

Automotive • Electronics and semiconductor • Industrial machinery

# cards PLM Solutions

## Benelux partner grows business, expands internationally with PLM Software solutions

### Business challenges

Increasing revenues while maintaining solid profit  
Expanding international business  
Portfolio innovation

### Key to success

Focus on specific technologies  
Expanded relationship with Siemens PLM Software  
Development of value-added extensions  
Channel partnerships with vendors of complementary solutions

### Results

Business growth and expansion  
Sales, support and consulting on a broadening range of solutions  
International growth with distinctive portfolio

cards PLM Solutions was founded by its current Managing Director, Erik Burghoorn, in 1999 in the Netherlands. With two offices (headquarters in Best, The Netherlands, and one subsidiary in Genk, Belgium) and 37 employees, cards PLM Solutions supplies, installs and assists with the implementation of product life-cycle management (PLM) solutions. The company also provides project management and consultancy services that focus on the implementation and support of computer-aided design, manufacturing and engineering (CAD/CAM/CAE) and PLM technologies as well as process-plant simulation and optimization. cards PLM Solutions supports more than 400 clients in the Benelux and their services are offered on a global scale in 21 countries.

cards PLM Solutions responds with appropriate products, solutions and services to four major trends in product development – increased complexity of products, globalization of businesses, increased pressures from regulations and legislation, and continuing pressures to further reduce time to market.

### Expanding the partnership

A channel sales partner of Siemens PLM Software since 2000, cards PLM Solutions has expanded its partnership agreement with Siemens through the years. For the first ten years of the partnership, the company focused primarily on the

Tecnomatix™ portfolio of digital manufacturing solutions. Early in 2010, cards extended its focus to sales, support, implementation, and consulting services for NX™ software for design, engineering and manufacturing and the Teamcenter® portfolio of PLM solutions. More recently, cards had added Rulestream™ software to its portfolio to provide engineer-to-order solutions.

Complementary solutions from other vendors have enabled cards PLM Solutions to provide more comprehensive coverage of its customers' needs. The company is also an award-winning reseller of Cortona3D technical publishing software that integrates with Teamcenter, and resells Moldex3D plastics injection simulation software that is integrated with NX.

### Building on Tecnomatix

For Tecnomatix, cards developed a unique solution – a warehousing and logistics library that extends Tecnomatix Plant Simulation to include simulation and evaluation of warehouse and logistics operations. The library includes a comprehensive set of building blocks and tools to streamline simulation of all aspects of warehouse operation. In addition to standard features such as storage racks, layout and reach trucks, it also has features for order picking, value-added logistics and inventory management. The objects correspond to real-life situations such as

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Erik Burghoorn  
Owner and Managing Director  
cards PLM Solutions

varying and uncertain demand, downtimes of resources and varying picking times.

The library is easily extended with customer-specific objects or control strategies. Interfaces to the most common applications support the analysis and re-use of data, for example data from an existing warehouse management system (WMS). The library is equipped with a comprehensive set of tools for testing and optimizing various scenarios and designs. Performance measurements are presented in an orderly manner through reports and dashboards. The procedure is visualized with 2D and 3D animations.

The warehousing and logistics library is a powerful extension to the proven discrete event simulation capabilities of Plant Simulation. It is also offered by other Tecnomatix channel partners that cards is collaborating with worldwide.

#### **Building on Rulestream**

In late 2012, a cards client in the machinery industry was attempting to use standard modules to build flexible customized

machines for its customers, with limited success. In searching for a solution, cards discovered that Rulestream software, acquired by Siemens PLM Software in 2009, offered engineer-to-order capabilities that could help companies rapidly engineer products to customer specifications. Furthermore, Rulestream complemented the NX and Teamcenter solutions in the cards portfolio.

cards PLM Solutions realized that engineer-to-order (ETO) technology could significantly change the outlook for its customers in Benelux and beyond. To meet the growing demand for ETO and configure, price, quote (CPQ) solutions, cards quickly developed its proficiency in the technology, and now offers customized solutions to customers worldwide.

By including two distinct offerings in its portfolio – the warehousing and logistics library and Rulestream – cards has reached beyond the borders of its founding territory and is realizing its goals of becoming a global business.

### Partner profile

cards PLM Solutions B.V. supplies software and high-quality services that help its clients quickly generate profitable returns from their investments. cards PLM Solutions is a channel sales and software and technology partner of Siemens PLM Software, focusing on the NX, Teamcenter, Tecnomatix and Rulestream Engineer-to-Order solutions.  
[www.cardsplmsolutions.com](http://www.cardsplmsolutions.com)

### Location

Best  
The Netherlands

### Recognizing success

In 2012, cards was recognized as the first Benelux partner of Siemens PLM Software to achieve Platinum Partner status. The award recognizes outstanding business partners who generate more than \$1 million in net software revenue for Siemens PLM Software in a given year. In late 2013, the opening of a new office in Genk, Belgium was also a milestone in the company's growth and success.

### Bold vision for a bright future

Siemens PLM Software products are essential to cards PLM Solutions' portfolio and continue to provide a healthy base for the business. The company is leveraging its success with a bold vision for the future that aims to triple revenues by 2020 while maintaining solid profits. cards also

intends to continue innovation within its solution portfolio to better support its clients, expand its international business and hire the best personnel.

"Although Siemens is a big company, they work quickly to help partners deliver results, true results," says Erik Burghoorn, owner and managing director at cards PLM Solutions. "Focusing on specific technology is what makes us successful. By offering Siemens solutions, we are certain that we're working with the best technology the industry has to offer. We can use the right technology within the full PLM portfolio in order to create a seamless solution for our customers no matter where they are in the world."

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