

WINNING CONCEPT WIN MORE BUSINESS BY TRANS- FORMING CONCEPT DESIGN PROCESS INTO A COMPETITIVE ADVANTAGE

HOW CAN YOU INCREASE THE FIDELITY OF YOUR OFFER OR PROPOSAL AND IMPROVE YOUR ABILITY TO DELIVER TO COMMITMENTS?

Since 70 percent of cost decisions made during a program's concept or preliminary design phase impacts 80 percent of total lifecycle cost, companies that make the right choices in this early phase will have the most success.

The **Winning Concept** Industry Solution Experience allows aerospace and defense companies to define new offers or win new business by exploring 1000x more concepts virtually, optimize designs for cost, performance and manufacturability and ensure it can be delivered on time and on budget.

Companies can conduct comprehensive analysis of required systems engineering choices and conduct associated trade studies to fine tune the accuracy and fidelity of each proposal or offer. Now aerospace & defense companies can spend more time on product innovation instead of proposal management.

Efficient and effective bid development

In managing one or volumes of either offers or proposals, your company must balance resources – both highly knowledgeable and in demand – to grow your business. Our governance and collaboration proposal development feature ensures efficient and repeatable processes across dispersed teams and full visibility of the offer or proposal(s) so executive leadership has critical information needed to make the right decisions.

With **Winning Concept**, your offer or proposal team realizes improved program definition allowing well-informed decisions between capabilities vs. cost. **Winning Concept** provides the capability to fully ensure your offer or proposal fully meets the requirements of your customers and business.

Optimized to win

Before you embark on the proposed detail design, would you like to accelerate the concept maturity using trade studies & optimization of models? With **Winning Concept**, you can capture and deploy your approved simulation methods and best practices, providing guidance and improved confidence in the use of simulation results for your multi-discipline collaborative decision-making. Users can improve offer or proposal and conceptual design quality with automated design space exploration and with fully traceable simulation history and associated data.

Winning Concept accelerates offer or proposal concept development by providing timely access to the right information through secure storage, search and retrieval with functionality dedicated to automation of single and networked simulations to increase the quantity and quality of alternatives explored.

Manage growing complexity of systems

The products are getting more and more complex, accommodating many different disciplines interacting together (hardware, software, human) and embedding variability in their final definition (family of products, platforms). In the context of mission and system of systems, the integration of systems involves risks that must be mitigated, and unknowns that must be anticipated.

Model-based systems engineering within **Winning Concept** enables you to detect errors earlier in the program and avoid program slippage and cost overruns. The integrated approach of the **3DEXPERIENCE®** platform will allow all your disciplines to collaborate more efficiently around best in class applications, sharing the same data model and leveraging the intensive use of simulation at any time, on requirement, operational, functional, logical and physical levels.

Prove you can deliver

Developing the best design is not enough. Evidences need to be provided to the customer or acquisition organization that the proposed concept can be delivered on budget, on time and on spec.

The use of realistic simulation in every domain at every scale will assess the performance of the systems and the product. The integration of every discipline is key to provide the best compromise between conflicting objectives. Manufacturability, safety, supportability are usually downstream activities that, if not done too late, are not even performed.

Collaboration and built-in simulation capabilities of **Winning Concept** will demonstrate to all stakeholders that this is indeed the Winning Concept.

KEY BENEFITS

- Create and validate your proposal with fewer resources by leveraging a single platform.
- Design programs to be delivered on time, on budget, and on specification using advanced simulation and visualization.
- Explore 1000 times more design options that best meet the requirements as well as budgetary and time constraints.
- Validate concepts during the bid phase to reduce downstream detailed design and production efforts.

For more information on **Winning Concept**, visit our website:

<https://ifwe.3ds.com/aerospace-defense/winning-concept>

Our 3DEXPERIENCE® platform powers our brand applications, serving 11 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the 3DEXPERIENCE Company, is a catalyst for human progress. We provide business and people with collaborative virtual environments to imagine sustainable innovations. By creating 'virtual experience twins' of the real world with our 3DEXPERIENCE platform and applications, our customers push the boundaries of innovation, learning and production.

Dassault Systèmes' 20,000 employees are bringing value to more than 270,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

