

# aras community event

2010 International Conference

## Keynote / Welcome

Peter Schroer

[www.aras.com](http://www.aras.com)



Hosted by:

**MOTOROLA**

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# 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



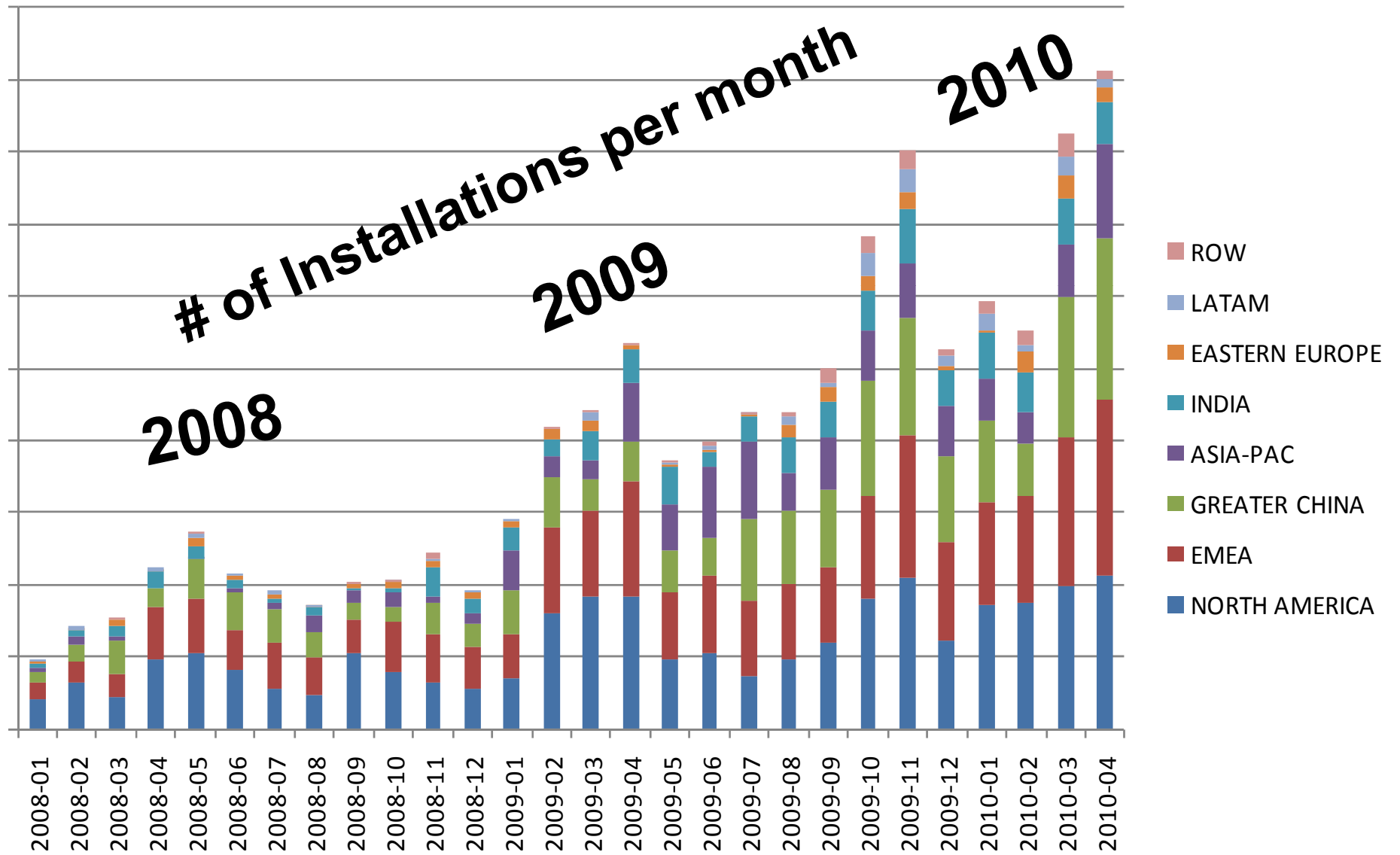
- ❖ Are we making a difference yet?
- ❖ Industry buzz
  - ✓ Gartner Selects Aras as “Cool Vendor” for Enterprise PLM
- ❖ Impact on PLM market
  - ✓ Many replacements of run-away implementation projects
- ❖ But not just replacements. Lots of companies using PLM ideas, processes and tools for the first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

