Aras Community Newsletter -- **January 2011**

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Lot's going on this month: Registration is now open for this year's **ACE 2011 International conference**, more **ACE Webcasts**, new info on the Financial benefits of Aras for your company, a very cool featured project for alternate client technology, numerous events, training and a lot more.

INFO - Understanding the Economic Advantages of Enterprise Open Source in PLM

Some recent inquiries that I received from corporate community members focused more on the economics of our model than the technological aspects of Aras. I thought it would be helpful to share these points with everyone since they are sometimes misunderstood.

There's a compelling difference in the financial structure of the Aras enterprise open source model vs. the conventional up-front user/module license & maintenance model of the other major PLM providers. These business benefits can get lost when companies only concentrate on the features / functions of PLM.

Here's a summary of the key Customer Business Benefits:

Eliminates PLM License Expenses - Removes the up-front capital expense for PLM licenses and the incremental license costs associated with roll-out.

Improves Time-to-Value - The elimination of the sizable initial expenditure on PLM licenses means that the time to positive payback for the PLM solution is much shorter.

Reduces Project Risk - Because the customer no longer has a significant up-front expense the financial risk is reduced and the user and provider are both economically motivated to succeed.

Creates Balanced Relationship - With no licenses to sell and subscription revenue dependent on successful, continued use of the software better alignment is achieved in the relationship.

Validate Before Committing - Instead of spending money to buy PLM licenses before knowing if the solution will work for a specific process or scenario, the company can verify fitness for use before making an organizational commitment.

Fixed Cost Predictability - The optional enterprise subscription cost is fixed over the term providing budget certainty, and does not limit user access so companies can add as many users as needed without restriction or additional cost.

Greater Control & Flexibility - Company has complete freedom to use, customize, integrate and extend the PLM solutions and can share customizations internally or with other companies such as suppliers and outsourced partners.

Cuts Total Cost of Ownership - Eliminating PLM license fees significantly reduces the TCO. The initial start-up costs are decreased and the expansion costs are reduced, substantially for larger scale deployments.

Improves Return On Investment (ROI) - Reduced TCO means that a positive ROI is more quickly and easily attained; the Net Present Value (NPV) of the project is lower and an advantageous Internal Rate of Return (IRR) is more achievable.

We went ahead and put the **full write-up of these business points** on the Aras web site along with some background. You can also **get a PDF of the entire overview** as well.

And if your executives ask, "How can they make money?" let them know that we use a Red Hat (NYSE: RHT) business model which gets rid of the up-front license costs, relying instead on optional enterprise subscription packages, consulting services and training.

You can also tell them that Aras is a high growth US-based for-profit corporation with global presence and annuity-based revenues for scalable, profitable, cash flow positive operations. The economic efficiencies of our financial model translate directly into the cost benefits achieved by our customers. It's that simple.

[Learn more about the financial beneifts of the enterprise open source model in PLM](#)

REGISTER NOW - Aras Community Event 2011 International

Plan now to join us for this year's **ACE 2011 International**. The conference will be at The Henry Hotel in Dearborn, Michigan (USA) on April 26 - 28, and will have even more topics than last year. It'll be packed with solution overviews, best practice sessions, user presentations and more.

Whether you are just learning about Aras or are a long time user, you'll get the insight, ideas and information necessary to achieve success and take your company's PLM strategy to the next level with Aras.

Topics will include:

- Global PLM and NPDI
- Understanding Aras Basics & Overviews (NEW)
- User Presentations / Best Practice Case Studies
- Distributed Deployments and Multi-site Replication
- Next Generation PLM Connected to the Cloud
- Alternate Interfaces & Special Purpose Clients
- Community Solution Showcase (back by popular demand)
- Aras Roadmap Release Plan and a lot more

The full agenda will be online shortly. If you have a topic you'd like to present or would like to share your story, get in touch with me ASAP about availability.

Date: April 26 - 28, 2011 (2.5 days)

Location: Dearborn, Michigan (close to Detroit USA)

Registration: Free to Attend - No Fee (Space is Limited)

This event is an excellent opportunity to gain in-depth knowledge for your PLM initiative, see what others are doing with Aras, get ideas for the future, meet Aras team members in-person and network & collaborate with other corporate community members.

[Details, Hotel Info and Free Registration](#)

FEATURED PROJECT - SilverLight Client Technology

This month we're highlighting an example of an alternate web client that uses Microsoft Silverlight. A lot of people don't know that the Aras interface that comes in the initial installation is just the beginning.

Because Aras is open, your company can do whatever you need to get the job done. We call these alternate clients or Special Purpose Interfaces. They can be for a specific function like incoming QA, shop floor personnel or supply chain partners, or a different technology like Android or iPhone mobile, Java or some proprietary technology that your company uses. Anything that can send & receive XML can be a client, peer or server to Aras Innovator which means you have infinite possibilities.

The Silverlight client project uses an asynchronous model for XML-HTTP transactions which is an interesting programming challenge. The sample solution was developed as a Timesheet application, and then stripped down to demonstrate a useful pattern for making the asynchronous XML-HTTP requests to the Aras Innovator server.

Another interesting pattern in Silverlight development is binding XML data structures to User Interface elements. This can simplify development... at least until you need something not covered by binding scenarios of course.

Check out the Silverlight client project and if you make something interesting with it, let us know. As always, we encourage you to contribute back for everyone. These types of alternate interfaces are especially well suited for collaborative development and community enhancement.

UPCOMING EVENTS - ACE Innovation Series Webcasts, NATO CM Symposium, CIMdata, CMPIC

ACE Innovation Series Webcasts: Executive Strategy

LIVE WEBCAST: Top 5 Strategic Goals of PLM

Learn how winning companies achieve alignment between their vision, goals and requirements to support the strategic direction of the business with their PLM initiative and drive results.

Speakers: Jim Brown of Tech-Clarity and Andreas Lindenthal of Kalypso

Webcast Date & Time - February 23, 2011 at 11:00 am ET

[Top 5 Strategic Goals of PLM - - Details & Registration](#)

LIVE WEBCAST: Transforming PLM for the Economic Recovery

Find out how with the right approach, PLM can help businesses address changing needs as they arise to deliver results and thrive in fluctuating market conditions - now and into the future.

Speakers: Jim Brown of Tech-Clarity and Chip Perry of Kalypso

Webcast Date & Time - March 30, 2011 at 11:00 am ET

[Transforming PLM for the Economic Recovery - - Details & Registration](#)

NATO Configuration Management Symposium - Brussels, Belgium - February 28 - March 2, 2011

NATO Configuration Management Symposium provides an inside view into the application of Configuration & Change Management in NATO, the member Nations and supporting industries. It will provide innovative views on the latest CM-related topics in academia and real world applications.

[NATO Configuration Management Symposium - - Agenda & Registration](#)

CIMdata PLM Certificate Program

CIMdata's PLM Certificate Program on enterprise PLM best practices provides you with an in-depth PLM education. The training is comprised of 9 sessions delivered over a five-day period through a series of lectures, case studies, tests, and individual as well as group exercises.

Upcoming Sessions
Ann Arbor, MI - February 28 - March 4, 2011

[CIMdata PLM Certificate Program - - Agenda & Registration](#)

CMPIC Configuration Management Training

CMPIC courses are designed to provide a detailed overview of CM planning, naming conventions, numbering practices, baselines, change control, traceability, status accounting, and more. The CMPIC classes explain the role of CM in the organization.

Upcoming Sessions
CM Foundations - Stafford VA - February 7 - 8, 2011
CM Structures - Stafford VA - February 9 - 10, 2011
CM Dynamics - Stafford VA - March 7 - 8, 2011
CM Implementation - Stafford VA - March 9 - 10, 2011
CM Assessor Certification - Orlando FL - April 4 - 6, 2011
ANSI/EIA-649A Course - Stafford VA - May 2 - 4, 2011

[CMPIC Training Schedule - - Agenda & Registration](#)

TRAINING - Upcoming 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. Regularly scheduled training sessions are **FREE for Aras Unlimited subscribers**.

Also, a series of new online training tutorials by Aras partner TAG Consulting are available at **PLM-Training.com**

United States

Feb 14 - Aras Configuring Solutions (5 days) - Boston, MA

Feb 28 - Aras Developing Solutions (4 days) - Boston, MA

Mar 14 - Aras Configuring Solutions (5 days) - Boston, MA

Mar 28 - Aras Developing Solutions (4 days) - Boston, MA

Japan

Feb 4 - Aras Install and PLM Basics - Tokyo

Feb 15 - Aras Innovator Administration - Tokyo

Feb 17 - Aras Innovator Workflow - Tokyo

Feb 17 - Aras Install and PLM Basics - Osaka

Feb 18 - Aras Innovator Administration - Tokyo

Feb 21 - Aras Innovator Developer & API - Tokyo

Feb 23 - Aras Innovator Developer & API - Tokyo

Mar 11 - Aras Install and PLM Basics - Tokyo

Mar 15 - Aras Innovator Administration - Tokyo

Mar 17 - Aras Innovator Workflow - Tokyo

Mar 17 - Aras Install and PLM Basics - Osaka

Mar 18 - Aras Innovator Administration - Tokyo

Mar 22 - Aras Innovator Developer & API - Tokyo

Mar 24 - Aras Innovator Developer & API - Tokyo

China & Taiwan

Feb 10 - Aras Innovator Developer & API - Taipei

Feb 12 - Aras Innovator Developer & API - WuHan

Feb 14 - Aras Innovator Developer & API - Hong Kong

Feb 23 - Aras PLM Solutions - Taipei

Feb 28 - Aras PLM Solutions - Chengdu

Mar 1 - Aras PLM Solutions - KunShan

Mar 3 - Aras Innovator Administration - KunShan

Mar 10 - Aras Innovator Administration - Taipei

Mar 12 - Aras Innovator Administration - WuHan

Mar 17 - Aras Innovator Developer & API - KunShan

Mar 24 - Aras Innovator Developer & API - Taipei

Mar 29 - Aras PLM Solutions - KunShan

Mar 30 - Aras PLM Solutions - Chengdu

Course Descriptions, Calendars, and Registration

DOWNLOADS - Recent Installs

AIRBUS	NTTデータ東海
Altizem	PCC Structurals
ATE	PCO
Atus BV	Premium Aerotec GmbH
Averna	Primasil Silicones
BAE Systems	Progesi s.p.a.
Boeing	Prostep AG
Carestream Health	SAIC
CoCreate	Savio Machine Tessili S.p.A.
COMPAL	Sonnax
Conspec Controls	Spectrum Microwave
Coretronic	Streamliner
Corvus Energy	Sumco Corp.
Dassault Systemes	Sumida
Denel Dynamics	Sun Nuclear Corp.
Diverse Energy	Textron
DSR Sp. z o. o.	Time Digital Systems
EMC	TPK Solutions
Enthergy Technologies	TRAK ENGINEERING
EPSON	Trelleborg Sealing Solutions
FPG	TriQuint Semiconductors
FTD	TSA
GROUPE BENETEAU SPBI	T-Systems
GXT Tianjin	US Army
HCL	Wagner Ladetechnik GmbH
Hitachi	Wipro
HiTi Digital	ИК "Кунгурский машзавод"
Honda	アイシン新和株式会社
HP	アシスト
IBM Global Services	デジタルプロセス株式会社
IBM	ひらい
iRobot	マイクロソフト（株）
Jinming	ヤマト科学株式会社
Katoma	応用技術株式会社
Knowles Electronics	株式会社 サノテック
Microsoft	株式会社アシスト
MPI	武汉交汇软件有限公司
Naztec International Group	武汉神州纪委计算机
Next Medical Design	武汉胜鹏科技有限公司
Nexteer Automotive	纳米科技

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Forward email