

Automotive and transportation

Excel Design Technologies

Expanding channel, capacity, and capability with Siemens PLM Software solutions

Products

Solid Edge, Femap,
CAM Express

Business challenges

Expand business capacity
Grow second-tier channel
Enhance the capability and expertise of staff

Keys to success

Siemens partnership
Investment in training for industry and large account sales
Aggressive sales promotion
Extending portfolio beyond Solid Edge to Femap and CAM Express

Results

Many tier-two partner wins against competitors
Recognition as India's best marketing team in 2014

Excel Design Technologies grows business with mainstream engineering solutions

Excel Design Technologies is a value-added distributor of Siemens PLM Software solutions in India. The company became a Siemens PLM Software Solution Partner in 2014, focusing on the mainstream engineering portfolio that includes Solid Edge® software for 3D design, Femap™ software for finite element analysis (FEA) modeling, and CAM Express software for numerical control (NC) programming.

Headquartered in New Delhi, Excel Design Technologies' mission is to be a market leader in distribution of product lifecycle management solutions. The company aims to sustain leadership by consistently exceeding its customers' expectations and by providing the best technologies that can help them transform innovation into business success. Its vision is to adopt best industry practices and to work closely with its partners to meet their customers' needs. In 2015, the company employed a staff of 12 and worked with 30 second-tier partner companies representing Siemens PLM Software's mainstream engineering solutions.

Manoj Mehta, founder and managing director of Excel Design Technologies, had decades of experience in the information technology (IT) industry and extensive experience in growing companies quickly

from the start-up phase. Mehta has an impressive track record with indirect channel sales models and expertise in recruiting and developing channel partners.

Siemens partnership a key success factor

Mehta regards the partnership with Siemens PLM Software as a key success factor. "The Siemens partnership and brand means that large or critical account access is streamlined and simplified," says Mehta. "The Siemens name also helps us as we focus on developing our second-tier partners that enable us to expand our business exponentially."

Working with Siemens, Mehta has developed key strategies for Excel Design Technologies. Firstly, the company wants to grow the company's second-tier channel with additional partners. Additionally, the company aims to grow the business capacity and the capability of its people.

Developing capability through training

Excel Design Technologies has worked toward those objectives by supporting their partners in hiring talented personnel and developing their abilities to sell in specific industries and with large accounts. The company has delivered training to the second-tier partners to improve their expertise in industry-focused selling and sharpen their competitive edge as they offer Siemens PLM Software products and solutions to current and potential customers.

Solutions/Services

Solid Edge

www.siemens.com/solidedge

Femap

www.siemens.com/plm/femap

CAM Express

www.siemens.com/plm/camexpress

Customer's primary business

Excel Design Technologies is a leading distributor of CAD/CAM/CAE and PLM solutions in India. The company works with customers from cross-vertical domains in India and overseas to support them in their most complex and challenging engineering initiatives while helping them derive best returns on their investments. www.exceldesigntechnologies.com

Customer location

New Delhi
India

During Siemens PLM Software's 2015 Asia Pacific GO! Partner Conference, Excel Design Technologies received recognition as India's Best Marketing Team for 2014 due to the solid results and returns on investment from its marketing campaigns and activities.

Siemens PLM Software

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www.siemens.com/plm

Aggressive marketing and sales promotion

"Alongside Siemens, we've executed aggressive sales promotions to ignite our tier-two partners' passion for Siemens PLM technology," says Mehta. "With our support, our tier-two partners have seen countless wins against SolidWorks, and have extended their sales from Solid Edge to Femap – the

simulation solution that helped them expand their market share."

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Managing Director
Excel Design Technologies

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