

# UGS CONNECTION



AMERICAS 2008

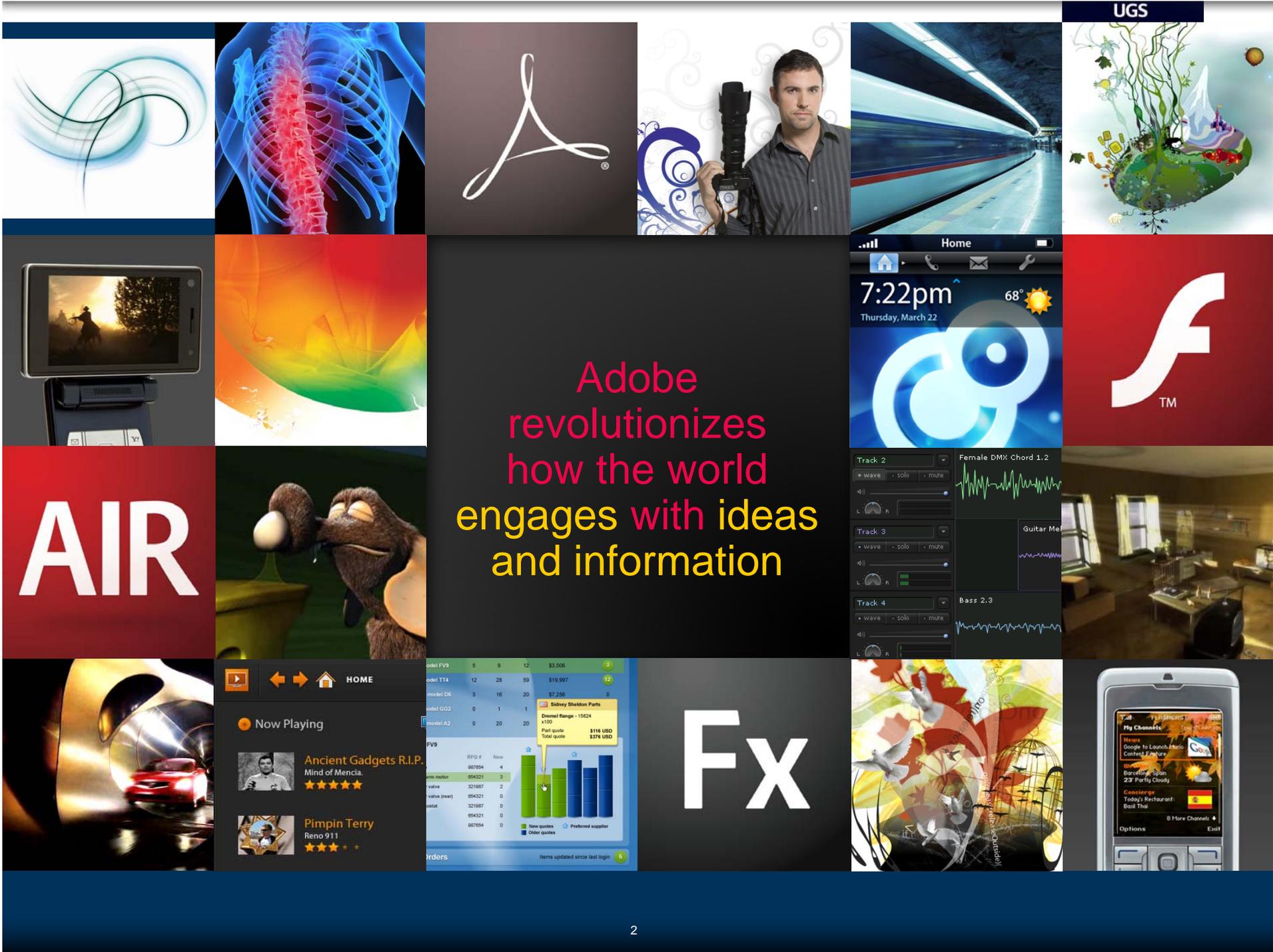


Siemens PLM Software

**SIEMENS**

## 3D Model-Based Definition - Securely Reaching the 'Last Mile'

Doug Halliday  
Business Development Manager  
Manufacturing  
Adobe Systems, Inc



Adobe revolutionizes how the world engages with ideas and information

AIR

Fx

UGS

HOME

Now Playing

Ancient Gadgets R.I.P.  
Mind of Mencia  
★★★★★

Pimpin Terry  
Reno 911  
★★★★★

model FV9	5	9	12	\$3,006	3
odel TT4	12	28	99	\$19,997	12
model D6	3	16	20	\$7,256	0
model GG2	0	1	1		0
model A2	0	20	20		0

Sidney Sheldon Parts

Drexel Range - 15624 x100

Part quote \$116 USD

Total quote \$376 USD

Orders

Items updated since last login 5

Track 2 Female DMX Chord 1,2

Track 3 Guitar Mel

Track 4 Bass 2,3

My Channels

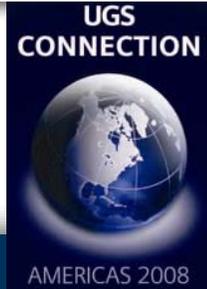
Google to Launch Audio Content Library

Barcelona - Sun 23' Partly Cloudy

Coccolerge Today's Restaurant! Best Thai

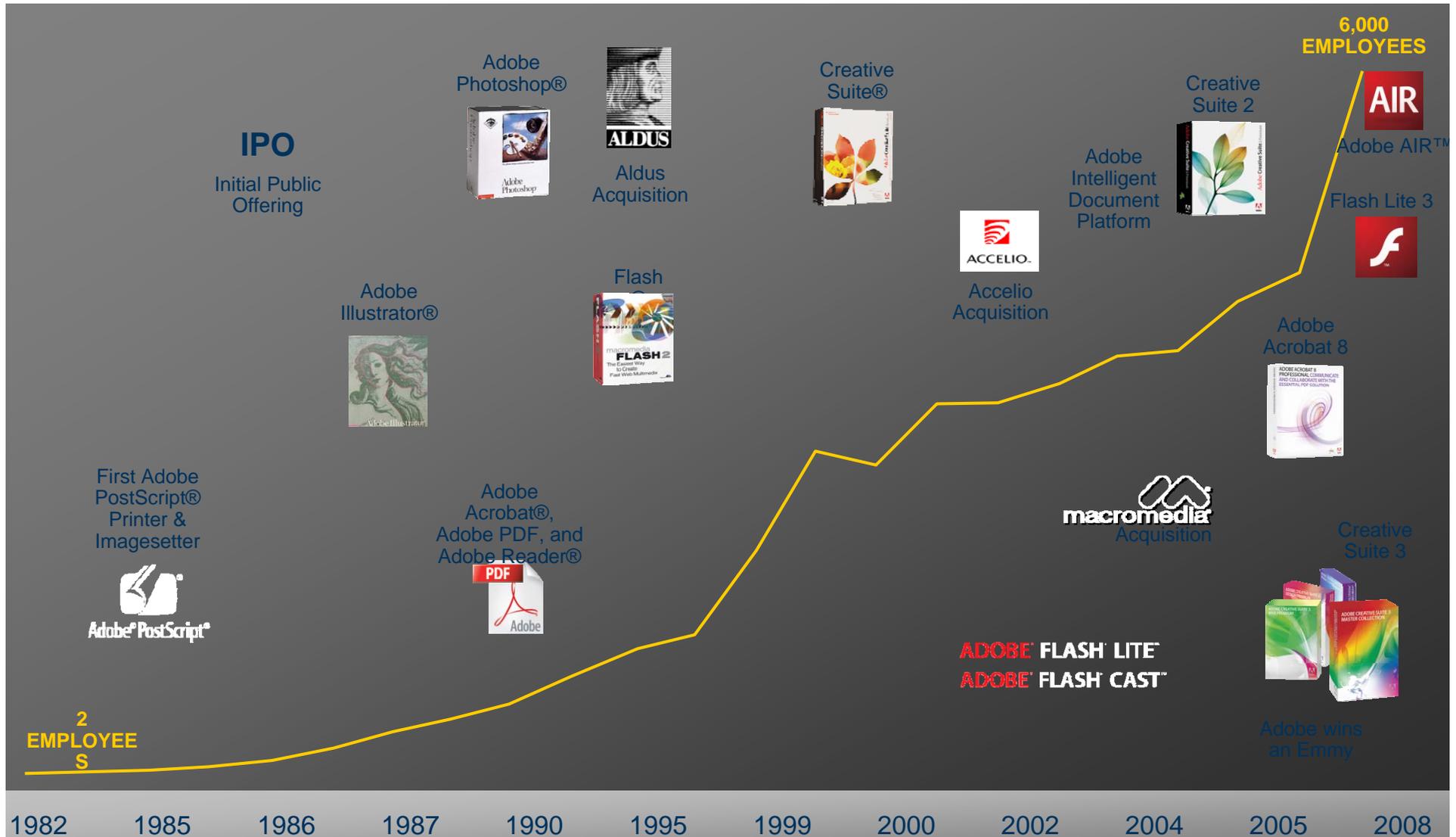
Options Exit

# About Adobe in Manufacturing



- More than \$3 billion in revenue in FY2007, 6700+ employees
- Industry leading technologies with global wide-spread adoption
  - Adobe® Reader® is distributed in 26 languages on 10 major platforms worldwide
  - Adobe® Flash® Player has 98% reach on connected PC's and 8 million installs per day
- Manufacturing is Adobe's third largest vertical market
  - Broad knowledge worker adoption of client tools
  - Deep penetration in industrial design --More than 90% of creative professionals have Adobe software on their desktops
- 3
  - Rapidly growing enterprise business

# Adobe: Transforming Digital Experiences for 25 Years



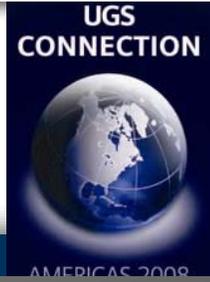
# Innovation's Likely Source?



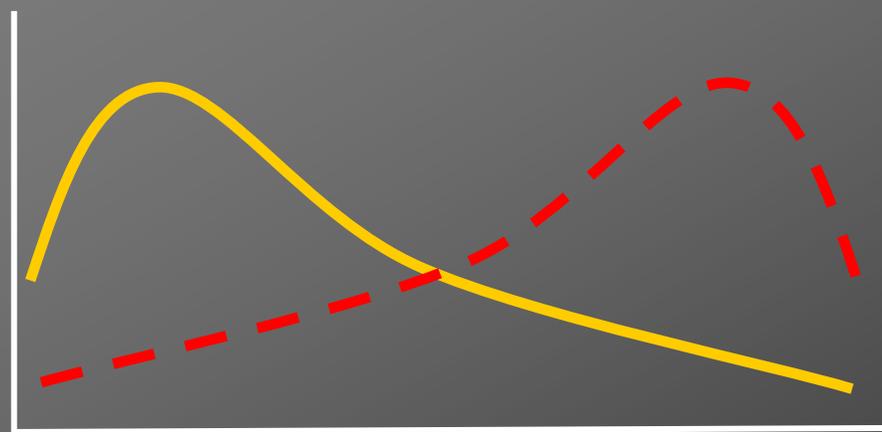
75% of CEOs said  
“Innovative Ideas are most likely  
to come from  
customers and partners.”

- ▶ IBM Research 2006

# 3D Model-Based Collaboration -- Early and Often...



Unresolved  
Design Issues



Concept Design

Start of Regular  
Production



# Collaboration is more than co-location...

Was this really a highly collaborative environment?



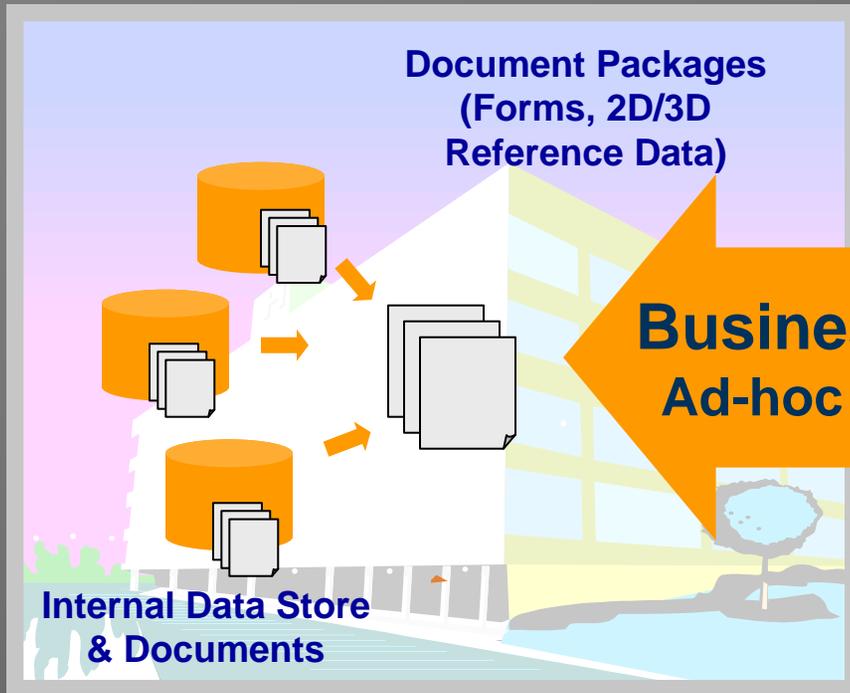
Today natural people-centric virtual collocation across the entire extended enterprise is a must...

# 3D Model-Based Collaboration... the “last Mile”



## Originator Site

## Responder Sites



Other Corporate Sites  
& Functions



Suppliers & JVs

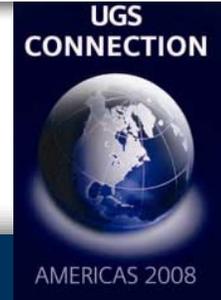


Manufacturing Facilities

Local, Common Standards & Expertise

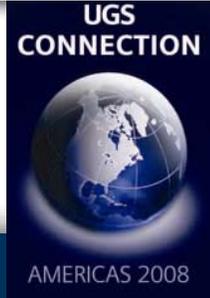
Remote, Different Standards & Expertise

# 3D Model Based Collaboration Challenges



- ▶ How to *include extended design teams* at suppliers, customers, partners, joint ventures?
- ▶ How to share, control and manage required data with *all suppliers*?
- ▶ How to solicit and gather input for review and approval cycles *without undue burden*?
- ▶ How to provide access to intelligent data *without compromising security*?
- ▶ How to *strike the right balance* between structured and unstructured collaboration?

# Full 3D Model-Based Enterprise



## *How Exactly?*

- ▶ Native CAD files not always appropriate
  - ▶ Large; IP and Security concerns
  - ▶ Suppliers balk at buying/installing proprietary viewers
  - ▶ Downstream Access by ISVs limited
- ▶ Neutral Formats too slow to evolve
  - ▶ STEP, IGES have no semantic GD&T/PMI support
- ▶ Aerospace/Defense Long-term Archival Reqs
  - ▶ Need Format with 50-100 year+ timeline

# The Foundation of Confidence



- ▶ PDF - de facto global standard for communication & collaboration
  - ▶ PDF/A, PDF/X ISO standards
  - ▶ PDF/E ISO standard
- ▶ PDF used for 2D design workflows by organizations worldwide
- ▶ Trusted and reliable: More than 200 million PDF documents on the web
- ▶ Adobe announced intent to submit PDF spec (1.7) to ISO to be an open standard
  - ▶ PDF ISO standard
- ▶ 525 million Readers distributed\*

\*Note: 525 million Readers have been distributed over the past two years alone.

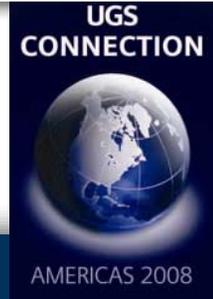


## The *new* power of PDF

- ▶ Flash playback
- ▶ PDF now includes precise and highly compressed geometry with topology
- ▶ Visualization, collaboration, CAD interoperability and publishing in an archival-quality format
- ▶ Reduce multiple 2D drawings with a single accurate 3D PDF with PMI
- ▶ Combines 3D data with key document benefits, such as forms, DRM, and asynch collaboration

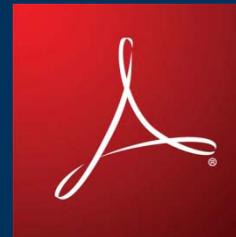


# Widest Reach in the World



Adobe technologies reach **700+** million PCs and **300+** million devices.

Flash has **98%** reach on connected PCs and **8 million** installs per day



# Demonstration

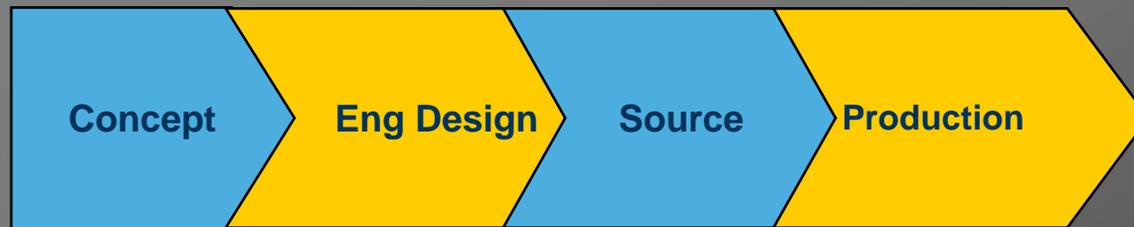
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# Formal and Ad-Hoc Workflows Must Coexist...



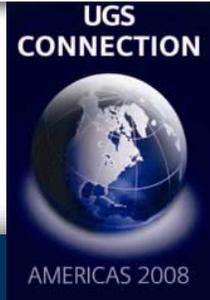
**Informal** → **Formal**



- Change Review and Approval
- Design Release
- Sourcing/RFQ
- Resource Planning
- Production Implementation



# The Adobe Solution



Bringing documents and people together anytime,  
anywhere on any platform



**Acrobat**

Empowering knowledge workers to reliably share information with anyone.



**Acrobat Connect**

Empowering knowledge worker collaboration through high impact web conferencing.



**LiveCycle**

Empowering companies to engage customers, partners, and employees in key business processes.

Ubiquitous Clients



Reader



Flash®



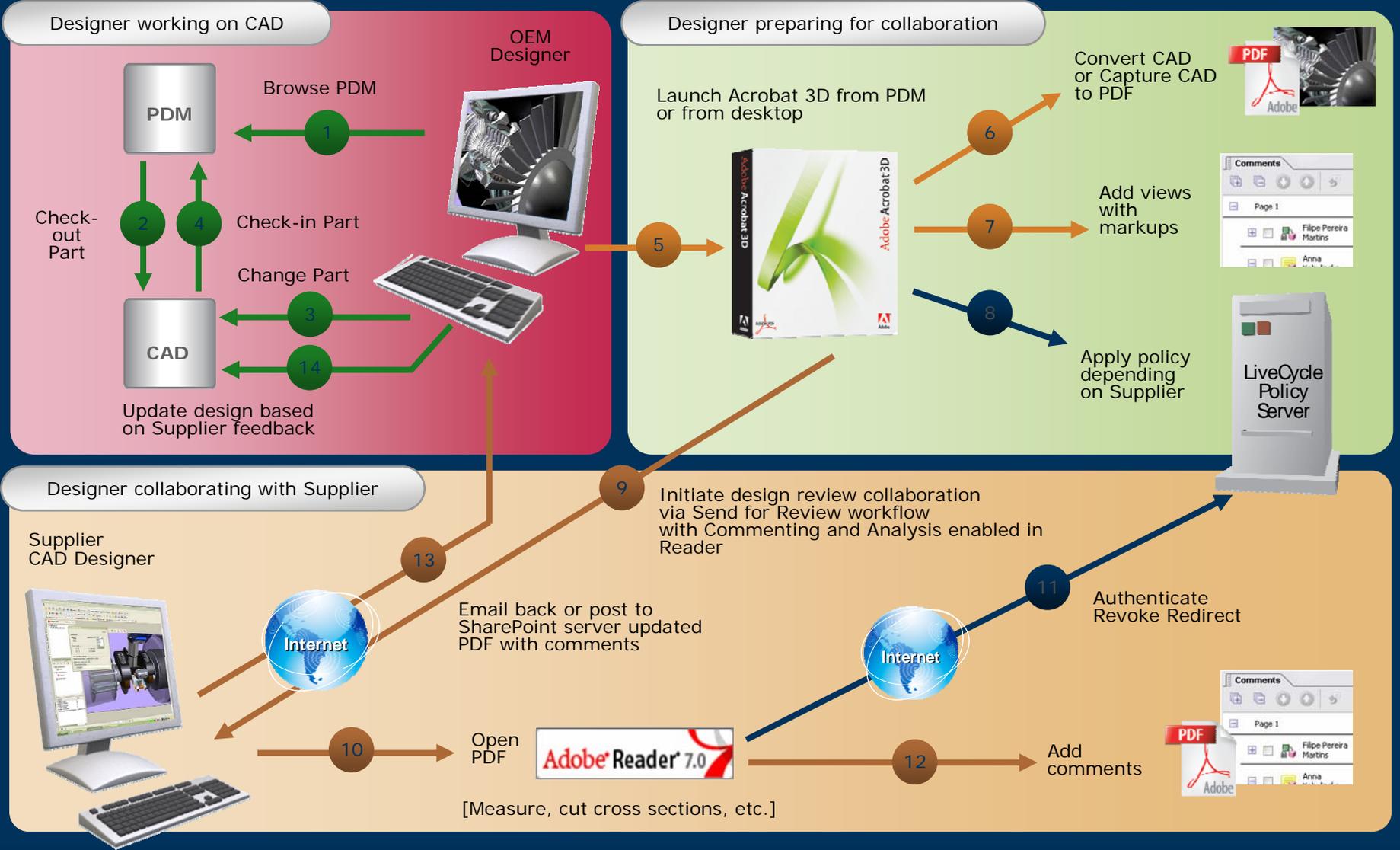
AIR

# Adobe is Addressing Key Trends and Customer Needs



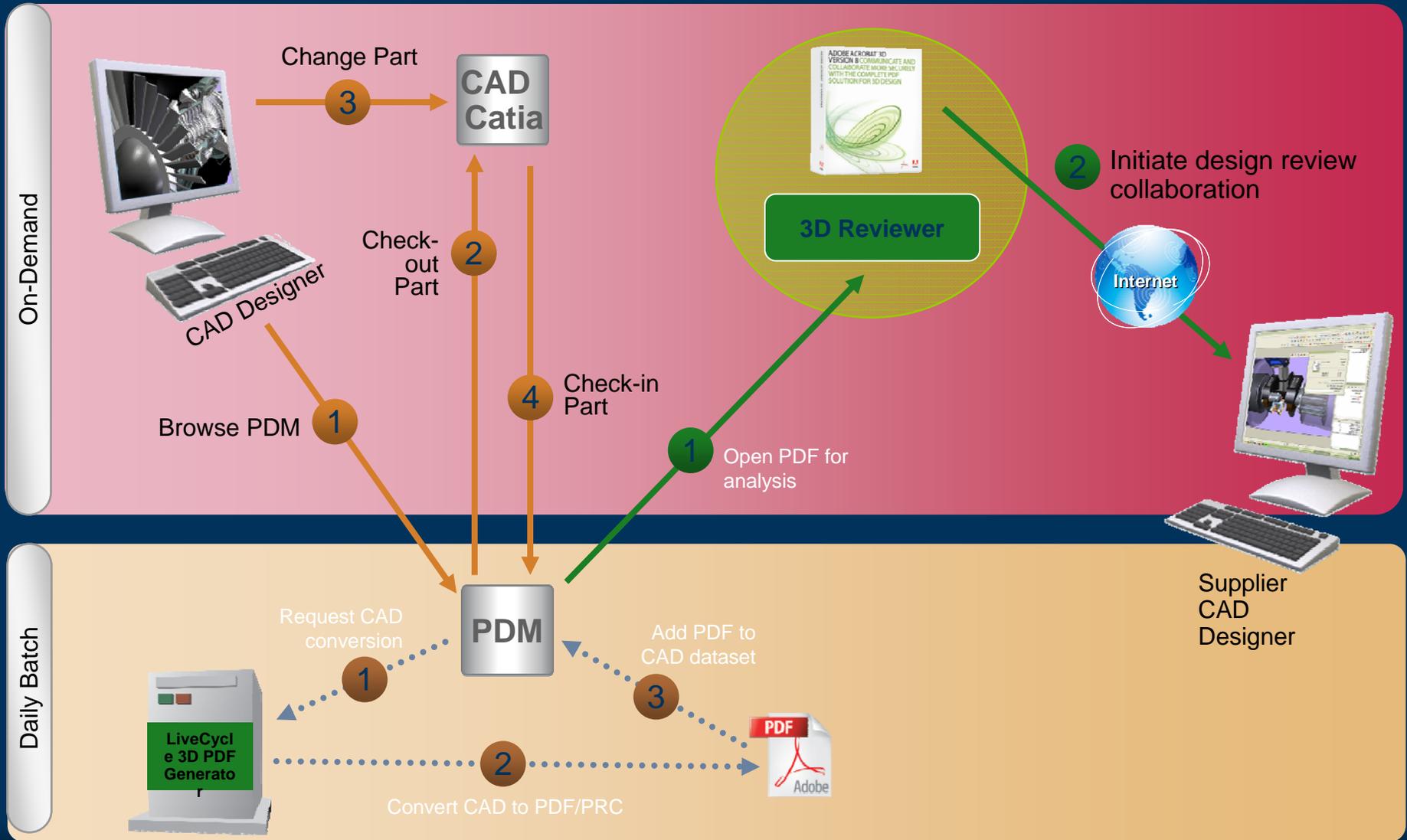
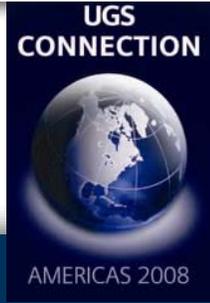
- ▶ Create and share high quality 3D PDF on the desktop
  - ▶ Aggregate all product information including 3D assemblies into a single *PDF Portfolio*
- ▶ Server-side automation of 3D PDF creation
  - ▶ Lifecycle ES PDF Generator 3D available 2H08
  - ▶ Convert & merge 3D w/XML data feeds into structured PDF Template
- ▶ Control sensitive information throughout the supply chain with Digital Rights Management

# Acrobat 3D ad-hoc design collaboration workflow



○ Optional Step

# Design Collaboration Workflow



# Adobe, Teamcenter and NX



- ▶ Adobe Acrobat (*desktop*)
  - ▶ Supports NX 5, I-DEAS 13 and JT 8.2/9 native parts and assemblies
  - ▶ Build compound documents for access in free Adobe Reader
  - ▶ Version 9: Does not extract layer or combined-states
- ▶ Adobe Lifecycle ES (*server*)
  - ▶ Automated PDF services via SOA, Web Services
  - ▶ Supports Forms, Encryption, DRM, Digital Signatures, ...
  - ▶ Reader Extensions enables leveraging free Adobe Reader

# Teamcenter Integrations



- ▶ Teamcenter - LiveCycle ES Integration Solutions
  - ▶ PDF Generation
  - ▶ Digital Rights Management
  - ▶ Metadata Stamping
  - ▶ Document Assembly / Manipulation
  - ▶ Reader Extensions
  - ▶ Document Certification / Digital Signatures
  - ▶ PDF Forms
- ▶ Solution Partner – Cardinal Solutions
  - ▶ [www.cardinalsolutions.com](http://www.cardinalsolutions.com)

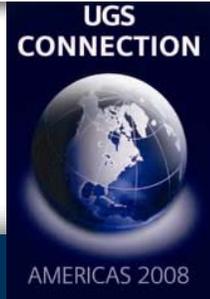


# Summary



- ▶ Today's Mfg environment demands *360 degree collaboration*
  - ▶ Collaborating early and often reduces costs and enables more innovation by all stake holders
- ▶ All companies must provide systems that enable the right balance between structured and unstructured collaboration
- ▶ Adobe PDF, Acrobat and Lifecycle solutions enable manufacturing companies to securely extend their business processes *without placing excessive burdens* on their customers, partners, and suppliers

# Where to Go Next



## ▶ *Website:*

▶ <http://www.adobe.com>

▶ Acrobat: [www.adobe.com/products/acrobat](http://www.adobe.com/products/acrobat)

▶ Lifecycle: [www.adobe.com/products/lifecycle](http://www.adobe.com/products/lifecycle)

## ▶ *Adobe Manufacturing Blogs*

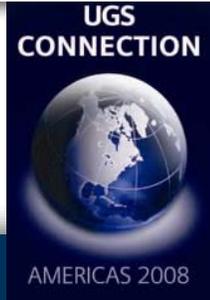
▶ <http://blogs.adobe.com/mfg>

▶ <http://blogs.adobe.com/dougatadobeplm>

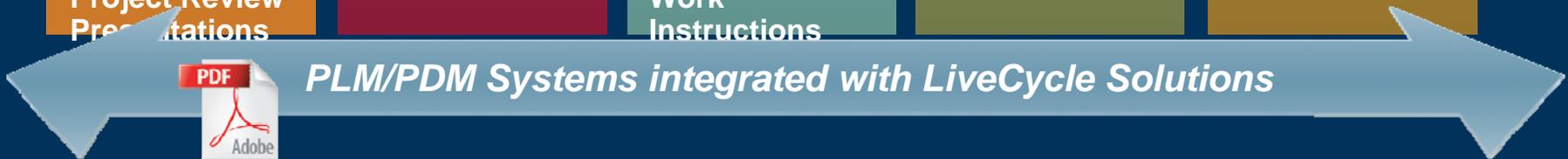
## ▶ *Teamcenter Integrations*

▶ <http://www.cardinalsolutions.com>

# Workflows to Leverage Adobe Reader, Acrobat, 3D Reviewer and PDF



Concept Design	Catalog Management	3D CAD Data Interoperability	Technical Publications	Customer Service Management
Design Collaboration (CAD/CAE/CAM)	Supply chain Collaboration	Process Planning	eBrochures	Field Service Management
Design Visualization	Supply chain Communication (RFP/RFQ)	Inspection Planning	Online Catalogs	Spare Parts Management
Engineering Change Orders	Technical Specification	Tool design	Product Data Sheets	Technical Documentation
Project Review Presentations		Work Instructions		



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Thank You

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