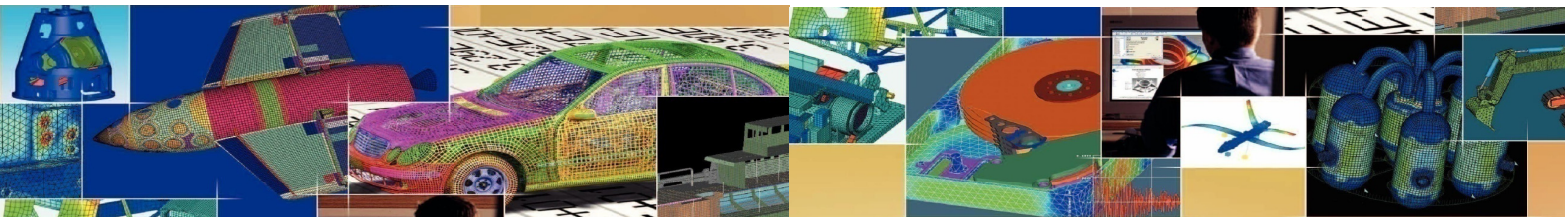


Solution Partner

PLM

SIEMENS



Managing product lifecycle digitally

In today's global economy defined by intense competition and ever-changing consumer preference, most enterprising product makers have to look for new ways to increase their *revenues*, add *innovation* to their traditional processes and improve their *top line* potential.

Siemens PLM Software – Enabling companies to transform their process of innovation

Today, it is no longer just the constant concerns in cost, quality, margin and market share that product makers are expected to address. Companies want to accelerate product development with an eye to capturing first-to-market price premiums with products that satisfy the most desired customer and market demands. Companies need to offer breakthrough innovations to distinguish their products in crowded marketplaces and are in search for new revenue streams they can tap after initial product release.

Product lifecycle management (PLM) is an enterprise business strategy through which organizations digitally manage a product's complete lifecycle, all the way from its concept to its retirement -- and gain higher business value from that product as a result.

Capturing the value of PLM

Given today's dynamic business environment, product lifecycles require better planning, greater flexibility, better communications, improve product design and more effective business processes. PLM addresses these needs by enabling you to capture and re-use knowledge about your products, processes, resources, suppliers and customers so that you can increase the value of your product portfolio, minimize your lifecycle costs and maximize the revenue generated by individual product offerings.

As a leading solution provider of **Siemens PLM Software solutions**, Sunway S&I Distribution believes the key to attaining these highly prized objectives is *product lifecycle management (PLM)* – an enterprise initiative that allows you to digitally transform your entire product lifecycle and maximize the business value of your product portfolio with solutions, processes and services that expand your intellectual capital, reshape your product portfolio's revenue generating capabilities and allow new contributors to collaborate in your extended enterprise.

SIEMENS

Transforming the process of innovation

Siemens PLM Software, a business unit of the Siemens Industry Automation Division, is a leading global provider of product lifecycle management (PLM) software and services with 5.9 million licensed seats and 56,000 customers worldwide. Headquartered in Plano, Texas, Siemens PLM Software works collaboratively with companies to deliver open solutions that help them turn more ideas into successful products. For more information on Siemens PLM Software products and services, visit www.siemens.com/plm.



Turn More Ideas Into Successful Products

Siemens PLM Software's product lifecycle management solutions help bring successful innovation into your products and processes.



Accelerating Innovation for Sustainable Business Growth

Sunway S&I Distribution is the Regional Distributor for Siemens PLM Software Products & Services.

Sunway S&I Distribution helps companies work collaboratively with Siemens PLM technology that enables them to rapidly transform their process of innovation and thus capture the value of PLM. Sunway S&I Distribution have many years of in-depth industry expertise, extensive project experience and proven track record and success in PLM implementations with more than 500 PLM customers in the Asia region. The company provides direct support to end-user service requests and promptly resolves customers' issues using various software and methodologies that are provided by Siemens PLM Software. Sunway S&I works in concert with its local partners to provide a full support system to all existing customers as well as potential clients with a local helpdesk, on-site services and an account management control system.

Sunway S&I Distribution's Expertise

- Wide regional market coverage through channels
- Strong product knowledge in enterprise PLM solutions
- In-depth industry domain knowledge

Sunway S&I Distribution's Services

- Channel development and management
- Consultation and Implementation
- Technical Support and Services
- Training and Certification
- Marketing and Programs

As the Authorised Distributor for Siemens PLM Software Products and Services, Sunway S&I is responsible for the sales, marketing and support of Siemens PLM Software products including domain-specific and industry specific solutions, under the following software families:

Delivering Value Across the Entire Product Lifecycle

- **NX** (previously known as Unigraphics® NX & I-deas® NX Series) – Digital Product Development Solutions – Integrated CAD/CAM/CAE Applications Including UGS Velocity Series – NX CAM Express – Advanced NC Programming applications for the mid-market
- **Teamcenter®** – Digital Lifecycle Management Solutions Including UGS Velocity Series – Teamcenter Express – Easy-to-use cPDM solutions for the mid-market
- **Tecnomatix** – Best-in-class Digital Manufacturing Applications covering manufacturing engineering through shop floor execution

Our Background

Sunway S&I Distribution Pte Ltd is a regional value added distributor of Siemens PLM solutions. The company enables its customers with innovative and collaborative design, engineering, manufacturing, simulation tools. Sunway S&I Distribution is a joint venture between Mega Computing and S&I Systems bringing together combined strengths across the full suite of CAD, CAM, CAE, SIM and PDM expertise.

Headquartered in Singapore, Sunway S&I Distribution also have direct operational presence in Malaysia and Thailand. Sunway S&I Distribution is a proven and trusted distributor with established channel partners across the region providing advanced and innovative PLM solutions to our customers. For more information, visit www.si-asia.com.

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