



Solutions for Performance Driven Companies



MODEL-BASED SOA technology

Aras Community Newsletter -- November 2009

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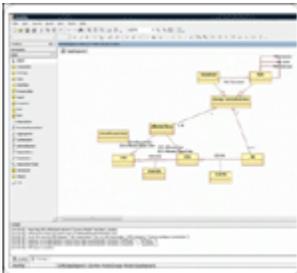
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Well, I can't believe it... where has the year gone? The holiday season is almost here, and I still haven't even started my shopping.

One present I won't have to wrap is the good news for Aras... it's going to be another record business year! Activity is off the charts and the level of community involvement is really exciting. Read on, check it out, get involved.

FEATURED SOLUTION - UML Editor for Aras Innovator



This month we're featuring a very cool solution for the system architecture crowd (and all you super techy people too, even if you don't have the 'architect' title :-)
It's called "Aras 2 UML" and it's a freely available utility.

Prodeos, a PLM systems integrator in France, has developed the tool using starUML to enable the Aras solution models to be exposed and edited graphically as UML (a.k.a Unified Modeling Language). That's as opposed the common way Aras models are edited in AML (a.k.a. Adaptive Markup Language).

Now some people are going to say, "Why would I need a UML editor when the Aras solution studio already has a simple drag & drop graphical editor that's integrated?"

The answer is that UML people like UML. If you've been working with MatrixOne or PTC Windchill (which require UML), then that's what you're comfortable and productive with... and all your Windchill models are already in UML.

So, if you want to migrate your old Windchill system to Aras, you'll probably be pretty interested in this utility. The same is true if you're running MatrixOne and need to move to something more modern and scalable (i.e. Aras).

There is a [video](#) available that shows the tool in action and you can get the [Aras 2 UML download](#) here.

The Aras 2 UML tool is really quite powerful. If you're a UML person, you'll definitely want to check it out.

[Learn more and download Aras 2 UML](#)

NEWS - How PLM Licensing from the Major Providers "Really Works"



Wanted to share this article from Fortune Magazine / CNN Money website called 'Big Software has duped us for decades'. Roger Burkhardt does a pretty good job

of describing how enterprise software licensing actually works... I've included some excerpts and added a few *reader comments* as well.

The article starts off by telling us something few know, but that everyone should:

"Here's how the software business really works..."

"Big Software Goliaths (*think PTC, Siemens, et al*) use multi-year enterprise license agreements that lock you into annual fees that go up, but can almost never be reduced. They encourage you to make large upfront purchases of software licenses by providing significant volume discounts. Volume discounts are common in the software industry and help you achieve a lower price-point on your software licenses and annual support fees. However, encouraging you to purchase larger quantities than you need often leads to "shelfware", i.e., owning a whole lot of software you don't use.

"What if you want to downsize? Because annual support fees are tied to the net license price, the discount is tied to the original volume of license purchased. Therefore, the Big Software companies argue that you lose the discount originally granted on the contract. (*of course, shame on us for thinking otherwise*) Their typical tactic is to re-price right back to list price, not a reduced discount, and with typical discounts in the 25 to 85 percent range it is financially infeasible to downsize..."

"If you don't need to downsize your usage but want to just hold steady and pay maintenance you'll be caught in the renewal trap. When your multi-year contract comes up for renewal, you'll find that your contract has no cap on subsequent increases to the annual support contract. The high-paid sales person (*we all know this guy; gold chains, lots of mousse*) will then warn that your original discount will evaporate if you don't buy more licenses. It will be cheaper to buy more "shelfware" than to pay list price for your maintenance.

"In addition, if you ever want to reinstate support on the unused portion of your licenses, you would be required to pay all the back-support fees for the period you cancelled..."

"Big Software players have demonstrated their power by raising prices during the worst economic period since the Great Depression (*think PLM vendors' switch to named user licensing, increasing maintenance fees, etc*)

"Meanwhile, contract consolidation and the co-termination of contracts further reduce options, as more software is covered under a single contract. (*you know combining CAD, PDM, visualization, etc in one agreement - seemed like a good idea at the time*) You may ask for a consolidation, but more likely than not, the vendor will argue that the entirety of the new contract is open for re-pricing, if you attempt to modify one component of that contract..."

At Aras our answer to these practices is simple: eliminate PLM licenses... forever.

You should definitely check out the [complete article](#) and make sure to read the comment posts as well, there's a ton of really rich real-world insight.

[Read more on Fortune Magazine / CNN Money](#)

COMMUNITY QUOTES - The Buzz on Aras

Here's the latest quotes from around the web and on our comment listing area (our version of Facebook's 'Quote Wall').

[View more quotes](#) and make your opinion known as well...

"I have personally found [Aras] Innovator to be extremely well designed both architecturally and in its Change Management logic making it, in my opinion, the true leader in PLM software at this time. After working with the offerings from other PLM vendors (Siemens, PTC and MatrixOne/Enovia) in past projects; Innovator has proven itself to be by far the most flexible and easy to implement. It has been a pleasure to work with such good software."

Lloyd Rixon, Managing Director
Delsit Australia

"Aras' approach and solution are right on target. Their solution, based on years of experience designing and implementing enterprise PLM solutions, builds in many features that overcome the inherent issues that arise during enterprise implementations."

Ed Miller, President
CIMdata

"Since 1998 every PLM company has been telling us that they will eliminate the Fat client and move to pure Web... they never do it... ten years later they are all still struggling to achieve what Aras is today, TRUE Web. When you compare every other PLM system on the market against Aras, nobody is even close to where Aras is from a technology standpoint... Nobody!"

Virgil Mocle, veteran PLM consultant
Mocle Solutions

"Running very smoothly and we are using this company wide now!! Great product, and works the way we intended it to!!"

Susan Polen, Configuration Manager
Brijot Imaging Systems

"After only 1 week of having gone live with Aras, the group decided to stop using the paper system without anyone pushing them to do it."

Rebecca Rettig, PLM Business Systems Analyst
previously at **Varian Semiconductor**

[Read More Community Quotes, Submit Yours](#)

PARTNERS - New Partners Welcomed to the Community

New partners continue to join the corporate community all over the world.

If your company needs expert assistance on Aras I encourage you to review the [Aras Partner](#) page to find an experienced provider near you.

Please join me in welcoming some of the new community members:

[1- Integration](#) - Specializes in MatrixOne and PTC Windchill migrations to Aras Innovator and provides comprehensive PLM consulting services from strategy and planning to migration, deployment, integration, and on-going PLM systems optimization.

[Automated Product Development](#) - APD is South Africa's premier solution services provider for Product Lifecycle Management (PLM), product design & development, systems integration, hosting, system maintenance and administration. APD is headquartered in the Innovation Hub in Pretoria South Africa.

[CycleOp](#) - Located in Israel CycleOp is an experienced PLM systems integrator providing PLM project definition and deployment services to small & mid-sized companies to shorten cycle time from concept to manufacturing while improving productivity and collaboration.

[Razorleaf](#) - Razorleaf is a US-based PLM services provider that specializes in process analysis, implementation, training, and support of engineering technologies including Design Automation, Product Data Management (PDM), and Product Lifecycle Management (PLM) solutions.

[TeakSoft](#) - Teaksoft is based in Switzerland and provides professional services for quality management and enterprise PLM solutions to small and mid-sized companies in the Medical Device industry.

If your firm is a PLM systems integrator we encourage you to join. The Aras Partner Program provides significant advantages over the traditional partner programs offered by PTC, Oracle Agile, and the other

legacy PLM / PDM providers.

[Learn More about the Aras Partner Program](#)

UPCOMING - Training Sessions

Training combines hands-on exercises, overview presentations, and discussions so that participants achieve an in-depth understanding of the topics.

Get the education you and your team need for success with the Aras solutions.

Remember, regularly scheduled training sessions are **FREE for Aras Unlimited subscribers**.

Upcoming Training Sessions

Dec 7 - Aras Innovator Administration - Boston, MA **(sold out)**

Dec 9 - Aras Innovator Workflow - Boston, MA **(sold out)**

Dec 10 - Aras Innovator Developer & API - Boston, MA **(sold out)**

Dec 7 - Aras Innovator Administration - Munich, Germany

Dec 9 - Aras Innovator Workflow - Munich, Germany

Dec 10 - Aras Innovator Developer & API - Munich, Germany

Dec 3 - Aras Innovator Solutions & Administration - KunShan, China

Dec 10 - Aras Innovator Administration - Taipei, Taiwan

Dec 14 - Aras Innovator Developer & API - Wuhan, China

Dec 17 - Aras Innovator Developer & API - KunShan, China

Dec 29 - Aras Innovator Developer & API - Taipei, Taiwan

Jan 18 - Aras Innovator Administration - Boston, MA

Jan 20 - Aras Innovator Workflow - Boston, MA

Jan 21 - Aras Innovator Developer & API - Boston, MA

[Course Descriptions, Calendars, and Registration](#)

Recent Downloads

ACCO Brands

AEROLIA SAS

Air Asia

ALICO Greece

Altech Netstar

Anaconda Equipment

ATK

Atos Origin

Cardo Medical

Cerner Corporation

CJ Automotive

COMPAL

Millennium Aerodynamics

Mitch Industries

Mitsubishi

Naval Academy

NSK Corporation

NSSK

NTTデータ東海

Oxford Instruments

PCH International

Petroleum Geo-Services

Phoenix International

Premier Composite Technologies

CSC
Comtec Networks
Delta
Denel Land Systems
Eco Power Design
Electrodrive
EMC
EverFocus
F&R Steelcraft Industries Inc.
Fujitsu
Gnosis Product Development
Grupo Tecnomatrix
Haak Systems
Hayes-Lemmerz
HCL
Hewlett Packard
HT Svarv AB
IHIエスキューブ
INFINITE
infomorf.dk
Infosys
Infrared Integrated Systems
Kempe AB
Kestrel Engineering Services
King&Prince Seafood
L-3 Communications
Mando Corporation
Midwest Industries, Inc.

RSL
SafeStitch Medical
Seiko
Slingsby Advanced Composites
SmarTeam
Sony
Sumisho
Tecnologica srl
Trace Laboratories
Transonic Systems
Treichel Engineering
Universiteit Maastricht
Valeo
Wipro
YAHOO!
Yamaha
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エイジシステム株式会社
エコソリューションズ株式会社
住友精密工業(株)
応用技術 株式会社
日立システムアンドサービス
日立製作所
有限会社エス・エス・シー
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株式会社成田製作所
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