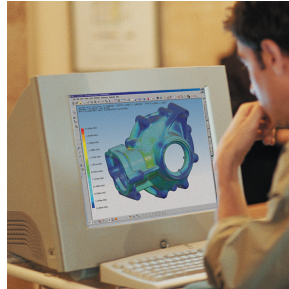


# HP and UGS

How a world-class partnership helps bring customers the best in open product lifecycle management solutions



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## UGS

- World leader in product lifecycle management (PLM) solution development
- Applications manage more than 40 percent of the world's 3D data with over 41,000 customers worldwide

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## The challenge

- Provide customers with best of breed solutions for product lifecycle management including design, collaboration, and production

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## The solution

- HP systems and services combined with UGS suite of PLM solutions and services
- Strategic partnership to ensure customer satisfaction

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## We talked to Chris Kelley, VP Marketing for the UGS Partner Program about the HP/UGS partnership:

### Q. What does your company do?

A. UGS is a product lifecycle management software company. We have over 41,000 customers in 37 countries that use our tools to accelerate product innovation. We look at the lifecycle of the entire product from product conception to end of life. We deploy a number of different software tools and work with partners like HP to provide everything from hardware, to technical and business consulting services.

### Q. Where did UGS get its start?

A. UGS can trace its history to United Computing, which was started in 1963. The most significant

event was the combination of Unigraphics and SDRC under EDS in October 2001 and the emergence as an independent company (UGS) in May 2004. Unigraphics and SDRC were original participants in the 3D CAD modeling space, from the mid to late 80s when those were more commercial applications.

### Q. What are some real-life applications of your tools?

A. We have tools that are used to capture customer market requirements as well as internal requirements. We have a very deep toolset in product design and development, where you go from having a general concept of what a product might do, to laying out how the product will work. The end result is a fully detailed product specification—everything you need to have a complete digital product description.

Later on, we have tools that manage the maintenance and repair of products. We keep track of the product in service, with an as-built bill of materials that we update as it goes through maintenance and repair. Our customers can see how their customers are using their products, to make sure appropriate safety measures are taken and their customers are satisfied. Finally, during retirement, we have tools that decompose a product, to show how its elements can be disposed.

### Q. How much business do you do with HP?

A. A third of our development work is done on HP equipment across the board both with workstations and servers. Out of 41,000 customers, about 40% are on HP equipment. HP is the single largest hardware platform for our software.

### Q. What benefits do you get from the HP relationship?

A. We've had a relationship with HP for over 17 years now. HP provides us with a lot of resources to make sure we are up to date on changes around hardware platforms and operating systems. Over the years, different layers have been added and the nature of the relationship has evolved from one that was primarily focused on technical enablement (making sure our software tools run well on HP equipment) to sales enablement (making sure we provide the UGS sales team with information about the performance and scalability of our solution on the HP platform).

This allows our sales team to accurately represent what the expected performance of our product is going to be, to help the customer make a buying decision.

One of the things that's been very fortuitous about the relationship between UGS and HP is we both share a fundamental philosophy of being open to competition. Both of us have been on a path of open strategies, looking at the market as more co-opetition than pure competition.

**Q. Give us an example of an open strategy.**

A. A good example is Boeing, which uses a competitive CAD system. We realize that our customers don't live in a homogenous world and don't want to be locked into future purchases by decisions they make today. We can work with Boeing to provide a better solution for managing the information that a CAD system produces downstream than the vendor who provides the CAD system natively. A customer like Boeing wants to be able to choose best-in-class rather than be locked in by a particular vendor. Because of our open approach, they were able to use our data management solutions, which suited their needs.

**Q. What are the strengths of your HP relationship?**

A. The reason that the HP/UGS relationship has worked so well for so long is that we are so well-aligned from a cultural perspective, thanks to the open approach we both have. Both companies are very customer-focused. That manifests itself in many ways, from customer review boards we set up, to the detailed account management that we put together after we make a sale, to how we take requests for customers enhancements. You can see the same with HP in the way they present themselves to the market and work closely with their customers to make sure they are providing the best solutions for their needs.

HP is a company that—once it makes up its mind to do something—pulls out all the stops and applies all the resources necessary to make it happen. We have seen that repeatedly on the technical side and—over the past few years—on the sales and marketing side.

**Q. Do you consider HP a broader company today?**

A. Yes, and that has mirrored our relationship. Over the years our relationship has evolved to include making

markets and developing markets. HP has evolved with the market. It goes back to that core value of being responsive to your customers. Customers have demanded more than just technical solutions, and HP has done very well in evolving to meet that need.

**Q. Tell us about the UGS strategic partnership program.**

A. As we emerged from EDS into a separate company, we launched our own independent partner program. The fact that HP was one of the original founding strategic partners reflects the length of our relationship and strength of our commitment. It's a fairly exclusive club: there are only eight other strategic partners at that level, out of a class of 400.

The resources that HP provides us are among the highest of all our partners. From on-site resources, to access, to getting things solved, HP has made the highest level of investment in UGS and we have reciprocated by making sure that we continue to support the HP platform.

**Q. How does HP help you bring successful products to market?**

A. A good example of that is a program we call JT Open, a unique program focused around the JT file format, which is used for collaboration in operability and visualization. JT Open is composed of both end users and software vendors of JT applications. The source technology that provided the creation of the JT file was something we developed jointly with HP.

**Q. What is the future of this partnership?**

A. The main thrust of the relationship is going to be continuing with the evolution of HP and UGS. Both companies are focusing not only on their technical platform needs, but their implementation and business process. The next frontier for the HP/UGS relationship is a very deliberate and planned expansion in the area of jointly selling total solutions in the PLM space to our mutual client base and to brand new clients.

We are a billion dollar company today, and want to be a two billion dollar company in a few years, and a five billion dollar company not too long after that. We really believe that our partnership with HP is one of the key factors that will help us get there.

For more information, visit [www.hp.com/workstations](http://www.hp.com/workstations)

Page 1 image courtesy of UGS

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