



# F&A-CG Industry V5R11 Sales & Industry Solution

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# Summary

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2. Main Messages for Sales People

- Market Overview
- **Sales & Industry Solution**
- Release Value
- Technical Solution Readiness
- References
- Competition Analysis
- Sales Channel Package

# Executive Messages for F&A/CG Industry

## Our PLM Solutions help to

### ■ To CEO (strategic business issues)

- **enhance capabilities for innovation in order to gain market share, revenue and profit**
- **provide efficient collaboration tools to quickly response to market**
- **reduce risk by allowing quality assurance in an early stage of product introduction**

### ■ To CFO (operating cost issues):

- **deliver ONE fully integrated solution hereby lowering needs to use different**
- **systems for mechanical, analysis, electrical, structural and system design**
- **allow reuse of company intellectual capital across projects**
- **ensure cost control throughout the development process**
- **lower needs for cost and time in training and maintaining people skills**

### ■ To VP Engineering (productivity vs quality issues):

- **allow project tracking and concurrent engineering in development process hereby ensuring**
- **high productivity and quality**
- **make it easy to manage and synchronise Bill of Materials inside the company**
- **specialised applications enhance productivity in specific disciplines**

# V5R11 - Main messages for Sales People

## 3 targeted segments this year :

- **Industrial Machinery & Mobile Equipments Manufacturer:**

**Preferred offering: XM1 + Smarteam**

- **Styled Packaging & Plastic Products:**

**Preferred offering: YM1 + Smarteam**

- **Industrial Equipment:**

**Preferred offering: XM1 + Smarteam**

- ✓ **Basic offering for F&A is P1!**
- ✓ **P2 only, when additional functionality is needed !**
- ✓ **Smarteam is the Solution for F&A!**
- ✓ **Smarteam allows you to get the foot in the door!**
- ✓ **Create differentiation through integrated solutions !**

Enovia is only an option when

configuration management is important  
migrating V4 to V5 !

