



success story

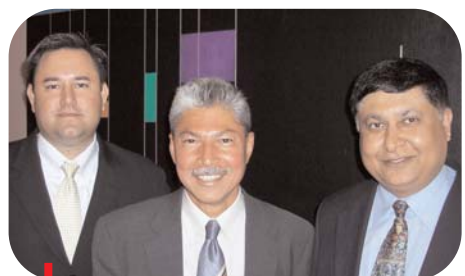


TechniGraphics: Seeing is Understanding

TechniGraphics burst onto the PLM scene with its recent acquisitions of the PLM division of MSC. Software and Axiom Systems, becoming one of Dassault Systemes' largest Business Partners virtually overnight.

The answer lies in the company's motto: "Seeing is Understanding." Like PLM, geospatial technology is all about managing massive volumes of data. And like PLM, the ability to visualize that data in 3D is a powerful tool for improved understanding.

"The simplest way to put it is that we visualize data associated with shapes," says Dee Vaidya, President and CEO of TechniGraphics. "When you're working with the data associated with large shapes, whether it's a map of the entire globe or of a specific city, that's geospatial data. But when you start getting into smaller shapes that require more precision, that's when you move into 3D CAD."



Frank Fernandez, Dee Vaidya, and Vijay Vasandani

Although the company eventually plans to integrate the two technologies more closely – using CATIA V5 to model urban environments, for example – it has organized its business into two distinct and entrepreneurial divisions. Each is given the freedom and flexibility to identify underserved markets and move outside the box of its own definition to find ways to meet those market needs.

The PLM division is led by two names long familiar to the marketplace – Senior Directors Frank Fernandez, formerly of MSC Software, and Vijay Vasandani, formerly of Axiom.

"The math of the combination is truly a case of 1+1=3 for the customer base, because of the complementary skill sets we bring to bear," Fernandez says. "MSC PLM was strong in CATIA and ENOVIA SmarTeam, while Axiom was strong in ENOVIA SmarTeam and ENOVIA VPLM. MSC was very strong from the West Coast to the Midwest, while Axiom was strongest from the East Coast to the Midwest. So together we have a full geographic coverage model, as well as full expertise in the entire breadth of Dassault products."

But while both companies focused on different geographies and different products, they shared the same service philosophy. "We believe a customer is looking for a solutions

partner, not a software vendor," Vasandani said. "It is how you implement the software and how you align the business processes to leverage the capabilities of the software that delivers the greatest value."

Although the PLM group will invest in cross-training all employees, customers also will benefit from more teaming. "We now have more than 90 people in the combined PLM division, so we're able to use combinations of these people who previously were separate," Fernandez said. "We can immediately deliver broader, deeper knowledge to our customers than ever before."

Clients also will benefit from the companies' combined intellectual property, Vasandani said, including integrations between Pro-E and ENOVIA SmarTeam, Inventor and ENOVIA VPLM, and an adapter between ENOVIA VPLM and TeamCenter based on IBM's Websphere.

TechniGraphics has employees located in 20 states, giving it full coverage of the U.S. mainland. For more information, visit the company's website at www.tgstech.com. •]