

Client Case Study

Global manufacturing software company increases profile with Publishing Partner role in Microsoft magazine

Since 1981, Dassault Systèmes has helped its industrial customers to maximise product design and development. Having pioneered 3D software with its Catia Solutions product line, Dassault Systèmes now anticipates the industrial processes of tomorrow with solutions providing a 3D view of the entire product lifecycle. The company has grown to become an international group with over 6,200 employees at 146 sites in 27 countries.

In 2004, Dassault Systèmes agreed a strategic five-year alliance with Microsoft, engaging with the company on several grounds including technology integration, business collaboration, and joint marketing operations.

Around the same time, Microsoft was working with Tudor Rose to establish *Prime* magazine, one of a stable of industry-specific titles produced by Tudor Rose as a vehicle to inform end users about Windows-based partner solutions and services for the manufacturing industry. *Prime* gives contributors an opportunity to go to market alongside Microsoft, showcase their expertise and actively promote their Microsoft alliance to business decision makers. Dassault Systèmes recognised the value of the opportunity, and became a publishing partner of the magazine from the outset.

"Dassault Systèmes and Microsoft have a very strategic alliance, and have engaged together on various levels including research and development, bringing our solutions onto the Microsoft platform, as well as marketing and sales activities," says Isabelle de Cidrac, Marketing Director, Microsoft-Dassault Systèmes Alliance at Dassault Systèmes. "Leveraging Microsoft's publication was a natural move for us,

especially because *Prime* has reach into all our prospects and customers."

Extended reach

It took just two years for *Prime* to expand into a global publication, extending its reach to customers and prospects worldwide. "We are especially happy that the publication has gone global," adds de Cidrac. "We appreciate the professionalism of the publishing team, which has made *Prime* an excellent showcase for our solutions. Being associated with *Prime* magazine brings even more credibility to our value proposition for manufacturing companies."

Dassault Systèmes has been able to engage effectively with *Prime* as a marketing tool, and its relationship with Tudor Rose has helped it to maximise its opportunities here. "Throughout our partnership, Tudor Rose has been very proactive in bringing Dassault Systèmes content into the magazine. The account managers have been of great help in identifying topics of interest for us,



Client:
Dassault Systèmes

Description:
With over 6,200 employees in 27 countries, Dassault Systèmes is a pioneer in 3D software solutions for industrial product design and development.

Sector:
Manufacturing

Brief:
Dassault Systèmes wanted to showcase its expertise and promote its partnership with Microsoft to a wide audience of business decision makers in the manufacturing industry.

Tudor Rose department(s):
Publishing



and in guiding us on how best to position ourselves on those topics," comments de Cidrac. "Our collaboration with the account management and editorial teams has been very positive, enabling us to contribute to articles that are relevant and well-thought-out. In addition, the editorial team is proactive in visiting our own website regularly and engaging with our sales and marketing teams to find the most recent information that could be leveraged in articles, and in the overall content of the magazine."

Expert coverage

Prime's success as a marketing tool is partly due to the Tudor Rose team's efforts to offer an independent editorial perspective, giving partners an opportunity to expand the dialogue with readers beyond the confines of wholly 'Microsoft-centric' subjects. In doing so, they are better able to showcase their own skills and expertise in using the Windows platform and technology stack to the best advantage of the end user.

For de Cidrac, alliance marketing offers considerable benefits to partners: "Microsoft has a very thoughtful positioning and a well-articulated value proposition in the manufacturing industry, beyond the optimisation of the platform," she says. "It talks about real-world issues, such as how you communicate within the enterprise all the way down to the shop floor, or how to share and find information in the enterprise, how to secure your IP and how to drive innovation. These are business issues that Microsoft addresses very well, beyond mere IT solutions. Teaming up with Microsoft to address these topics and sharing the Microsoft viewpoint is of great benefit for us, and the alliance marketing

opportunity enables us to offer an end-to-end solution. The value proposition we offer together with Microsoft is far greater than the one we could bring to customers alone."

De Cidrac recognises that marketing the alliance in an intelligent way demands the skill of an expert team: "Our work with Tudor Rose and *Prime* has been very successful," she continues. "The editorial team takes a non-partisan approach, accommodating different viewpoints between partners that are also often competitors. This is done in a very thorough way that gives partners their unique voice without letting those points of view conflict or clash. The editorial team keeps a neutral eye – when they conduct an interview, they remain critical enough to constructively challenge what we tell them, ensuring that the finished articles are engaging and informative."

Looking forward

Dassault Systèmes is keen to build on its partnership with Tudor Rose by taking advantage of its broad experience in producing marketing collateral. "We are looking forward to discussing how we can expand our partnership," says de Cidrac. "We would certainly benefit from services such as this. I have been impressed with the way the magazine has been redesigned for its global launch, and we have repeatedly been offered services such as writing letters to our customers, sending extracts from the magazines, or cover story reprints. We'll be looking into how we can use these services for our best advantage – for example, how we could use targeted mailings to the *Prime* audience."

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Isabelle de Cidrac
Marketing Director, Microsoft-Dassault Systèmes Alliance, Dassault Systèmes



Further Information

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