

SIEMENS

Ingenuity for life

PARTNER
PROFILE

Multi-industry

United Digital Systems

Providing total solutions using the Siemens Digital Industries Software portfolio

Products

Femap, NX, PLM Components, Simatic IT, Simcenter. Solid Edge, Teamcenter, Tecnomatix

Business challenges

Deliver integrated solutions to support different functions in customers' businesses

Keys to success

Portfolio expansion
Professional industry solutions and services
Full-scale support from Siemens

Results

Successfully developed industry business
Awarded Best Marketing Performance in Greater China for 2016

Portfolio expansion helps UDS to discover more opportunities

United Digital Systems Company (UDS) provides digital factory and digital manufacturing solutions to customers in multiple industries, including automotive, consumer products, electronics, and mold tool and die customers. The company has been a Siemens Digital Industries Software Solution Partner since 1996.

Portfolio expansion

Portfolio expansion is one of the key business strategies of UDS. "UDS has a unique and strong capacity to provide total solutions using the entire Siemens Digital Industries Software portfolio," explains Caihua Zhu, general manager of UDS. "Expanding our expertise throughout the portfolio helps us dig out more

opportunities to sell more Siemens solutions and helps customers to develop their value chains."

Professional industry solutions and services

"We focus on providing professional industry solutions and services to sub-industry customers and helping them to meet their specific business requirements," says Zhu. "An example is the elevator industry: we provide them customized solutions that are developed using Siemens Digital Industries Software's solution framework and target their industry's specific challenges. By resolving their issues in product design and development processes, we help them to further improve product quality and increase profits."

"In marketing, we got great support from Siemens' market development funds to improve our market coverage."

Caihua Zhu
General Manager
United Digital Systems Company

Solutions/Services

Femap
www.siemens.com/plm/femap

NX
www.siemens.com/nx

PLM Components
www.siemens.com/plm/plmcomponents

Simatic IT
www.siemens.com/simatic

Simcenter
www.siemens.com/simcenter

Solid Edge
www.siemens.com/solidedge

Teamcenter
www.siemens.com/teamcenter

Tecnomatix
www.siemens.com/tecnomatix

Customer's primary business

United Digital Systems Company has been a Siemens Digital Industries Software Solution Partner since 1996. The company provides digital factory and digital manufacturing solutions to customers from multiple industries.
www.udschina.com

Customer location

Shanghai
China

Full-scale support from Siemens

"UDS and Siemens Digital Industries Software's collaboration has been ongoing for more than 20 years, and we have received very good full-scale support from Siemens," Zhu says. "Siemens led UDS into the PLM business, and delivered great support in sales, marketing, technology and service. We received so many benefits from Siemens, and its PLM business is the core of our business."

The Siemens channel partner management team in the Asia-Pacific region and Greater China has helped guide the development of the UDS business, and lent assistance in building the UDS team and designing marketing campaigns. "Siemens Asia-Pacific and the country team held business development workshops with us, and helped us set the direction and strategy, as well as helping us to improve our selling capability."

The channel management team also reviews business results and helps improve performance and management capabilities. Training from Siemens develops sales skills and technical knowledge, and its certification program helps develop the UDS team for professional sales. "In marketing, we got great support from Siemens' market development funds to improve our market coverage," Zhu says. With this full-scale support UDS has a healthy and continuously growing business model.

Recognizing success

"We have a long investment in PLM and more than 20 years of experience providing PLM solutions to our customers, giving us a great advantage in the market and keeping us ahead of our competition," says Zhu. The company's outstanding performance was most recently recognized by Siemens at the Converge Asia-Pacific Partner Forum, when UDS was awarded Best Marketing Performance in Greater China for 2016.

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Caihua Zhu
General Manager
United Digital Systems Company

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