Today’s consumers know how to recognize value and the brands that deliver it in their products win their loyalty and repeat business. But competition is fierce and the race is on to deliver aesthetically and functionally-superior products. Brands need to quickly turn out products that combine stylish look and feel with the right performance at the best price to gain market share. Yet without the right technology, they risk missing the mark.

My Design is creative design, engineering and simulation technology combined in one industry solution experience powered by the 3DEXPERIENCE® platform. From creative design to market launch, brands can improve the design and collaborative efficiency of their designers, technical designers and engineers by allowing them to explore more innovative ideas in a shorter amount of time and to deliver production-ready designs to manufacturing thanks to powerful virtual testing and simulation tools.
Our 3DEXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the 3DEXPERIENCE® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes’ collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 190,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com.