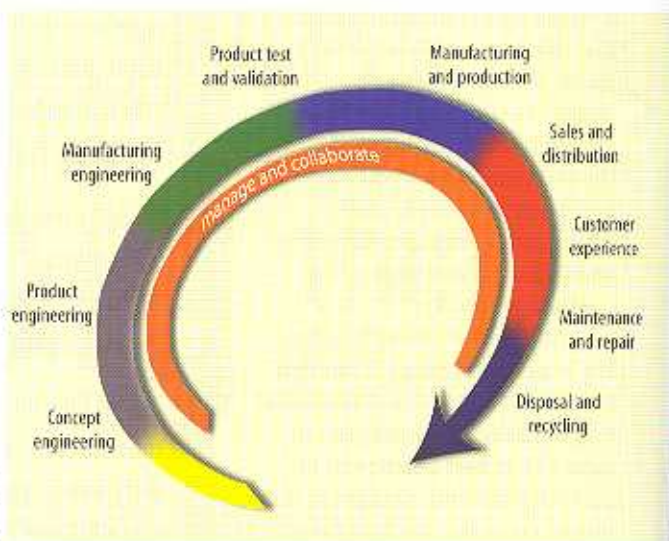


Product Lifecycle Management

Digitally transform your products

The Machinist and UGS provide details on solutions that enable companies to transform their process of innovation and thus begin to capture the value of PLM



What is PLM and why does it matter?

Customers, sales channels and shareholders ask a lot from today's product makers. In a global economy defined by intense competition and ever-changing

consumer preferences, nobody accepts the status quo as a permanent condition.

Cost, quality, margin and market share are constant concerns that you are expected to address. Last year's innovations

have become this year's basic requirements.

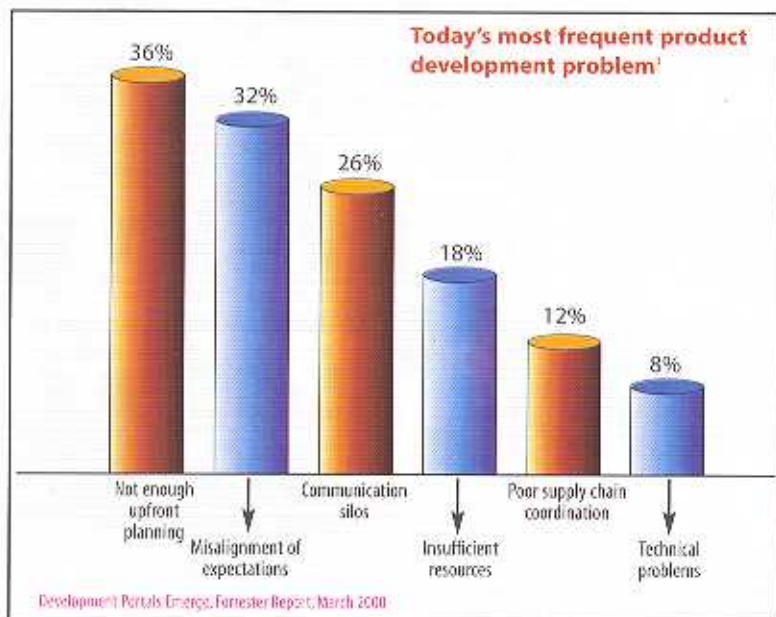
Continuing product improvement has to be rigorously pursued each and every year.

In this demanding environment, product makers look to information technology for new advantages and transformational change.

However, companies are finding it increasingly difficult to wring additional surplus cost from their business operations through traditional IT initiatives. Today's most enterprising product makers look for new ways to increase their revenues, add innovation to their traditional processes and improve their top-line potential.

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 break-



through innovations to distinguish their products in crowded marketplaces. Companies search for new revenue streams they can tap after initial product release.

UGS 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 maximise the business value of your product portfolio.

Business issues addressed by PLM

Managing and maximising the value of a product throughout its entire lifecycle in today's global economy is a daunting proposition. Complex decision-making is crucial to your success. Most companies have multiple products in different lifecycle stages - all with interrelated dependencies and numerous opportunities to maximise their synergy.

Lifecycle contributors frequently reside in different time zones, employ different application systems and work for different companies. Product makers often combine and recombine their value chain from one business opportunity to another.

Given today's dynamic business environment, product lifecycles require better planning, greater flexibility, better communications 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, minimise your lifecycle costs and maximise the revenue generated by individual product offerings.

Proven business results

UGS has a long history of providing PLM solutions to the world's premier product makers. Furthermore, UGS provides companies the greatest flexibility in how and where to start their PLM initiatives.

At the beginning of the product lifecycle, PLM initiatives provide value by helping companies plan their product portfolio and identify their product and market requirements.

PLM traces these requirements to ideas,

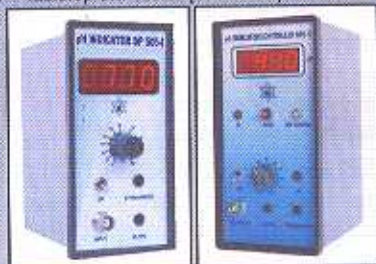
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- + Tabletop ORP Meter (Lab Model)



Online pH Indicators & Controllers



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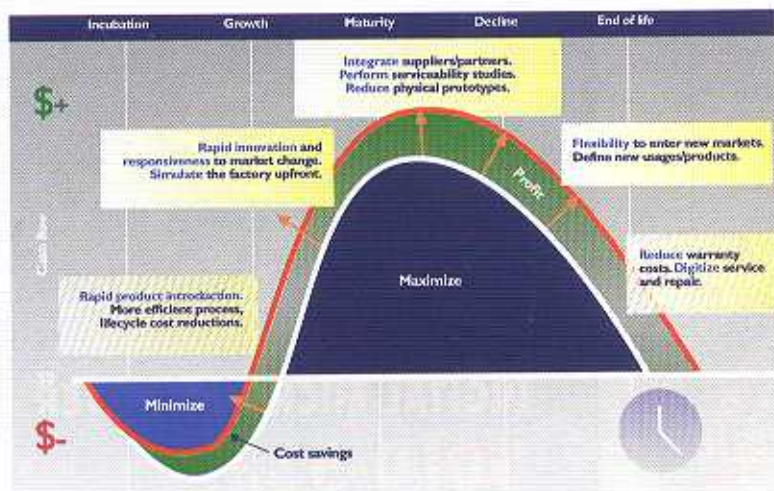
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concepts, prototypes, parts, product definitions, bills of material and after-market service definitions.

The end result is a body of knowledge that lifecycle participants can use for synchronising their product assumptions, collaborating with each other and making on-the-mark business decisions.

You also can leverage this knowledge to align your enterprise's diverse mission-critical application systems as decisions and events occur during the evolution of your product lifecycle.

PLM has proven itself capable of delivering mission-critical business results - results that validate PLM's position as an enterprise solution capable of delivering value far greater than traditional IT solutions such as ERP, SCM and CRM initiatives.

For example, one of the world's most prestigious high tech companies uses UGS software to develop new engines and has slashed its design cycle times by 50 per cent. One of the world's largest aerospace companies leverages UGS solutions to change the way it sells and manufactures airplanes; it now delivers products at one-tenth the cost in half the time.

A leading international computer company worked with

UGS to adopt PLM and reduced its workload by 50 per cent. UGS helped one of the biggest manufacturers in aeronautics and renewable energy products to deploy PLM and cut its design errors by 88 per cent.

Only a few years ago, an international builder of customer machines needed 52 weeks to go from purchase order to machine delivery. Now that the company uses UGS software, its lead time is 16 weeks. One of China's leading manufacturing companies uses UGS solutions to design large assemblies comprised of up to 10,000 parts; PLM has reduced its engineering changes by 70 per cent. UGS is also delivering breakthrough results in new arenas, including the consumer packaged goods, life sciences, retail, apparel and shipbuilding industries.

One of the world's most highly regarded providers of consumer packaged goods has worked with UGS to deploy PLM to thousands of everyday users; the company has realised significant cost savings by eliminating re-work in its packaging, artwork and machine design processes.

UGS software and services are becoming the standard for global shipbuilding, where companies use

PLM to manage development and manufacturing processes for entire classes of vessels, individual ships and luxury yachts.

A leading women's fashion chain is using UGS software to compress its "time-to-profits" by linking buyers, designers and supply chain partners in a web-based environment that will reduce the time needed to take a design from initial sketch to finished item (excluding shipping times) by up to 30 per cent.

Value of market-leading proven solutions

- Validates PLM paradigm with real-world results
- Provides leading edge capabilities on a proven digital platform
- Delivers promised functionality in risk-free applications
- Relieves downtime and learning-curve worries
- Ensures continued upgrades and enhancements
- Protects integrity of data integrated from other mission-critical systems
- Ensures availability of extensions from third-party suppliers

Maximum lifecycle impact

By digitising the planning stages in your product lifecycle, you can create a strategic mix of product offerings that maximises the revenue and earnings potential of your product portfolio. Fully digitized planning also ensures that all of your product offerings comply with the requirements, expectations and preferences of your target markets.

By digitising product development, your company can accelerate your time-to-market, reduce development cost and streamline your take-to-market processes. Fully digitised product

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development also enables you to rapidly improve product content and respond to rapidly rising market changes with product variants and derivatives.

By digitising manufacturing, your company can optimise the quality, process, plant, resource and simulation aspects of your manufacturing operations.

A fully digitised factory enables you to introduce new products as rapidly as possible, accelerate time-to-production volume, increase assembly line throughput and reduce project-related manufacturing costs.

By digitising in-service support, your company can cut its maintenance and repair costs, improve service turnaround and increase customer satisfaction.

Rapid time to value

In today's challenging economy, product makers cannot afford to wait years before receiving substantial returns on their IT investments.

Even mission-critical investments have to immediately deliver top-line and bottom-line financial impact.

To meet these needs, UGS provides focused PLM solutions that incorporate the best practices UGS has learned servicing the world's largest base of PLM customers and users. UGS maintains a comprehensive database of best practices and related metrics that the company systematically and repeatedly leverages.

UGS offers an unprecedented number of best practice solutions, including:

- Industry-specific solutions that enable automotive, aerospace and defense, machinery, high tech electronics and consumer packaged goods companies to optimise their product lifecycle end to end.

- Domain solutions that address your cross-discipline needs for product and portfolio planning, product development, digital manufacturing and in-service support.
- Process wizards that incorporate best-practice workflows into product engineering solutions you use to conceptualize, validate and manufacture your product offerings.

Value of best practice solutions

- Enables you to rapidly deploy your PLM capabilities Reduces your need to customise your PLM solution
- Provides you with a quick return on your PLM investment
- Minimises cost of ownership by lowering implementation cost and cost of maintaining process-specific applications

- Facilitates repeatable and predictable process automation
- Enables you to implement pre-configured processes aligned with your lifecycle needs
- Ensures the cooperation of your user communities

Scalable, open solutions

UGS solutions are based on an open, standards-based digital backbone that lets users expand and upgrade their initial solutions with best-in-class extensions - without being tied to a single hardware, software or services supplier.

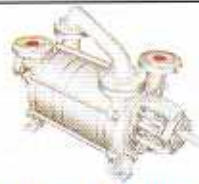
UGS open solutions are interoperable, scalable and extendible; they can be implemented in bite-sized increments that maximise your return on investment. Users do not need to adopt all of the components of a full PLM solution

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at once. You can address your highest business priorities first with focused solutions and expand your PLM initiative over time at your own discretion.

Equally important, UGS solutions are not a one-size-fits-all proposition. UGS open solutions are highly configurable; they can be tailored to your business needs and the dynamic nature of your ever-changing value chain.

UGS' digital backbone future-proofs your company's PLM investment by leveraging widely accepted standards, including Java 2 Enterprise Edition, Microsoft .NET Framework, UDDI, XML, SOAP and JSP technology.

Value of scalable, open solutions

- Future-proofs your PLM investment
- Leverages your other mission-critical investments
- Facilitates incremental on-demand growth
- Enables rapid integration of new suppliers, partners and customers
- Facilitates seamless scalability along a workgroup-to-enterprise continuum
- Enables company-specific tailoring if needed
- Fosters vendor independence

Extended mission-critical value

While PLM maximises the business value of your product lifecycle, other mission-critical systems manage the operational side of your business, including your solutions for:

- Enterprise resource planning (ERP)
- Supply chain management (SCM)
- Customer relationship management (CRM)

UGS is the only company that can unify PLM with your ERP, SCM and CRM solutions on a vendor-neutral basis. UGS is able to

partner with your hardware and software supplier of choice to extend and integrate your PLM solution with any ERP, SCM and/or CRM system on the market today.

UGS business and technical consultants excel at identifying the process threads that bind your PLM, ERP, SCM and CRM solutions.

By leveraging these threads, UGS can facilitate the overarching process automation and decision support that your company needs to eliminate boundaries and foster collaboration in today's digital economy.

UGS solution suite

UGS delivers the widest range of PLM solutions currently available, including domain-specific and industry-specific solutions, under the following software families.

Teamcenter

Provides a PLM digital enterprise backbone that unifies product knowledge with process innovation so that you can maximise your product lifecycle's profitability and business value.

Teamcenter provides a comprehensive and secure digital environment for managing your intellectual assets while leveraging value-added capabilities for requirements management, project management, visualisation and dynamic collaboration.

Teamcenter delivers proven industry-specific and domain-specific solutions where quick implementation and rapid return on investment are essential. Teamcenter's industry-specific solutions enable automotive, aerospace and defense, high tech electronics and consumer packaged goods companies to optimize their unique and challenging product lifecycles.

Teamcenter's process-oriented domain solutions address your

cross-discipline needs for product and portfolio planning, product development, digital manufacturing and in-service support.

NX

Provides a comprehensive portfolio of CAD/CAM/CAE software solutions for digital decision making founded on a next-generation architecture and technologies that uniquely address the driving business issues in product development. NX allows you to conceive, design, engineer and validate discretely manufactured products - and capture their product definitions - in a fully digital environment.

NX is distinguished by its ability to facilitate knowledge-driven automation (KDA). Unlike current parametric, variational and "associative design" solutions, NX extends the range of your captured knowledge beyond geometry by taking other lifecycle constraints into account, including systems performance, manufacturing and sourcing. The resultant design is guaranteed to meet the constraints imposed by these disciplines, thereby eliminating wasteful iterations undertaken to resolve conflicts. This approach increases product quality, fosters consistency and reduces cost.

Solid Edge

Delivers a set of intuitive 3D CAD software solutions that enable you to create/maintain 3D product definitions for machinery, consumer products, tooling and electro-mechanical design - with special emphasis on lower cost of ownership and easy-to-use upgrade paths from traditional 2D design.

Solid Edge is especially adept at enabling companies that deliver discretely manufactured products to "design with insight," reduce

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time-to-market, improve quality and lower cost. Solid Edge's exclusive Insight technology embeds design management capabilities into your CAD environment, enabling entitled users across your enterprise to discern design intent while collaborating in product development. By complementing Solid Edge's superior core modeling and process-oriented workflow capabilities, Insight enables product makers to reduce engineering change orders and their related rework by 50 percent or more.

Tecnomatix

Increases your company's profitability by improving the way your products are built. Developed specifically for companies whose success depends on bringing innovative products to market faster and for less cost, Tecnomatix promotes efficient collaboration and informed decision-making, enables rapid manufacturing response to product design changes, facilitates the use of innovative manufacturing practices and ensures that defined processes achieve anticipated results.

Tecnomatix is unique because it brings together a comprehensive suite of industry-leading manufacturing planning and execution solutions with a proven knowledge management foundation spanning the entire product lifecycle. Solutions for part manufacturing, assembly planning, resource management, plant optimisation, human performance, quality planning and production management are connected together, to legacy systems and to the extended enterprise through the open Teamcenter Manufacturing backbone.

PLM Components

Provide standards-based tools that enterprises can use to tailor PLM solutions to company-specific needs while keeping these extensions fully open in terms of the data they generate and the use to which this data can be put. These open tools include a complete set of high-end visualisation components that support rapid application development compatible with virtually any architecture, as well as a series of e-business tools that draw data from dissimilar application systems and seamlessly present this information to knowledge users and decision-support applications.

These tools also include a high-content, lightweight and extendible protocol that uses XML to facilitate for product lifecycle

interoperability between the UGS solution suite and third-party applications. In addition, PLM Components provide an exact boundary-representation core geometric modeler that supports solid modeling, generalised cellular modeling and integrated free form surface/sheet modeling.

Unrivalled experience

UGS' experience and real-world credentials far exceed its nearest rival. UGS and its business partners have proven their mettle by:

- Inventing, introducing and delivering product data management
- Revolutionising the way product makers automate their design and manufacturing processes
- Leading the market delivery of manufacturing process management and digital

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PLM business value

Beneficiary	Value
Product makers	<ul style="list-style-type: none"> Accelerates take-to-market schedules Reduces start-up costs by enabling you to re-use existing product knowledge, skill sets and automated processes Allows you to introduce more products than your competitors by leveraging state-of-the-market design automation capabilities Allows your value chain to respond faster to rising market demands Enables you to rapidly bring product improvements to market Slashes rework by allowing your entire value chain to participate in your lifecycle processes as early as possible Reduces your need for costly physical prototyping by using virtual mockups Lets you track work-in-process on the shop floor to ensure highest quality output Connects product designers with manufacturing engineers and shop floor controllers
Shareholders	<ul style="list-style-type: none"> Increases margins/revenues by enabling product innovations to be brought to market earlier than your competitors Establishes market share leadership and other first-to-market premiums that cannot be overcome by lagging competitors Reduces overall operating costs by letting you digitally create and manage your manufacturing processes Ensures growth of top-of-the-line products that define market leadership Secures market leadership by letting you continually bring more products to market with less fixed cost
Customers	<ul style="list-style-type: none"> Delivers finished products faster than conventional take-to-market cycles Makes certain that product content matches customer/ market requirements Delivers more highly differentiated and innovative products Improves product quality by catching flaws early in the product lifecycle Supports a greater range of customer and consumer preferences by facilitating mass customisation

manufacturing solutions

■ Leading the product visualisation market

This experience enables UGS to provide PLM solutions that deliver the business value you expect from a mission-critical IT investment.

By leveraging experience as a software provider, UGS understands and addresses your needs as a product maker. UGS draws on customer experiences

when deciding what capabilities should be packaged within its domain and industry solutions - and what capabilities should be offered as customer options.

UGS translates its experience into deliverable solutions aligned with real-world business metrics. UGS' market-leading base of Fortune 500 customers validates the reliability of its portfolio of PLM products and services,

thereby demonstrating the stability required in any mission-critical solution. Don't let the opportunity to digitally transform your product lifecycle pass you by. Contact your UGS representative today for more information about product lifecycle management and how UGS continues to enhance its credentials as the world's leading and most experienced provider of PLM solutions. ■