

OnWindows client case study

Leading PLM solution provider extends industry reach with *Prime* magazine

Siemens PLM Software, a business unit of the Siemens Industry Automation Division, is a leading global provider of product lifecycle management (PLM) software and services with seven million licensed seats and more than 71,000 customers worldwide.

Headquartered in Plano, Texas, Siemens PLM Software works collaboratively with companies, delivering open solutions to help them make smarter decisions that result in better products.

Siemens PLM Software and Microsoft have a long history of providing integrated technologies to make innovation management processes more efficient. Together, the two companies extend the power of PLM beyond engineering and manufacturing to enable everyone involved in the business to be connected – including internal teams, suppliers, partners and customers.

This partnership is key for Siemens PLM Software and Microsoft, and was one of the reasons Siemens PLM Software began its involvement with *Prime*, the authoritative publication covering the latest developments being made by Microsoft and its partners for the manufacturing industry. Siemens PLM Software recognises the importance of the magazine, as well as its online counterpart *OnWindows.com*, as an effective tool for promoting its cutting-edge solutions and industry insight to a wide audience within the manufacturing industry. Jan Larsson, senior marketing director EMEA at Siemens PLM Software, has been an enthusiastic supporter of the magazine over the years and a keen contributor. He says: “*Prime*, as well as *OnWindows.com*, gives us an excellent vehicle to communicate the value of Siemens PLM Software’s suite of solutions and our vision in the PLM space to the manufacturing industry.”

A coherent alliance marketing strategy is of paramount importance to a leading Microsoft partner like Siemens PLM

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Jan Larsson,
Senior marketing director EMEA
Siemens PLM Software

Software, and the company appreciates the unique role *Prime* can play in communicating and promoting this strategy. “We build our software products on the Microsoft stack so a strong alliance is a must,” says Larsson. “Our mutual customers invest in these solutions and benefit from their functionality, as well as the long-term joint support and

SIEMENS

CLIENT

Siemens PLM Software

SECTOR

Manufacturing

BRIEF

Siemens PLM Software wanted to promote its leadership in providing PLM solutions to the manufacturing industry, as well as reinforce the importance of its partnership with Microsoft.

SOLUTION

Participation in both *Prime* and *OnWindows.com* has played a key role in communicating the company’s alliance marketing strategy. *Prime*’s presence at Siemens PLM Software’s global user conferences has been effective in promoting cutting-edge solutions and industry insight to a wide audience in the manufacturing sector.



partnership they have with Siemens PLM Software and Microsoft. A close relationship with regards to marketing and sales is a win-win situation for everyone."

However, developing a marketing strategy that resonates in this new digital era can be a challenge. The rise of social media along with the increasing importance of online content has presented many new opportunities, as well as hurdles, for companies. *Prime's* digital and online presence is one way in which Siemens PLM Software believes it can reach out in new and innovative ways to the manufacturing industry on a global level. Larsson says: "Linking to online resources and using physical or digital reprints as part of ongoing marketing activities is as important as providing sales with these excellent resources."

He adds: "Reinforcing our strong leadership in the manufacturing industry and our alliance with Microsoft by

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providing physical copies of *Prime* at our global user conferences is much appreciated by our customers."

One of the key reasons behind *Prime's* success as a marketing tool, and in Siemens PLM Software's ability to leverage the magazine to engage with customers, is the strength of Tudor Rose, the publishing company behind the magazine. Larsson comments: "The team at *Prime* has really helped us to maximise the opportunities to share our knowledge, customer value and the importance of PLM to the manufacturing industry. They have been very open to our input and in taking a very positive and flexible approach to exploring and trying out new ideas we pitch to them. Our strong alliance with Microsoft, and the joint solution stack we can offer, along with proven customer business benefits, helps us achieve success with new opportunities."

The collage consists of three magazine pages. The left page is a 'CEO interview' with Chuck Grindstaff, titled 'A visionary leader', featuring a photo of him. The middle page is the cover of 'PRIME' magazine, 'MICROSOFT TECHNOLOGY IN DISCRETE AND PROCESS MANUFACTURING', featuring a racing car with 'AON LUKOIL' and 'RML GROUP' branding. The right page is titled 'Fast track success' and discusses automotive engineering company RML's use of Siemens PLM Software's NX design solution.

For more information on promoting your business in Microsoft customer magazines or to find out how Tudor Rose can help you to market your business, please contact Toby Ingleton, director: toby.ingleton@tudor-rose.co.uk

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