



3DEXPERIENCE®

CATIA USER ADVOCACY

Cécile DOAN – July 2014

Brand Mission

Take care of their users as its main asset



User Experience

46
People in
UX teams



3D Core UX driven by
Fabrice Agnes



Design UX driven by
Xavier Melkonian



Elec. & Fluid UX driven by
Dimitri Steijlen

User Advocacy



**5 User
Advocates
Driven by
Pascal Turcq**

CATIA User Advocacy Mission

KPI of the good health of a Brand

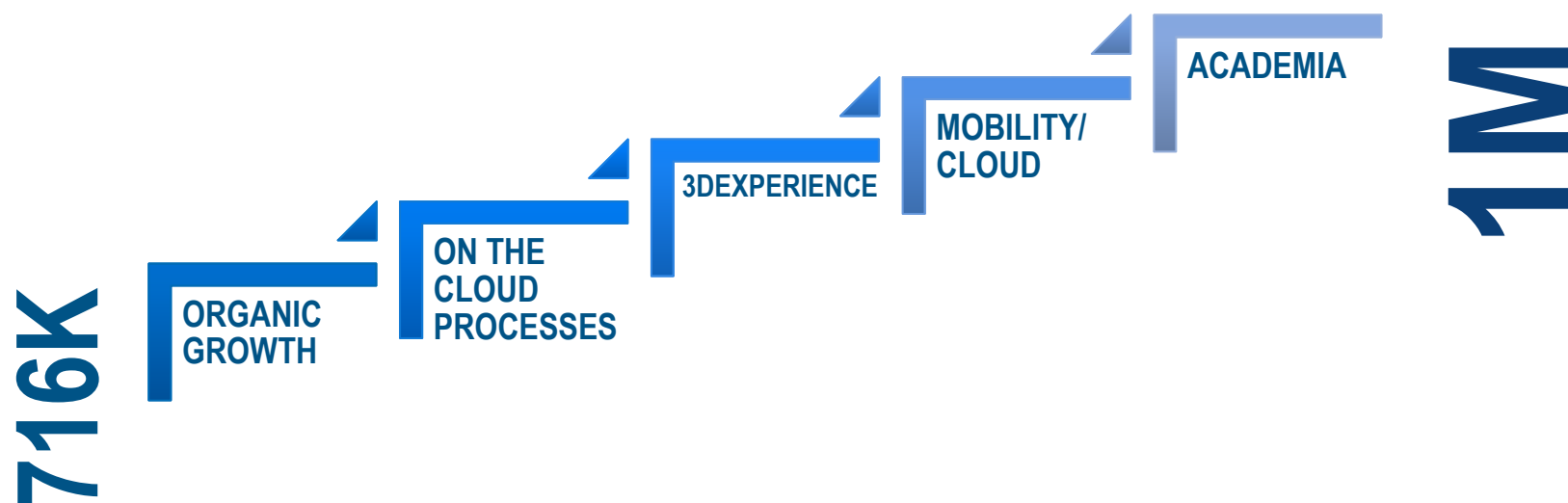
- Number of users
- But also how **active** they are



USER ADVOCACY | Journey experience



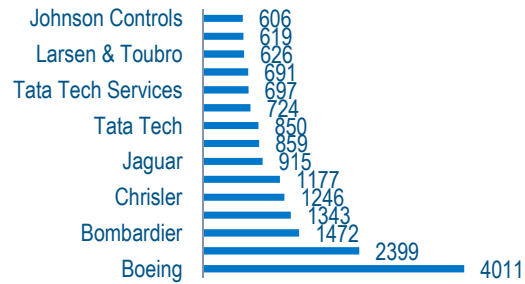
COUNT | Users Plan Growth 2014-2016



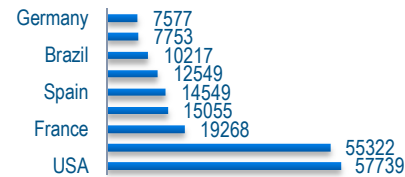
PROFILE | LinkedIn



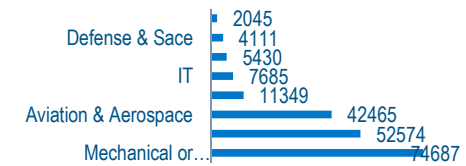
Companies



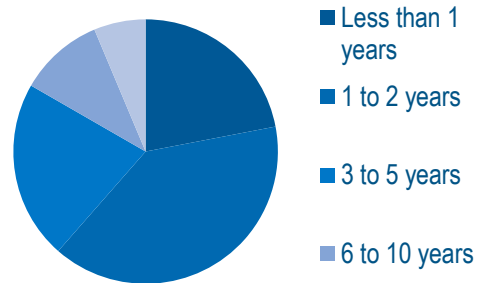
Location



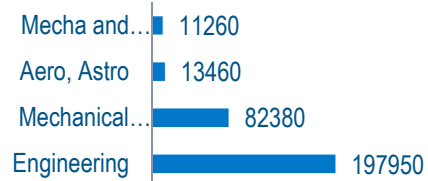
Industry



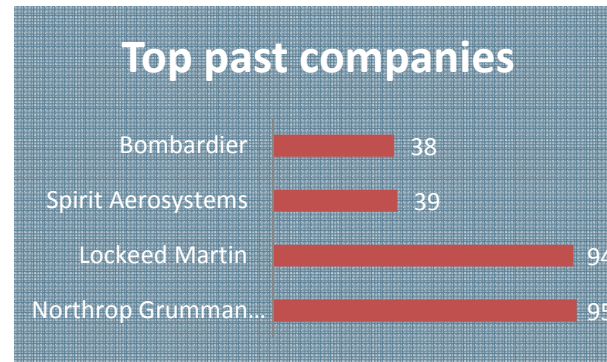
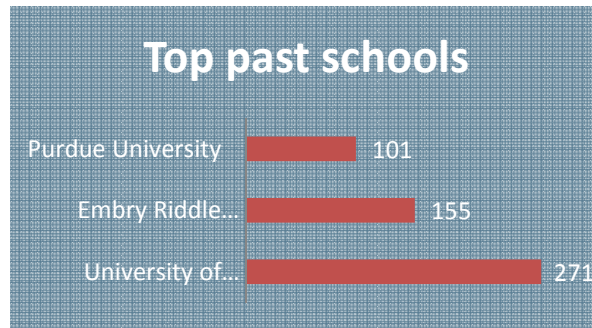
Years in position



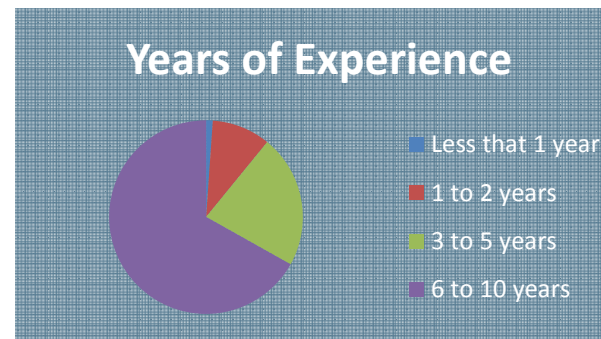
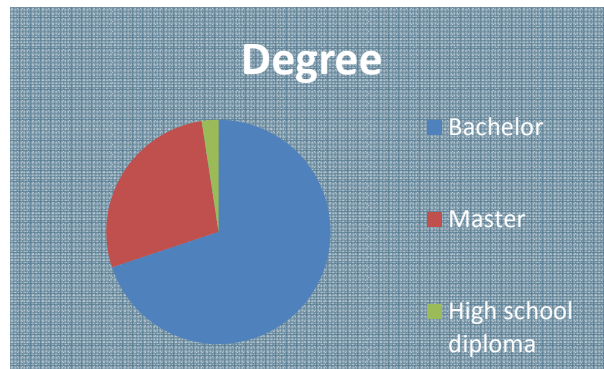
Field of study



Qualitative Customer profiling –



Seattle
4011 users



CONNECT | CATIA Community Conferences



AGENDA

CATIA Promise
CATIA on the Cloud,
Mechanical
Conceptual
Demo,
Showcases

Design,
Engineering,
Systems
Breakthru
Sessions

R14x Process portfolio
Systems mechatronics



Customers testimonies



DRESDEN, 143 p



CONNECT | Social Networks



LIKES



FOLLOWERS



PAGES
GROUPS



SUBSCRIBERS



68,259

5,940

45,599 followers*
3,564 members

11,466



2,730

14,538

40,469 followers

3,809



536,717

168,819

78,422 followers
5,237 members

144,691



5,086

13,254

20,236 followers
20,700 members

5,086

*Dassault Systèmes

DASSAULT SYSTEMES | The 3DEXPERIENCE® Company

CONNECT | Mobile applications



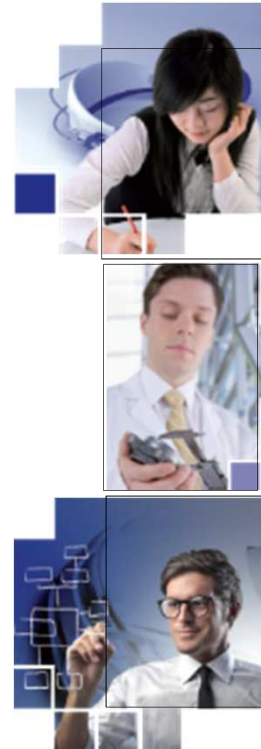
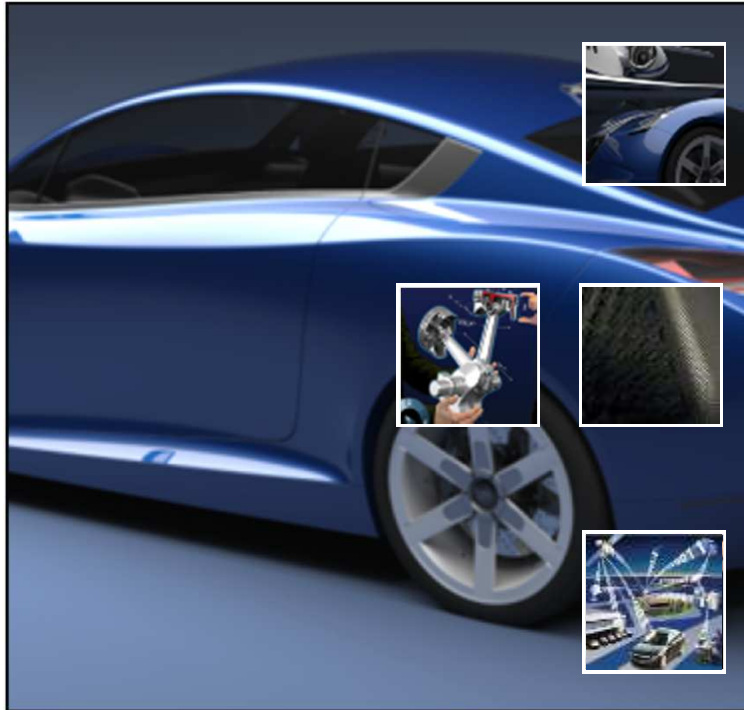
- Single app for Student and Industrial
- Ease local /global CATIA job connection
- Answer growing demand of CATIA jobs from industrie
- Android and IOS support
- Available this year

Stay tune!





MAINTAIN THE LINK | CATIA User Communities



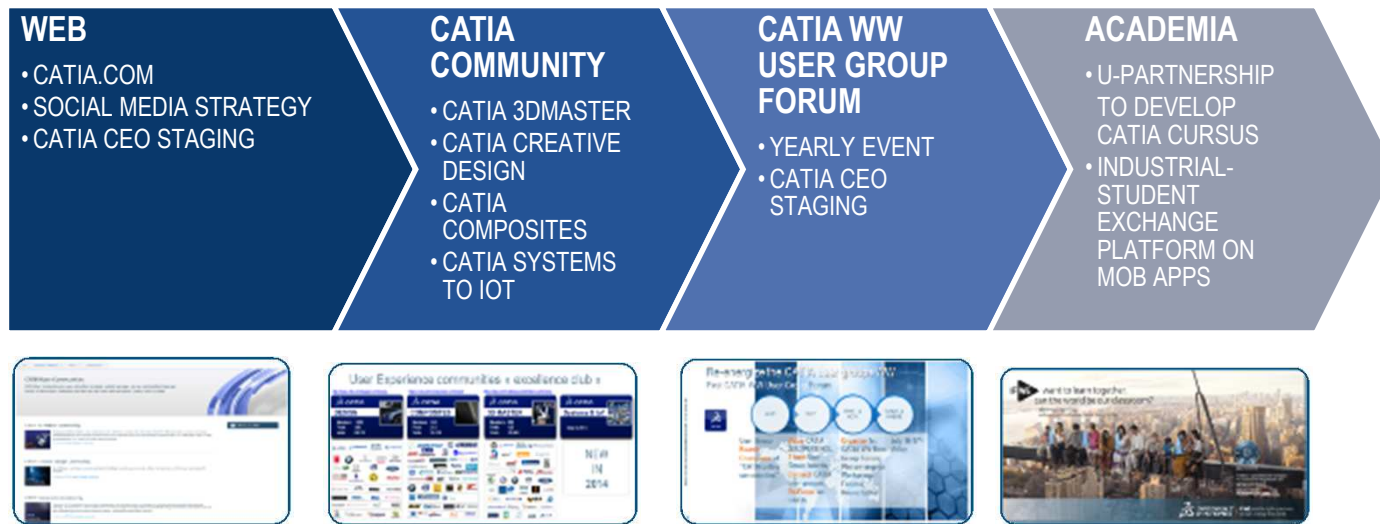
Designers

Engineers

Systems Architects



MAINTAIN THE LINK | ADVOCACY





MAINTAIN THE LINK | SWYM OnLine communities

<http://www.3ds.com/design-community>

DESIGN

Members	1,264
Posts	328
Visits	63,177

<https://3ds.com/composites-community>

COMPOSITES

Members	340
Posts	242
Visits	35,133

<http://3ds.com/modelbaseddefinition-community>

3D MASTER

Members	362
Posts	125
Visits	18,900

Systems & IoT

New in 2014

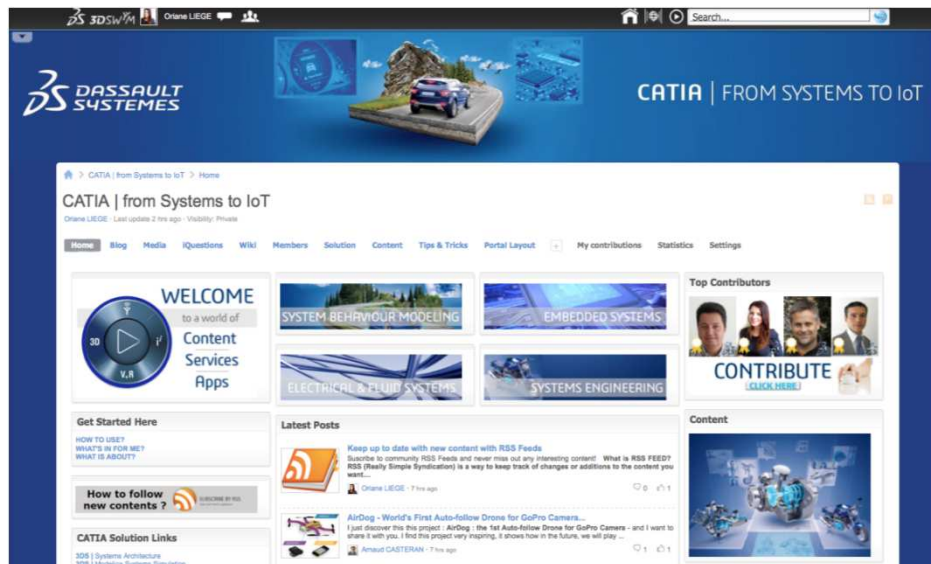


Private: July
Public: September



MAINTAIN THE LINK | CATIA users communities

WHAT'S IN FOR YOU?



People

The **social network** for CATIA people.

Meet, Exchange, Collaborate

with peers and experts.

Content

The only place for **all the content** you need.

Shader & Materials, Environment, 3D Props, Knowledge & Behavior, Modelica Library and much more...

Services

The best **customer service experience** is there.

Leverage user-generated content to deliver a **searchable repository of useful information**.

Listen to members and enable people to **ask & answers questions**.

MAINTAIN THE LINK | User Groups & Forums



You are also Users Advocates



**We need you
as Advocate in Users
Groups & Communities**



- Because who better than you can understand you in your country?
- Because the strength of the « users talk to users » has no equal
- Because thanks to you our anonymous users who will become **friends**

CATIA Excellence Club | Why ?

- Strength of a brand relies in its users
- CATIA is a premium brand renowned for Excellence in its usage : this is the foundation of its reputation
- Most demanding users are using CATIA to leverage its Excellence
- They have naturally created User Groups, Communities, Forums, Academics
- The Excellence Club's objective is to empower those Social Groups

