

HOME & LIFESTYLE



MOVE AS ONE: UNIFYING ENGINEERING FOR SMARTER, FASTER INNOVATION

How the 3DEXPERIENCE® platform enables concurrent engineering, sustainability and personalization at scale for consumer products

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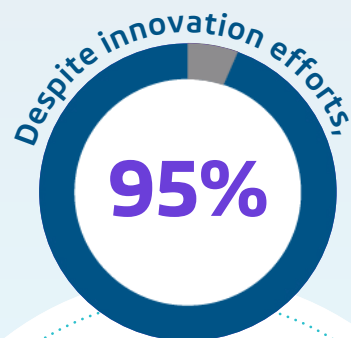
A recent study by Deloitte¹ highlights how today's consumer product market is not what it used to be. The market — increasingly complex and rapidly changing — is reshaped by technology, supply chain disruptions, rising costs, evolving consumer demands and tightening trade policies.

As complexity becomes the norm, what worked in the past is no longer enough.

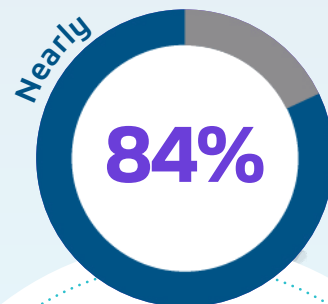
Companies must rethink how products are designed, engineered, produced and sustained — not as separate functions, but as **one coordinated system**. Yet, significant barriers remain.

[1] Deloitte '2026 Consumer Products Industry Global Outlook'

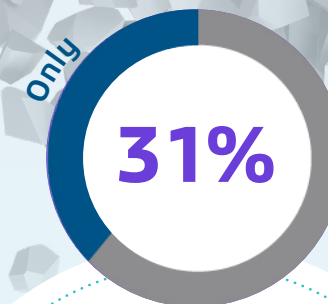
WHY INNOVATION STALLS



of **new products fail** in the market². But, are products failing because ideas fall short or because engineering, manufacturing and sustainability are never truly aligned?



of digital transformation initiatives underperform due to **fragmented systems**, disconnected **data silos** and a **lack of agile** integration solutions³. How can companies innovate quickly if they remain in silos?



of expected gains from digital transformations were realized, underscoring **the need for careful planning** and **ongoing improvements**⁴. What if digital tools alone do not create progress, but alignment does?

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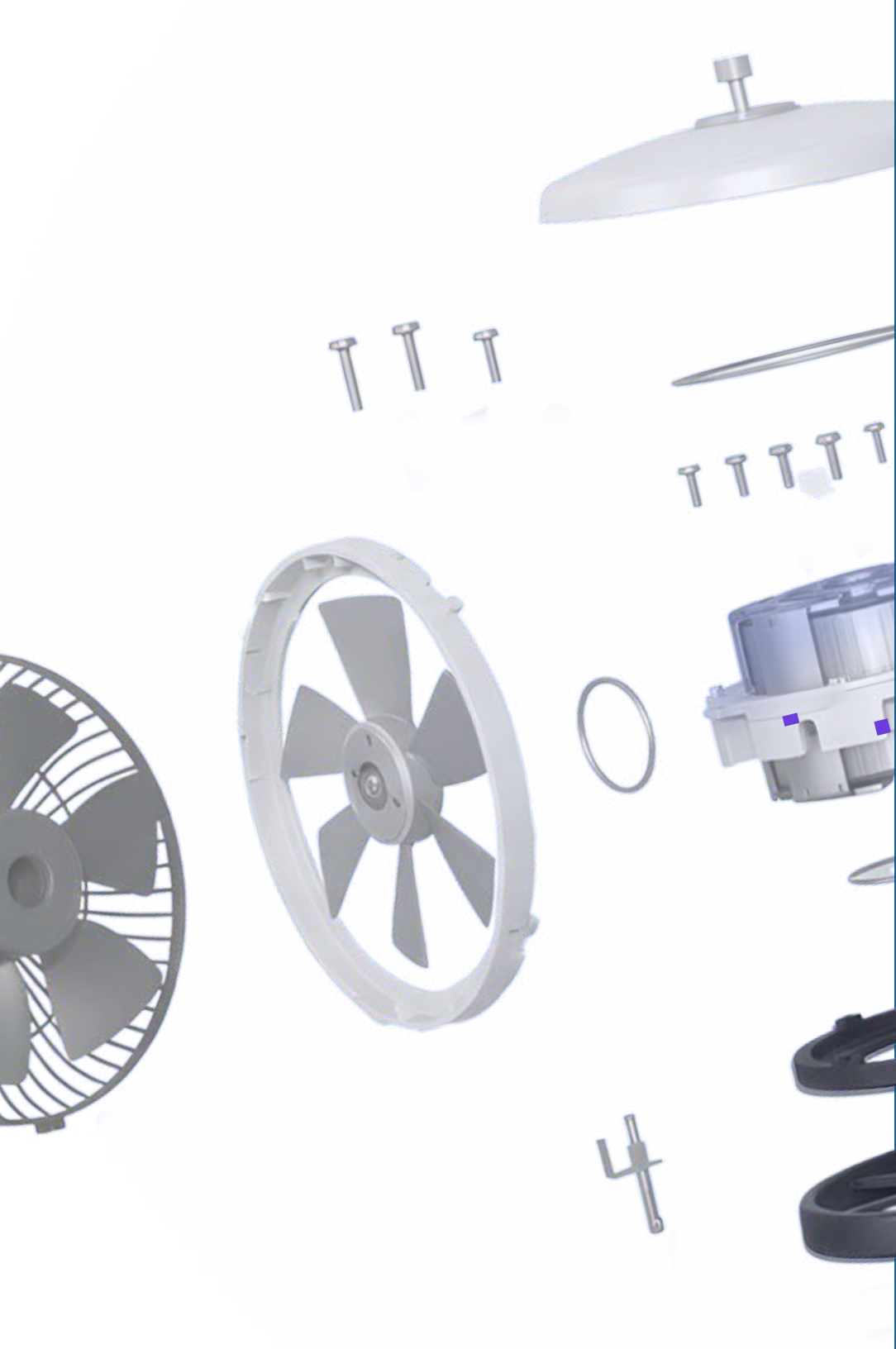
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[2] Professional Education 'Why 95% of new products missed the mark'

[3] Medium 'Why 84% of Digital Transformations Fail'

[4] RCADEMY 'Digital Transformation Adoption Rates'



THE WAY FORWARD: MOVE AS ONE

The solution is simple, yet difficult to execute:
Move as one.

It demands companies to break free from legacy systems, paper-based workflows and disconnected teams, and adopt a **platform-driven approach that unifies multidisciplinary engineering systems, data and processes from end to end.**

When companies move as one, they achieve more than operational efficiency. They unlock deeper insights, accelerate sustainable innovation and build the resilience needed to thrive in an unpredictable market.

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TRANSFORM WITH A UNIFIED PLATFORM

This ebook introduces **three key pillars** that help companies move as one, **aligning multidisciplinary engineering** to unlock new levels of innovation, performance and sustainability.

Developed with insights from **Eran Reinshmidt** and **Annabelle Grauer** of Dassault Systèmes' home & lifestyle industry, you will discover how our **3DEXPERIENCE** platform drives measurable, lasting transformations by:



Unifying data, systems and processes into a single source of truth



Turning data into a shared foundation for collaborative, accelerated innovation



Scaling sustainable personalization to differentiate and lead in the market

Ready to explore the first pillar?

MEET THE EXPERTS



Eran REINSHMIDT

*Home & Lifestyle Industry
Solution Experience Director,
Dassault Systèmes*

Eran Reinshmidt is a solution leader at Dassault Systèmes with over 20 years of experience in engineering and PLM. Over the past decade, he has built industry-specific solutions for consumer product companies across furniture and home goods, sports and lifestyle products, and apparel and footwear, helping them manage complexity and accelerate innovation at scale.



Annabelle GRAUER

*Home & Lifestyle Industry
Business Value Consultant Director,
Dassault Systèmes*

Annabelle Grauer is a business consultant at Dassault Systèmes with 20 years of experience in customer-centric roles. Trained as a mechanical engineer, she has led customer support teams and driven improvements in customer satisfaction across engineering disciplines. For the past four years, Annabelle focused on understanding market trends, business processes and industry challenges to help consumer goods companies maximize the value of digital transformation.

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PILLAR 1: UNIFIED DATA AND DIGITAL CONTINUITY

To move as one, every team must start from the same truth.

Digital Continuity: A Shared Truth

As consumer products evolve from purely mechanical to smart, connected systems that combine mechanics, electronics, software and services, complexity increases. This shift demands **concurrent engineering**, where multiple disciplines work in parallel – not through sequential handoffs.

Yet, many teams still work in silos across geographical locations, relying on emails, shared drives and disconnected tools. **Data is generated everywhere but connected nowhere.** In this environment, concurrent engineering breaks down – continuity is lost, knowledge fragments, mistakes multiply and innovation stalls.

Unified data changes this. It ensures information created at every lifecycle stage remains accessible, contextual and connected across multidisciplinary teams, creating **a single source of truth.** This digital continuity enables teams to move as one with clarity, confidence and speed.

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How Unified Data Enables Digital Continuity

Digital continuity on the 3DEXPERIENCE platform allows different roles to access the same data in real time. All the data is connected and any change in one domain of the product will be automatically available for other domains to adapt quickly, enabling real concurrent engineering.

Eran REINSHMIDT

Home & Lifestyle Industry Solution
Experience Director, Dassault Systèmes

On the 3DEXPERIENCE platform, digital continuity is achieved by bringing three critical capabilities together in a unified environment:

01

Data management

All the different types of data are modeled and connected from end to end on a model-based platform.

Reinshmidt elaborates, “For example, a product’s design data (3D shape, mechanical assembly) is modeled and connected to all the engineering data (standard parts, supplier information) and simulation data (behavior simulation, durability tests). **This approach no longer requires different domains or file translations.** Instead, teams are able to collaborate in real time and work in parallel on the same model.”

Teams no longer wait for updates but work together as one with confidence and speed.

02

Modeling and simulation (MODSIM)

MODSIM **strategically unifies modeling and simulation capabilities** into a single framework to transform product development. This process occurs very early in the product lifecycle, where a design can be perfected before committing it to a physical product. MODSIM merges design, validation and decision-making into a seamless, data-driven process that significantly reduces errors and costly physical prototype testing.

“MODSIM brings simulation early into the design phase, reducing the number of serial iterations between design and simulation teams,” explains Reinshmidt.

When models are digitally connected, any changes upstream will automatically refresh data downstream. For example, a part design change will automatically update the relevant manufacturing processes and tools, such as mold, tooling and production workflows without manual intervention.

“Incorporating MODSIM helps companies reduce the prototyping phase by up to 70%,” adds Reinshmidt.

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How Unified Data Enables Digital Continuity



03

Advanced AI-driven analytics and capabilities

Artificial intelligence (AI) transforms information into **actionable insights**, supporting smarter decisions, faster innovation and continuous improvement.

“Our [CATIA Sketch Generative Constraint](#) is a great example of AI-driven capability integrated into the **3DEXPERIENCE** platform. By leveraging AI-driven learning from a vast collection of industrial sketches, it automatically creates an optimal set of constraints tailored to the design context. The result? Improved sketch creation productivity and higher design quality by the engineers,” explains Reinshmidt.

Beyond generative drawing, **AI analyzes a project’s historical data to identify risks early**. “Users receive early notification and alerts, along with a solution recommendation, based on experience and insights captured across past projects,” adds Reinshmidt.

Structured data powers AI, paving the way for **3D UNIVERSES** and **generative experiences** that will truly unlock deep engineering intelligence and innovation. This evolution extends to **virtual companions** and **advanced simulations**, expanding new possibilities for growth.

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What Businesses Gain

According to Annabelle Grauer, Home & Lifestyle Industry Business Value Consultant Director from Dassault Systèmes, unified data and digital continuity improve business outcomes in three key ways.

01

Accelerated development lead times

Shared, digital continuity enables concurrent engineering across multiple disciplines — design, engineering and manufacturing — to validate design feasibility quickly, collaborate in real time and adapt quickly to consumers' evolving demands.

On the **3DEXPERIENCE** platform, every discipline works on a **single, trusted source of data**, eliminating version conflicts and ensuring instant updates flow across the product lifecycle. This alignment leads to faster development cycles, fewer mistakes and shorter time to market.



From idea to product in just 3 years?

See how [GLÜXKIND](#), an innovative baby stroller manufacturer, raised the bar through data-driven innovation.

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What Businesses Gain

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Performance and quality assurance

Unified data on the **3DEXPERIENCE** platform creates a digital thread, ensuring continuity from concept to production. By breaking down siloed workflows, the platform creates a single source of truth that integrates requirements, geometry, real-world behavior and manufacturing constraints for simultaneous performance and quality optimization.

MODSIM, for example, allows teams to virtually explore and test many design options, identify potential failures and bottlenecks, and assess quality and performance targets before a physical prototype is built. This 'shift-left' strategy with MODSIM ensures teams **build right the first time**, saving time and costs from late-stage rework.

"One customer was able to test 10 times more options to deliver what the market wanted, thanks to MODSIM and virtual prototyping," adds Grauer.



Shorten prototyping time from months to weeks?

When [Caloi](#), a leading bicycle manufacturer, shifted to virtual prototyping, it reduced time to market by 25%.

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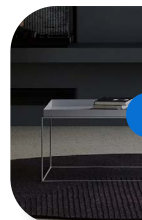


03

Lower development costs and hidden inefficiencies

Virtual prototyping **minimizes material** and **energy use**, and **tooling costs** while **protecting profit margins** and **supporting sustainability goals**. More importantly, it delivers big savings by **eliminating hidden inefficiencies** caused by disconnected data.

Grauer elaborates, “There are hidden costs to disconnected disciplines when it comes to data. They are non-value-added tasks, such as searching for data, importing or exporting files from one system to another and manual updates. Not only are these inefficient, but they are error-prone as well. The **3DEXPERIENCE** platform eliminates all that by providing real-time visibility and accurate data that increase efficiency and enable you to make the right decision.”



What's the cost of scattered information?

Read how [Fratelli Rossetto](#) overcame data fragmentation to accelerate product development and improve efficiency.

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PILLAR 2: MULTIDISCIPLINARY COLLABORATION

Unified data sets the foundation, but collaboration turns it into momentum.

Innovation Happens Between Disciplines

As products become smarter and more interconnected, no single discipline can innovate alone. Instead, **innovation happens between disciplines – across engineering domains, functions and lifecycle stages.**

Collaborating in real time on a unified platform brings decisions forward, where they're faster to validate and less costly to change.

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How Multidisciplinary Collaboration Drives Results

01



The **3DEXPERIENCE** platform enables multidisciplinary collaboration across three critical areas — processes, people and planet — aligning teams toward a shared outcome.

Processes: Validate early, avoid rework

Traditionally, teams work in silos, coming together only once a physical prototype is built. At this point, misalignments are discovered too late, leading to late-stage redesigns, delays and costly rework.

Reinshmidt explains, “Working on a single connected platform where information from all disciplines is integrated into a virtual twin of the product allows companies to perform virtual testing earlier and avoid many late-stage surprises.”

Virtual validation helps teams **make trade-off decisions in real time, resolve conflicts together and move forward with confidence.**

The outcome? Stronger team alignment and shared confidence to innovate boldly and quickly.

Less rework, more design freedom

Discover how [Geberit](#) accelerated sanitary ware innovation by integrating design and engineering early.

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How Multidisciplinary Collaboration Drives Results

02

People: Preserve knowledge, empower teams

Multidisciplinary collaboration thrives when teams are empowered with the right knowledge, clear context and the ability to build on one another's work.

A unified platform creates a living **knowledge hub** where expertise, knowledge and know-how learned are continuously captured, made accessible and embedded directly into workflows.

"Having a single platform acting as a centralized repository of data is essential, especially when knowledge and experience are held by individuals who may be retiring. By centralizing data, this essential knowledge becomes transferable to new workers, shortening their learning curve," explains Reinshmidt.

This continuity strengthens collaboration, builds momentum toward innovation and ensures that intelligence is retained as teams evolve.



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How Multidisciplinary Collaboration Drives Results

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Planet: Design sustainability from day one

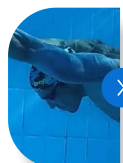
Nearly 80% of a product's environmental impact is defined in the design phase. Yet many sustainability assessments are performed too late — based on the final engineering BOM.

The virtual twins shift sustainability assessments upstream. “The virtual twin is not a snapshot of a specific time stamp. It evolves throughout the product lifecycle, democratizing simulation so teams can assess environmental impact early, instead of waiting for sustainability experts to do so at a later stage,” explains Reinshmidt.

By simulating early, teams catch issues when they're easiest and cheapest to fix. Combined with embedded lifecycle assessment and virtual prototyping, teams can calculate the environmental impact at the start of design work, align sustainability objectives and reduce reliance on physical prototypes, saving raw materials, energy and carbon emissions across development cycles.

“Using life cycle assessment (LCA) software powered by the **3DEXPERIENCE** platform, engineers can assess the sustainability impact of their decisions. Performing lifecycle analysis early in the design phase provides the engineering and product teams with more insights to reduce a product's environmental footprint. For example, product engineers can optimize a design to reduce power consumption, while manufacturing teams can change production methods to use fewer resources, source recycled materials or select sustainable alternatives,” explains Grauer.

Here, sustainability becomes a shared responsibility, empowering teams to act early.



Reduce prototyping cycles by up to 70%?

That's exactly what [Arena](#), the global swimwear brand, achieved by virtualizing validation early.


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Moving as one extends beyond collaboration to enable scalable, sustainable and personalized product development.

Scale What Matters Without Compromise

The ability to scale sustainable, personalized products is fundamental to differentiation, keeping companies relevant, competitive and resilient in the long run. Without scalability, personalization becomes expensive. Without sustainability, growth comes at a cost to the environment.

The goal is clear: **Deliver personalized products to market faster, at a higher quality and with a lower carbon footprint.**

The challenge? Achieving all three together without compromise.

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How to Do It Right

01



Personalization at scale

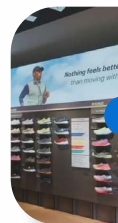
According to Reinshmidt, there are several tools integrated into the **3DEXPERIENCE** platform to enhance the level of customization in product design. For example:

a) Parametric design

Parametric designs enable teams to create and modify different product versions by changing the value of the parameters. Combined with virtual simulation, engineers can let the system test a range of parameters with specific constraints to find optimal validated propositions without incurring the costs of physical testing. This helps teams narrow down the most feasible option while reducing the risks of failure before moving into production.

b) Computational design

Computational design extends personalization further by enabling teams to easily create complex product variations using algorithmic design. Designs update quickly and dynamically based on input parameters, allowing rapid, repeatable personalization for specific use cases. This supports mass personalization without the added cost and complexity.



The epitome of personalization

See how [ASICS](#), a renowned footwear brand, turned 3D foot data into personalized performance at scale.

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How to Do It Right

02

From regulatory pressure to sustainable progress

Keeping pace with evolving sustainability regulations is increasingly difficult. Every company is under tremendous pressure to meet mandated requirements while maintaining performance and competitiveness.

“We see companies struggling to collect the right information to build sustainability reports. These reports are not just important for environmental impact tax purposes, but they ensure compliance and guide carbon reduction efforts,” says Grauer.

With the **3DEXPERIENCE** platform, **sustainability data is stored in one place – centralized, continuously updated and made accessible to stakeholders anytime, anywhere.**

This enables accurate reporting, ensures regulatory compliance and facilitates effective carbon-cutting measures.



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How to Do It Right

03



End-to-end traceability and quality

As consumers demand more transparency from the brands they trust, **traceability becomes vital to maintaining quality, efficiency and compliance.**

“Our platform provides that full traceability companies need – from product definition through validation – ensuring all requirements are met from the initial design,” says Grauer.

A connected platform protects **data integrity** and supports the reuse of validated components or materials, automates approved changes and enables manufacturing to adapt without disruption or escalating cost.

The same approach extends to the manufacturing domain. By modeling and simulating production systems (processes and scheduling) and tools (molds and tooling components), companies can optimize operations, reduce waste and scale without risk.



Eliminate defects before production starts

By simulating mold production upfront, [Arc International](#) reduced material waste, cycle times and costs, while getting to the market faster.

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Moving as one starts with an integrated platform — but it doesn't end there.

According to Reinshmidt, companies must embrace **AI playing a greater role** in the future. "AI is only as good as the data it uses. Within the **3DEXPERIENCE** platform's data-rich environment, AI is embedded at the heart of our virtual twin experience. Governed by physical laws, industrial constraints, decades of knowledge and know-how, this combination of AI reasoning with scientific knowledge and real industry workflows delivers unmatched operational insights," says Reinshmidt.

The 3DEXPERIENCE platform on the cloud offers the key foundation toward reaping true benefits from AI, especially through virtual companions and generative experiences.

Eran REINSHMIDT

Home & Lifestyle Industry Solution
Experience Director, Dassault Systèmes

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All product and process data are captured, modeled, structured and connected from end to end on the 3DEXPERIENCE platform instead of scattered across multiple systems – giving it a holistic, actionable view.

Eran REINSHMIDT

Home & Lifestyle Industry Solution Experience Director, Dassault Systèmes

On **sustainability**, momentum continues to build. “We are continuously incorporating our home & lifestyle industry solutions with platform capabilities to help companies integrate circularity into their business models,” notes Reinshmidt.

This includes designing, verifying and complying with the 4Rs of sustainability by enhancing material reduction, repairability, recyclability and reusability. Supported by disassembly and reassembly capabilities and a modular design approach, companies can validate circularity scores from the start.




As collaboration tightens, a **mindset shift** around **data sharing** becomes crucial. “Having the right information is power,” explains Grauer, “But sharing it on a common model, where it is contextualized, validated and updated, is what turns data into real value.”

The **3DEXPERIENCE** platform supports this shift by providing robust governance, ensuring teams have access to relevant, trusted information based on their roles and responsibilities without being overwhelmed by noise. The result? Clarity, confidence and better decision-making at scale.

Looking ahead, Grauer sees virtual twins expanding beyond product development into factories, production lines and supply chains, enabling true end-to-end transformations. By simulating real-world issues and improving continuously, companies unlock new levels of efficiency, resilience and business value.

Ready to make your move?

EXPLORE MORE ON OUR INDUSTRY SOLUTIONS FOR CONSUMER GOODS COMPANIES:

-  **Perfect Consumer Product**
Accelerate innovation and quality
-  **Perfect Connected Product**
Speed up multi-discipline smart consumer product design
-  **Perfect Production**
End-to-End Planning and Execution for Manufacturing..

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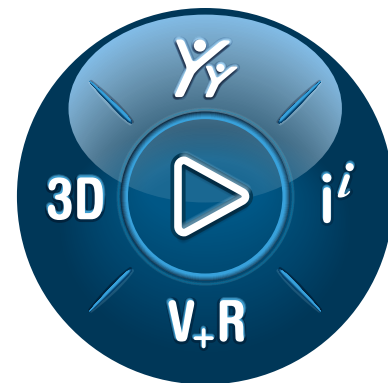
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Dassault Systèmes is a catalyst for human progress. Since 1981, the company has pioneered virtual worlds to improve real life for consumers, patients and citizens.

With Dassault Systèmes' **3DEXPERIENCE** platform, 370,000 customers of all sizes, in all industries, can collaborate, imagine and create sustainable innovations that drive meaningful impact.

For more information, visit: www.3ds.com



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**Virtual Worlds
for Real Life**



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