The Internet in Vehicle Simulation and Design

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The Shifting B2B Landscape

**Business-to-Consumer**
- $108 Billion by 2003*
- Low Complexity
  - Commodity products and services

**Business-to-Business Indirect**
- $260 Billion by 2003*
- Marketplaces & Exchanges
- Non-strategic Procurement
  - 20% of all purchases are for Indirect goods (IDC)

**Business-to-Business Direct**
- $1 Trillion by 2003*
- Customer-tailored products
- Supplier Collaboration & Fulfillment

* Forrester Research
Manufacturing B2B Drivers

- **Accelerate Product & Process Delivery**
  - Streamline information sharing across organizations throughout product lifecycle

- **Build Customer Loyalty**
  - Develop innovative products that address critical market needs

- **Attract New Customers**
  - Grow market share through customer-tailored products

- **Capitalize on Value-Chain Competency and Capacity**
  - Facilitate strategic collaboration and leverage partner/supplier innovation

- **Improve Marketplace Agility**
  - Use Internet marketplaces and exchanges to dynamically identify new sources and reduce transaction costs
B2B Discrete Manufacturing Business Model

- Dynamically Identify Sources and Reduce Transaction Costs
- Direct Materials
- Indirect Materials
- New suppliers

- Capitalize on Supplier Competency and Capacity
- Sub-contractors, contract manufacturers, and strategic suppliers

- Capture Customer Requirements and Drive Winning Products

- Few large strategic customers

- Many (potentially unknown) customers

- Attract New Customers through Personalized Products

- Direct Materials
- Indirect Materials
- New suppliers

- COLLABORATIVE
- PRODUCT
- COMMERCIAL
The Building Blocks of Collaboration

- **Find information regardless of source or location**
  - Anywhere, any format, any system

- **Manage information into collaborative business processes**
  - Federated workflow, change control, process agents
  - Project manage engagements across net-marketplaces and exchanges

- **Use information across multiple functional and geographic boundaries**
  - Federated application model
  - View information anywhere, regardless of source
  - Reuse information at all applications in all product lifecycle stages
Delivering Mission-Critical Internet Solutions

You need the right kind of partner

- Proven success in manufacturing
- Internet business process expertise
- Technology leadership, best-in-class solutions
- Global customer support
- Financial resources to make it happen
- Alliances with leading integrators and consultants

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