

# UGS to Tap SMBs With More Resellers

Targets companies on a transition mode from traditional 2-D CAD to 3-D CAD

BY YASHVENDRA SINGH

**P**RODUCT LIFECYCLE Management (PLM) vendor, UGS, is expanding its channel network to address the growing needs of the SMB segment in the country.

"India is the fastest growing market for our products. The domestic manufacturing industry is doing exceedingly well. Another vertical that is fueling the growth, and perhaps the maximum, is that of service providers. There are a large number of companies that are setting up captive design centers in India," Dieter Klinke, Product Marketing Director, Asia Pacific, UGS, said.

With more than 2,000 commercial customers, UGS claims to be achieving "very high double-digit growth in India." The vendor claims to have 40 percent market share in terms of value in India.

UGS has a two-tier business model wherein it has regional distributors who in turn appoint smaller partners in their geographies. UGS has about six distributors, and almost 50 percent of our business comes through our channel partners.

In addition to some very large customers such as Tata Motors, Mahindra, Bajaj, L&T, and BHEL, hundreds of small and medium businesses use UGS products. It

**“We don't have to convince the 2-D CAD users of the advantages of a 3-D environment**

**VIVEK MARWAH, COUNTRY MARKETING MANAGER, UGS**

is this slice of the mid-market (the vendor considers any company with 50 or less employees as a mid-market business) that UGS intends to tap. "The community of 2-D CAD users is huge and this has built up over the years. Today they have reached a stage where we don't have to go and convince them any more of the advantages of a 3-D environment any more. Our focus is to ensure that most of the people who are

on the transition mode from the traditional 2-D CAD to the 3-D CAD consider us as the first choice," Vivek Marwah, Country Marketing Manager, UGS, said. The vendor plans to appoint partners in those geographies where it is not currently present. "We are trying to identify some of the areas and have our feet on the ground. For example, Rajkot is one such city which has tremendous potential and where we don't have a presence," said Marwah without giving a definite number of resellers UGS would appoint.

Although, it is up to the regional distributors to appoint resellers, UGS gets involved in their selection process.

"The enterprise customer might have adopted a CAD system, and he might be looking at a PDM system to manage CAD data, or he could be looking for a supply-chain collaboration system. Thus, our focus would be to add newer applications and functionalities into their systems," Marwah said. ▶

## PRODUCT LAUNCH



### Altera Introduces Arria GX Family

Altera extended its leadership in the transceiver-based FPGA market with the introduction of the low-cost Arria GX family. Arria GX FPGAs are optimized to support PCI Express (PCIe), Gigabit Ethernet (GbE) and Serial RapidIO standards up to 2.5 Gbps. Features of the family include the proven Stratix II GX transceiver technology, flip-chip packages for superior signal integrity, software tools and verified intellectual property (IP) cores. Volume production begins in June of this year. The family comprises five devices ranging in density from 21,580 to 90,220 logic elements (LEs).