DIGITAL INDUSTRIES SOFTWARE

The freedom to innovate and meet the evolving consumer trends

How cloud SaaS technology is giving consumer products companies the tools to boost innovation and enhance smart product and process design

siemens.com/software

SIEMENS

Product creation is more complex than ever before, and it's poised to grow as consumer behaviors evolve and companies expand into emerging markets and new territories.

Consumer product companies face significant challenges in maintaining growth and thriving as changing trends must be met in shorter times and new companies continuously enter the market.

Challenges for consumer products companies

Consumers demand more sustainable products
There is a demand for change in the consumer products industry that impacts both how products are created and what consumers are willing to spend money on.

Companies are under increased pressure to offer healthier choices, greater transparency in product creation and more sustainable products. This includes everything from design through usage and disposal. Therefore, companies are expected to create products in a socially responsible and transparent way.

Innovation and connected devices increase product complexity
Consumers place a premium on experiences so it's no longer about just creating a product but the experience that goes along with it. Even some of the most mundane consumer products are finding ways to enhance the experience and keep customers engaged.

For example, smart watches continue evolving so that athletes can now get specific metrics to how their bodies react to a workout or during play. Watches have been around for centuries and smartwatches are nothing new, but the level of technology and experience they provide continues to grow.

Globalization and personalization
Developing markets are growing and businesses need to be adaptable to meet the ever-changing needs of consumers worldwide along with the differing regulations that come with various countries and regions. To be first-to-market in emerging and developing markets provides a major boost to market share as long as consumer goods companies can adapt to their personal preferences and regulations.

Sustainability initiatives within the supply chain or environmental regulation may all differ based on the country or region a company targets.

Meeting these challenges and remaining adaptable and flexible requires the latest, best-in-class technology that increases collaboration, maximizes the pace of product development and promotes aggressive new strategies for product development.

The need for multidisciplinary design

What does it take to be an adaptable and flexible company capable of creating innovative products? An increase in technological capacity and better collaboration opportunities where engineering disciplines can work on a single source of truth.

Many companies still pass data and information that has been saved and then shared via email or on a local server. This escalates the risk of making errors or increasing time-to-market because, for instance, the electrical team and the mechanical engineering team are working on two different iterations concurrently.

As complexity increases and multidisciplinary design becomes critical, so does the need to break down silos and ensure that various engineering disciplines and departments involved throughout the design process can interact in real time and work from a single source of truth.

This requires a comprehensive digital twin that is accessible, scalable and flexible so that those designing a product can work efficiently, cost-effectively and adapt to changes quickly.

Affordable investments in new technology

Investing in new technology is a major decision, especially as the speed in its advancement seems to make technology obsolete faster than ever before. From costs to time needed for implementation, to even ensuring it's the best choice for your team, it's no wonder that companies of all sizes decide to forge onward with what they use, even if it's detrimental to their long-term viability and heightens risk.

NX X is the same powerful integrated CAD that NX provides, but now as cloud Saas. NX X is built on the same NX Architecture, with the same data model, delivered in a simplified and accessible solution. NX X is Cloud SaaS NX with all of the powerful features provided by Value Based Licensing (VBL) functionality of NX, built on the same NX Architecture with the same data model, delivered in a simplified way.

Advantages of NX X:

- One secure investment
- Unmatched flexibility
- Seamless scalability
- Simplified IT
- Built in data management

NX X has the multidisciplinary design and comprehensive digital twin capabilities to help cost-conscious decision-makers give their teams the opportunity to meet the challenges and adapt to the newest trends. NX X allows users to collaborate seamlessly in real time and work via a single source of truth across disciplines with zero data loss, including legacy data.

With easy deployment and scalability as well as automatic releases and updates, consumer product companies will always have the latest software and security.

NX X gives users all the powerful functionalities available with VBL and tokens so you can scale up and down quickly and as necessary.

Tackling the challenges with multidisciplinary design

To the organization looking to innovate, enter new markets and grow their business, a SaaS solution provides scalability – so depending on project requirements, additional seats can be easily deployed, and specific design capabilities can be pulled into a design session in real time with NX X Value Based Licensing. By moving away from on-premises software, all companies, from start-ups to global enterprises, can enjoy the benefit of larger talent pools anywhere in the world. With cloud SaaS capabilities, electrical engineers in Chicago can work concurrently with mechanical engineers in Chennai. By working with a single source of truth, teams can now:

- Advance quicker
- Reduce risk
- Reuse proven assets
- Minimize prototypes
- Increase collaboration
- And fully use digitalization to turn complexity into their competitive advantage

Speed is imperative to success, but if things aren't done right, time is wasted and time-to-market increases; even regulations may not be met and therefore a recall might be issued or a product might not even make it to market.

NX X with its simplified IT puts the power of design into the hands of users quickly – it's affordable, easy to implement and gives the full NX experience in a SaaS environment. This means Siemens will deliver, manage and update NX X enabling your engineers to focus on what they're good at.

NX X Capabilities:

- Core 3D CAD design capabilities
- Electromechanical design
- Integrated Simulation and manufacturing
- Sustainability impact analysis
- Synchronous technology
- AI capabilities
- Immersive engineering
- Performance predictor

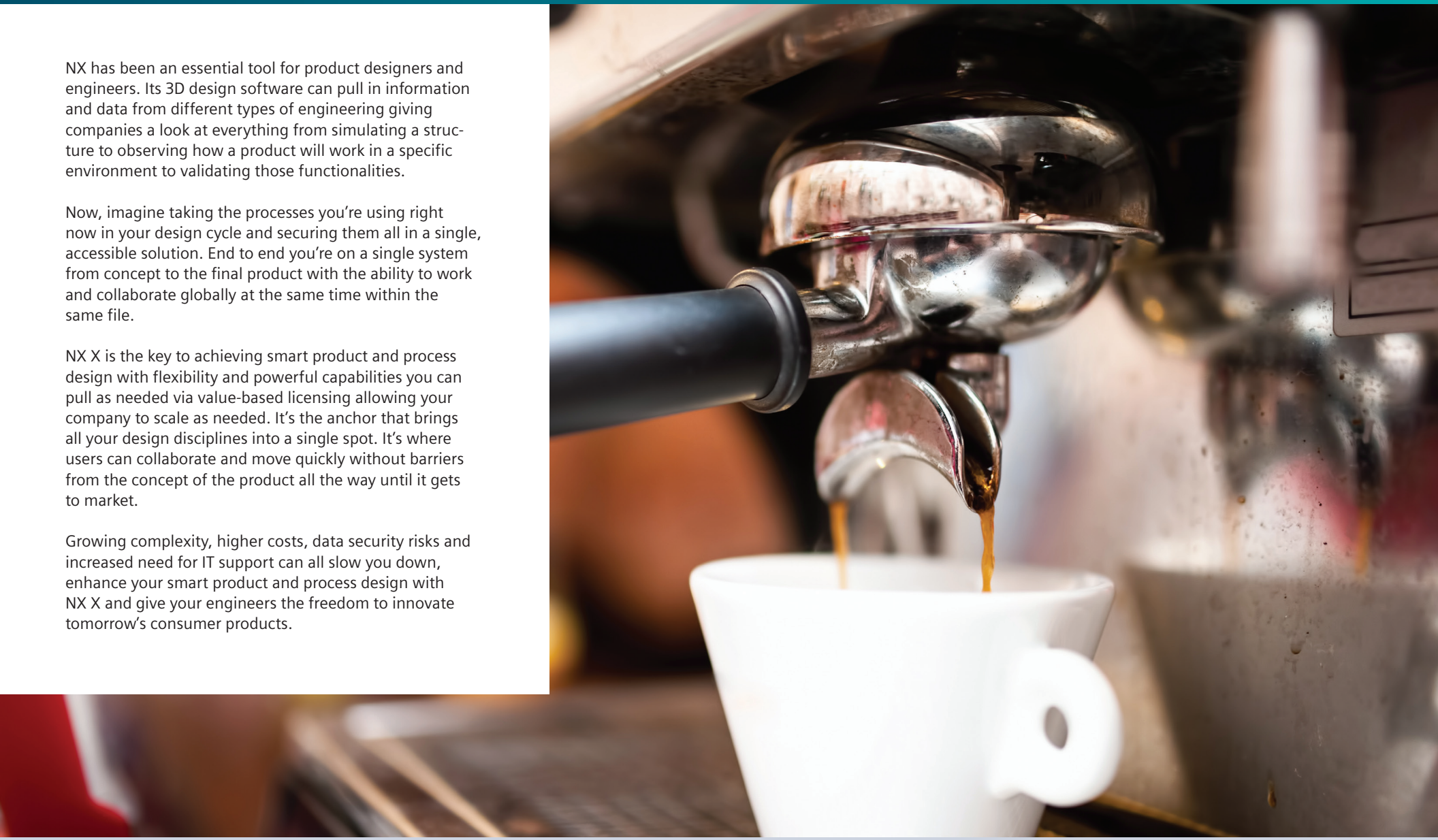
Enhance smart product and process design with NX X

NX has been an essential tool for product designers and engineers. Its 3D design software can pull in information and data from different types of engineering giving companies a look at everything from simulating a structure to observing how a product will work in a specific environment to validating those functionalities.

Now, imagine taking the processes you're using right now in your design cycle and securing them all in a single, accessible solution. End to end you're on a single system from concept to the final product with the ability to work and collaborate globally at the same time within the same file.

NX X is the key to achieving smart product and process design with flexibility and powerful capabilities you can pull as needed via value-based licensing allowing your company to scale as needed. It's the anchor that brings all your design disciplines into a single spot. It's where users can collaborate and move quickly without barriers from the concept of the product all the way until it gets to market.

Growing complexity, higher costs, data security risks and increased need for IT support can all slow you down, enhance your smart product and process design with NX X and give your engineers the freedom to innovate tomorrow's consumer products.



Siemens Digital Industries Software helps organizations of all sizes digitally transform using software, hardware and services from the Siemens Xcelerator business platform. Siemens' software and the comprehensive digital twin enable companies to optimize their design, engineering and manufacturing processes to turn today's ideas into the sustainable products of the future. From chips to entire systems, from product to process, across all industries, Siemens Digital Industries Software – Accelerating transformation.

Americas: 1 800 498 5351
EMEA: 00 800 70002222
Asia-Pacific: 001 800 03061910
For additional numbers, click here.

85991-D4 4/24 H