

## FOR IMMEDIATE RELEASE

### SolidWorks Corporation Invigorates Channel Through Adventace Sales Management Programs

*Worldwide Initiative Aimed at Meeting Demand in Emerging Regions and Increasing Market Share*

**Pittsburgh – June 12, 2006** – SolidWorks Corporation, the leader in 3D CAD software, has tapped Adventace, a global sales management consulting firm, to deliver channel sales and management programs designed to support SolidWorks' aggressive sales growth worldwide and capitalize on the evolving 3D CAD market. Under way since July 2005, the initiative is helping SolidWorks channel sales managers and nearly 300 reseller organizations around the world to better manage and measurably improve the performance of their sales organization.

SolidWorks provides intuitive and straightforward 3D CAD tools to help design teams develop better products. While its vibrant, user-oriented channel contributed heavily to its early success, the maturing design software market and changes in the way organizations buy and use their products posed new challenges. SolidWorks brought Adventace to address this changing market landscape, recalibrate the channel's approach to focus on critical business issues and help SolidWorks continue to build upon its 25 percent annual growth rate.

“Changes in the design software market demand that we continue to adapt our approach to the needs of the buyer,” said Patrick Maher, manager of worldwide sales training, SolidWorks. “Adventace helped us do that very effectively because its methodology focuses heavily on buying patterns. As a result, our channel sales process is now better aligned with the local buyer behavior all around the world. SolidWorks appreciates the commitment made by the Adventace team of instructors to spend the extra time to understand our specific business issues and the dynamics of our channel model.”

By the end of July 2006, Adventace will have provided its signature solutions including, High Performance Sales Management, High Performance Channel Management, ACE Selling and Foundation to 1,400 SolidWorks employees and channel partners. To date, Adventace has implemented programs for all new hires, and for the existing field organizations across Europe and North America, as well as China, India, and Brazil. Ongoing programs are being scheduled in Europe, the Americas, and Asia.

“SolidWorks has the best indirect channel in its market space,” said Bob Junke, founder and CEO of Adventace. “Our methodologies have improved the channel's ability to identify, understand and address critical business issues facing a new tier of customers and prospects. We deliver a model that is easily understood and easy to execute, enhancing the impact across the entire organization.”

Adventace tailored its High Performance Sales Environment (HPSE) methodology to scale to SolidWorks' unique needs, addressing both large-scale opportunities and the incremental

sales more characteristic of SolidWorks' business. Adventace's worldwide infrastructure includes localized language capabilities and instructors who understand the local business climate. This ensures that the global effort provides a common framework for selling, forecasting, pipeline management, and sales language horizontally across its channel and vertically between SolidWorks and its channel partners. Adventace will also administer ongoing reinforcement programs for consistent skill development through webcasts, conference calls, and one-on-one coaching.

"Our ability to address the rapidly developing market opportunity globally has been greatly enhanced by Adventace's curriculum and infrastructure," continued Maher. "The sessions have been well received across the board. Our channel partners not only recognize the need to align our selling process with the market, but are equipped to do it."

### **About SolidWorks Corporation**

SolidWorks Corporation, a Dassault Systèmes S.A. (Nasdaq: DASTY, Euronext Paris: #13065, DSY.PA) company, develops and markets software for design, analysis, and product data management. It is the leading supplier of 3D CAD technology, providing intuitive, high-performing software that helps product design teams develop great products. For the latest news, information, or an online demonstration, visit the company's Web site ([www.solidworks.com](http://www.solidworks.com)) or call 1-800-693-9000 (outside of North America, call +1-978-371-5000).

### **About Adventace**

Adventace® is a global sales management firm specializing in helping sales operations *Create the High Performance Sales Environment®* (HPSE) through an integrated, metric-driven set of products and services. An enterprise-wide sales and sales management system, HPSE delivers predictable results, measurable and sustainable performance improvement, and confidence that expected results can be achieved. Historically, clients are able to outperform their past results by a factor of at least 2 to 1. Some Adventace clients include Cisco, Computer Associates, CTG, EMC, Marconi, Oracle, SolidWorks and SunGard. With 40 associates around the world and offerings in eight languages, Adventace has implemented the HPSE worldwide and trained nearly 20,000 executives, sales and channel managers, and sales personnel. For more information visit [www.adventace.com](http://www.adventace.com) [<http://www.adventace.com/>](http://www.adventace.com/) or call 724-443-2383.