



## **BE FIRST TO MAKE IT AND FIRST TO MARKET**

Today's consumers in the Consumer Packaged Goods (CPG) & Retail industry are no longer concerned with just product quality and price, they now want to be part of a collaborative product experience. When a brand or retailer fails to deliver on these expectations, consumers will move on. As a result, CPG product lifecycles are getting shorter. Leading CPG and Retail companies are leveraging digital solutions to deliver innovation from concept to consumer with extraordinary speed to delight consumers and drive sustainable business growth.

At Dassault Systèmes, we believe the virtual world extends and improves the real world. That means a virtual experience twin can be used to simulate what is likely to happen in the future. It allows for testing, analyzing and understanding of ideas, products and processes that couldn't be done in the real world. In this way, ideas can be tested and decisions can be made faster, saving valuable time, money and effort.

The innovations that work are the result of collaboration between teams of scientists, engineers, designers, consumers, marketers, planners, external agencies, etc. The Dassault Systèmes **3DEXPERIENCE®** platform is the only digital innovation platform that can dissolve the silos between departments, streamline processes, and enable fast and smart decision making so that you can drive long-term sustainable growth.

# DASSAULT SYSTÈMES

## 3DEXPERIENCE PLATFORM

powers the consumers' experiences that worldwide innovative companies in the Consumer Packaged Goods and Retail industry bring to life each year.



### WHAT DO YOUR CONSUMERS VALUE THE MOST?

Connect with the brands I care about

Better shopping experience

Meet value expectations

Improved product experience

Safe for my family and planet

### WHAT DO YOU AS A COMPANY VALUE THE MOST?

Organic growth and profit

Delight the consumer

Speed and quality in global markets

Retailer-brand partnerships

Sustainability

**DELIVER BETTER, FASTER, SMARTER INNOVATION**

# CONSUMER PACKAGED GOODS & RETAIL



7

## PERFECT PRODUCT STAGING

Create impressive digital marketing assets, visuals, animations and deliver personalized product experiences that resonate with consumers



6

## PERFECT LOGISTICS

Take full control of logistics by optimizing operations for reduced transport costs and the best cost-to-serve ratio to satisfy both consumers and retailers



5

## PERFECT PRODUCTION

Gain maximum visibility across your network of manufacturing facilities to have the control and synchronization you need for operational excellence



1

## PERFECT LAB

Transition to digital data to accelerate experiment productivity, reduce compliance risk and accelerate innovative ideas



4

## PERFECT SUPPLY

Solve your unique business planning challenges with planning optimization tools incorporating everything from S&OP to master production scheduling



3

## PERFECT PACKAGE

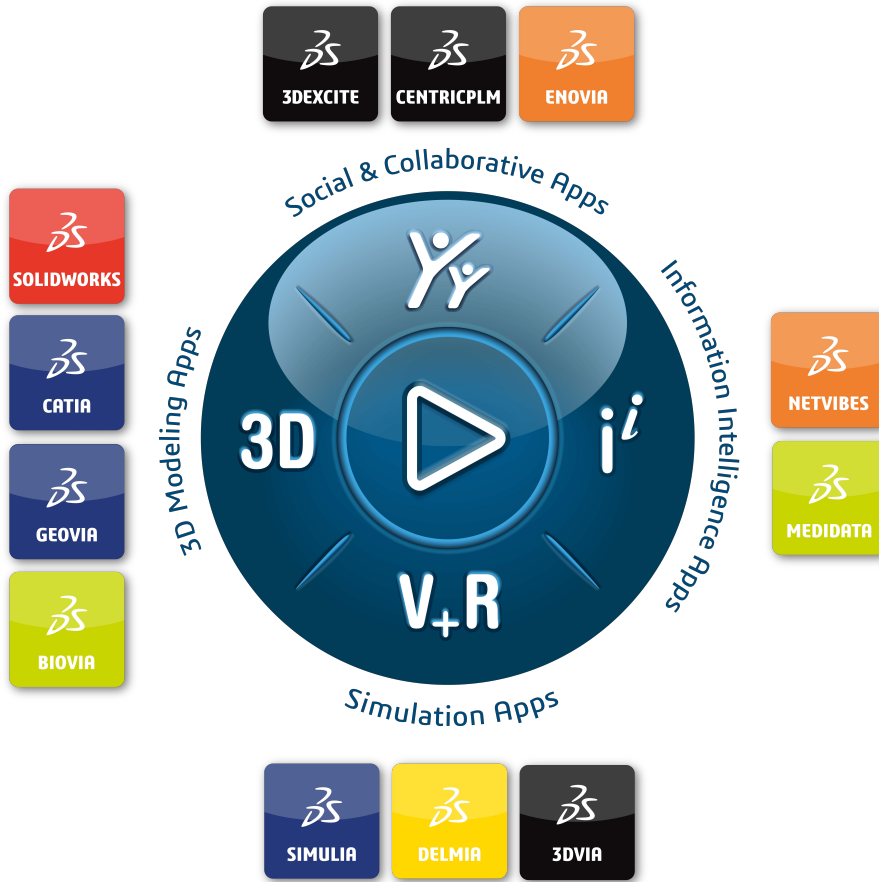
Create breakthrough designs in less time with fully integrated 3D design and simulation applications



2

## PERFECT FORMULATION

Institute a design for cost approach with real-time regulatory guidance to discover product formulations that meet cost objectives and are compliant



Our **3DEXPERIENCE®** platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes is a catalyst for human progress. We provide business and people with collaborative virtual environments to imagine sustainable innovations. By creating virtual twin experiences of the real world with our **3DEXPERIENCE** platform and applications, our customers can redefine the creation, production and life-cycle-management processes of their offer and thus have a meaningful impact to make the world more sustainable. The beauty of the Experience Economy is that it is a human-centered economy for the benefit of all – consumers, patients and citizens.

Dassault Systèmes brings value to more than 300,000 customers of all sizes, in all industries, in more than 150 countries. For more information, visit [www.3ds.com](http://www.3ds.com).

**Europe/Middle East/Africa**  
 Dassault Systèmes  
 10, rue Marcel Dassault  
 CS 40501  
 78946 Vélizy-Villacoublay Cedex  
 France

**Asia-Pacific**  
 Dassault Systèmes  
 17F, Foxconn Building,  
 No. 1366, Lujiazui Ring Road  
 Pilot Free Trade Zone, Shanghai 200120  
 China

**Americas**  
 Dassault Systèmes  
 175 Wyman Street  
 Waltham, Massachusetts  
 02451-1223  
 USA

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