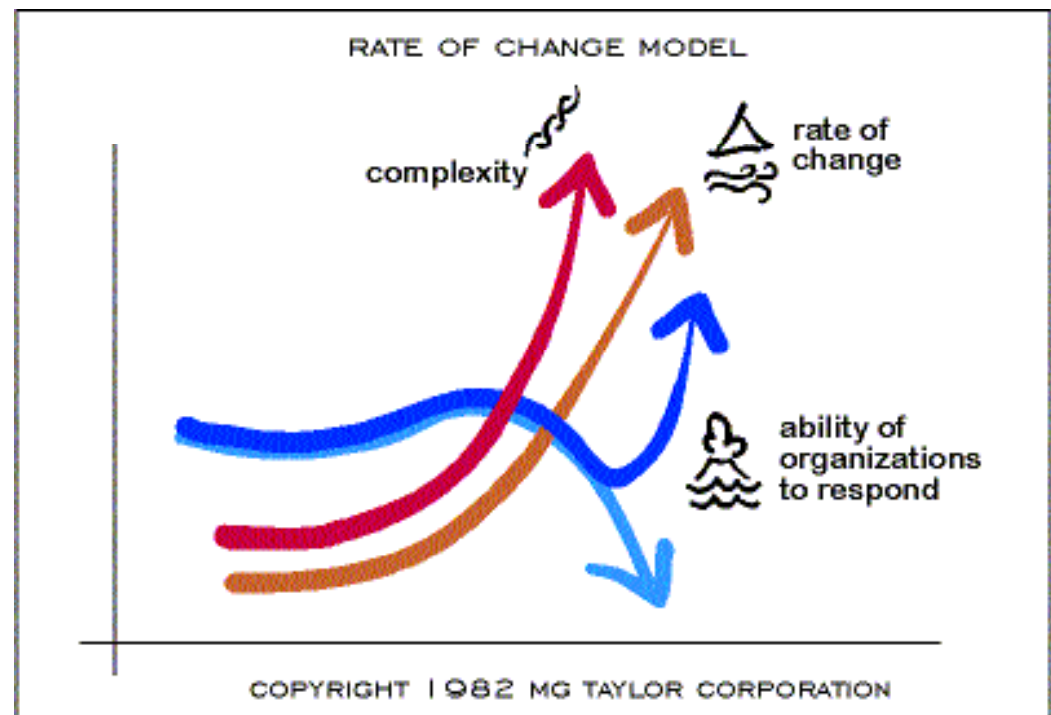
# Businesses, Markets, Consumers, ... Everything Changes



## ▶ Aras was founded with one simple idea

Software: data models, process models, and business logic, must adapt to business change as fast as the business needs to change

## ▶ Our technology, our methodology, and our business model are all focused on enabling companies to change rapidly



# Is the Rate of Change Accelerating?



## S&P 500 from 1957 to 1997

- Only 74 members of the class of '57 were alive in '97
- Only 12 outperformed the market

## Average time in the S&P 500

- 1958 = 57 years
- 1983 = 30 years
- 2011 = ?

Idea and facts courtesy of COFES 2011: Simon Floyd, Microsoft

# Why Should Software be Customizable?



## 1. Your business is different

- And that difference is your competitive edge

## 2. Your business is changing (and should be!)

- To remain static is to lose ground to competitors

## ▶ So what is Out-of-the-Box PLM?

- Standards based data and process models
- But, if everyone used the OOTB, where is the competitive difference ?

# Change Happens



- ▶ **Hearing more and more about COTS (commercial off the shelf) software and Out-of-Box PLM software**
- ▶ **Is this realistic or even beneficial idea?**
- ▶ **Hard to imagine that software box that fits everyone's needs exactly right even though everyone is a different shape?**
  
- ▶ **Embrace change, we have an architecture and approach that gives us, the Aras community, a competitive advantage in a world where Change Happens**





# Aras Community

# Activate the Community



- We belong to an interesting community: new ideas, new solutions, and honest and frank feedback
- There's room in the community for partner companies who make a profit from Aras software, just as there's room for end-user companies who pay nothing to Aras
- Being an open community means much more than just exchanging source code: We need your ideas, your stories, your experiences
- 16 non-Aras presenters this year... I challenge each of you to join them; present your ideas at one of the world-wide ACE events later this year



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