

Teamcenter Rapid Start Top Frequently Asked Questions (FAQs)

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Summary of Teamcenter Rapid Start

For many companies, no matter what they are using to manage design data, they still have the problem that engineers can't find product data, while product changes and design reviews take too long. Product development is too costly, products aren't as profitable as they need to be, and companies can't keep up with customer demand.

Buyers know they need more PDM than they have with their current CAD system or workgroup PDM, but they don't know how to take the next step. There are many choices for PDM, which can overwhelm buyers and they fall back on the status quo. Especially when they have concerns about the cost and time to implement PDM and maintaining it without a large IT staff.

Our job is to show them that right-size PDM, with Teamcenter Rapid Start, gives them a quick, costeffective solution to manage multi-CAD engineering data and process. We have a preconfigured solution and defined delivery method so they can get up and running in 2-3 weeks, with as few as five users. Unlike many competitive PDM systems, Teamcenter Rapid Start is a platform for growth. Customers can expand to Teamcenter at any time, to take advantage of additional PLM functionality as their needs grow. They are not boxed in; they are positioned for growth.

Big Idea:	
Deploy PDM quickly and cost-effectively, with growth path to PLM.	

Why you want to sell this:

- Protect your CAD business don't let a PDM competitor in. Secure the account with CAD + PDM. Every unmanaged CAD account (no Teamcenter) is a target for Teamcenter Rapid Start.
- Right-size PDM is a direct path to win business -- reduce the cost of the sale when you match the customers' needs to preconfigured PDM, reducing the time and expense of meetings and bringing in technical consultants.
- Get in the game with PDM competitors a competitive price point and delivery timeframe opens the door to new opportunities, especially in the midmarket, where Teamcenter is perceived to be too big or too costly to implement.
- Establish yourself as a trusted advisor -- deliver PDM quickly and cost-effectively, then work with the customer to identify more people and processes that can benefit from Teamcenter, extending the footprint from PDM to PLM.

One platform to grow from PDM to PLM ...

Teamcenter Rapid Start is a preconfigured Teamcenter solution (unified architecture), which can be deployed and ready to use in a matter of hours. Teamcenter Rapid Start delivers standard Teamcenter with preconfigured PDM functionality. With a Teamcenter Rapid Start deployment, customers can choose from the standard set of Teamcenter CAD integrations, along with other preconfigured Teamcenter capabilities, so they can get their PDM environment up and running quickly, and cost-effectively.

Copyright 2016, Siemens PLM Software, Inc. Restricted – For Internal and Reseller use only. Not to be distributed to customers. Teamcenter Rapid Start was formally announced with the Teamcenter 10 release in June 2014. Our key competitive differentiator is that we offer one platform for customers to grow from PDM to PLM. As customers' business needs grow, they can seamlessly add on Teamcenter PLM capabilities across the portfolio.

Teamcenter Rapid Start key values:

- Simple and fast to install, set up and deploy
- High-value, preconfigured based on best practices
- Minimal IT expertise required to operate and support
- Realize benefits quickly for a fast return-on-investment

Release/version review:

Teamcenter Rapid Start is not a new product or application, it is a preconfiguration of standard Teamcenter (unified architecture)

- Teamcenter Rapid Start 9.1 was available as a restricted release
- Teamcenter Rapid Start 10.1 leverages the standard set of Teamcenter multi-CAD integrations and options can include Classification, Schedule Manager and ERP integrations.
- Teamcenter Rapid Start 10.1.4 leverages the standard set of ECAD integrations, along with extended platform support (full Teamcenter browser and web server support; over-the-web (OTW) installer for Rich Client; and support for all Teamcenter languages) along with the add-on option of Active Workspace 2.4.
- Teamcenter Rapid Start 11.2 features a single install kit with Teamcenter and a simple "move to Teamcenter" menu option that can extend a Rapid Start installation to a Teamcenter installation in minutes. A new BMIDE-based, newly architected Intelligent Part Numbering capability that is standardized in full Teamcenter will automate and standardize part number generation. 11.2 also extends platform support (including cloud) to non-UNIX platform.

Who is the competition?

Most midmarket competitors offer a PDM platform without a PLM growth path. Teamcenter Rapid Start is a preconfigured deployment of standard Teamcenter, so we offer one platform to grow from PDM to PLM. This also differentiates us from our PLM competitors, who generally offer two different platforms for small-to-medium businesses versus larger enterprises.

At the mid-range PDM level, the primary competitors are Autodesk and ARAS, while our traditional PLM competitors are PTC and Dassault. These competitive products have limited CAD integration, especially when it comes to managing NX and Solid Edge data.

Keep in mind, the key issue with competitors who claim they have "multi-CAD" simply because they have CAD connectors ... it's what they do with the CAD files vs. what we do with our CAD visualization that is the key competitive differentiator. Here are some sample qualifying questions to help establish the difference between Teamcenter and competing PDM options, including ARAS:

- ✓ What is the list of CAD systems supported? Do you see NX and Solid Edge?
- ✓ Can the CAD designs interact in the PDM system?
- ✓ <u>Is there integrated visualization or digital mockup?</u>

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Frequently Asked Questions

Teamcenter Rapid Start

- ✓ Can PDM users save files as BOTH a CAD-neutral file format (i.e., .jt), AND a CAD system file type (i.e., .prt, .asm)?
- ✓ <u>Can designers open EITHER a CAD-neutral file or a native file type to see files designed in other</u> <u>CAD systems?</u>
- ✓ Can they create assemblies from CAD files created by different systems?
- ✓ Can they manage design BOMs across CAD systems, maintaining associativity from the design file to the CAD system of origin?
- ✓ Can they exchange CAD-neutral files with suppliers and customers?
- ✓ Can non-CAD users make notations, mockup and analysis of designs?

With Teamcenter Rapid Start, customers can deploy standard Teamcenter quickly, and cost-effectively, with the option of adding Classification and Schedule Manager. Customers also have their choice of the standard set of Teamcenter CAD integrations. This includes integrations for NX, Solid Edge, SolidWorks, CATIA, AutoCAD, Inventor and CREO.

For detailed competitive analysis, review the <u>Teamcenter Rapid Start Competitive Positioning deck</u>.

Who are the primary targets for Teamcenter Rapid Start?

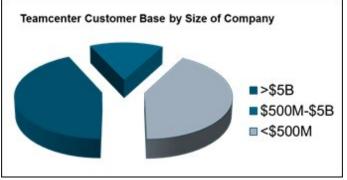
The primary targets for Teamcenter Rapid Start are our NX and Solid Edge customers who do not have Teamcenter. Historically, they may have perceived Teamcenter as too difficult or costly to implement ... and that's why presenting right-size PDM is a new sales strategy for you to re-visit their PDM needs ... and the right-size PDM message is reinforced by marketing. The same CAD integrations support Teamcenter Rapid Start and Teamcenter.

Beyond our own customer base, according to the <u>ARC PLM Worldwide Outlook</u>, businesses with revenue under \$250M represent the fastest growing segment in PLM Software sales. There are more than 1.5 million seats of Solid Works and 2 million seats of Autodesk/Inventor, many of whom require greater PDM capabilities than their CAD workgroup manager can provide.

Teamcenter Rapid Start is robust, yet accessible PDM solution for any industry. Qualifying criteria for Teamcenter Rapid Start prospects include:

- Standard Teamcenter implementation is cost-prohibitive
- Need design data management, process management and basic change management
- Usually more than 5 CAD seats, but can go lower than 5 seats
- Non-Solid Edge SP targets
- Multi-CAD

When engaging a prospect, lead with the value of PLM/PDM and Teamcenter, in general. Only when you have qualified the opportunity for PDM, and you determine that they are a good fit for Rapid Start due to budget constraints or other concerns about traditional Teamcenter deployment, then present the option of a preconfigured Teamcenter solution with lower cost to deploy.



With a stronger solution deploying standard Teamcenter, we're better positioned to address the needs of SMB's. It's not as if we're new to the SMB market. In fact, we have equal proportions of customers under \$500M and over \$5B.

To demonstrate our experience and customer references in SMB, along with our Rapid Start market penetration, refer to this

slide deck: <u>https://sales.industrysoftware.automation.siemens.com/more_info/42094/Teamcenter-</u> SMB-Market-Presence-and-Customer-References.

Deliver the message that Teamcenter is not just for big companies.

Frequently Asked Questions – Teamcenter Rapid Start

1. If Teamcenter Rapid Start is Teamcenter, what are the functional differences between Teamcenter Rapid Start and standard Teamcenter?

While Teamcenter Express was a different codestream from standard Teamcenter, Teamcenter Rapid Start is simply a preconfigured deployment option for standard Teamcenter.

Aside from the preconfigurations in the installation, and the preconfigured workflows, groups and roles, there really is not much difference between Rapid Start and Teamcenter. The main thing is that Rapid Start is tightly scoped so there's not a big consulting period (and related costs). And the preconfigurations make the install and training simpler.

For a detailed list of functional capabilities, including the differences between Teamcenter Rapid Start and standard Teamcenter, refer to this technical specifications fact sheet: <u>https://sales.industrysoftware.automation.siemens.com/more_info/39943/Siemens-PLM-Teamcenter-Rapid-Start-SPECIFICATIONS-fact-sheet</u>

In the fact sheet you can find the list of preconfigured workflows and roles, plus there are these three exclusive Rapid Start capabilities, which will be included with standard Teamcenter in v11.2:

- Intelligent Part Numbering
- Xpress Review Package
- Shop Floor Viewer

To help you articulate the differences between Rapid Start and standard Teamcenter, please refer to this customer-facing slide deck:

https://sales.industrysoftware.automation.siemens.com/more_info/42733/Teamcenter-Rapid-Start-to-Teamcenter-comparison

2. How is Teamcenter Rapid Start Priced/Packaged/Licensed?

Teamcenter Rapid Start can be sold by both direct sales and channel partners.

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Quote Teamcenter Rapid Start 10.1 (as of 10.1.4 Service Pack release in April 2015)

- The author/consumer license is be standard Teamcenter (TC10101/TC10102)
- An additional line item is a Teamcenter Rapid Start server license (TC50100)
- SQL or Oracle database is needed both products are available in the SPLM price book (If customers do not have a database)
- The cost of the MCAD integrations, ECAD integrations, Classification, Schedule Manager will be the same as standard Teamcenter
- Active Workspace is included with any Teamcenter license, but it may require additional implementation time but no additional license cost (For details, refer to <u>https://sales.industrysoftware.automation.siemens.com/more_info/57922/Teamcenter-Rapid-Start-with-Active-Workspace-Installation-Guide</u>.)
- A packaged services engagement component (SOW) is an optional, separate line item, and it includes the services cost of one MCAD integration

See the following pricing and licensing resources on Salescenter for more information:

Pricebook

https://sales.industrysoftware.automation.siemens.com/more_info/38812/Teamcenter-Rapid-Start-Pricing-and-Packaging-Overview

https://sales.industrysoftware.automation.siemens.com/more_info/37337/Teamcenter-Rapid-Start-Capabilities-and-Licensing-Learning-Center-Course

3. If the cost of Teamcenter Rapid Start is higher than standard Teamcenter software, because of the additional server license, why would a customer want to pay more for Rapid Start?

Every PDM/ PLM implementation needs services help to configure the system as per their business needs regardless of the size of the organization -- small, medium or large.

At a fundamental level, we can classify this service component into three basic categories,

- 1. Configuration based on the industry type -- auto supplier, industrial machinery, etc.
- 2. Configurations based on the size of the company -- small and mid-size business, OEMs, etc.
- 3. Configuration based on the individual organization's need

Based on our experience installing Teamcenter around the world, we found that for the first two categories, most of the configuration needs are common across small and mid-size companies. So when the needs are common, why put the burden on these customers to pay the standard services consulting costs? And why should we expect them to enhance and maintain Teamcenter during the release-by-release upgrade on top of standard Teamcenter? It is a huge effort and time-consuming process.

Therefore, to minimize that cost, we gathered all the best practices experiences and designed the Teamcenter Rapid Start configuration which will be essentially deliver the most common configuration requirements of small- and medium-sized customers. While any standard Teamcenter installation would

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require services consulting at the standard rate, implementing all the configurations available in Teamcenter Rapid Start would cost much more.

Teamcenter Rapid Start includes a server license fee, which is more than offset by the savings of a preconfigured PDM solution. There are fewer costs up front. These preconfigured capabilities will be maintained at every release by SPLM and available to the customer under the normal MES, rather than the customer having to keep them updated and validated at every new release. For Rapid Start customers, if services are required at all, they will be scoped and priced according to a pre-defined statement of work. Plus, there are the intangible cost savings of getting up and running faster and gaining a faster return on their PDM investment.

4. How does the licensing work when a customer moves from Teamcenter Rapid Start to Teamcenter?

Once a Rapid Start customer, always a Rapid Start customer. For customers who move to Teamcenter from Rapid Start, they still keep all of the Rapid Start pre-configurations. Even after moving to the Teamcenter installer, it does check if the Rapid Start license is available for those functions.

5. How does the licensing work with the Solid Edge Integration (SEEC)?

From the Pricebook SE375F pre-requisite section, it looks that you just need TC10101 OR TC50100 to run SE375F. However if you further investigate to TC50100 license pre-requisite then it clearly shows it needs (TC10101 or TC10102). Thus the simple meaning of SE375F pre-requisite section is, you can integrate 'Solid Edge Embedded Client' either with Teamcenter (TC10101 or TC10102) or with Teamcenter Rapid Start (TC50100).

6. Can Teamcenter Rapid Start be deployed with IaaS?

Yes. Because Teamcenter Rapid Start is Teamcenter, it can be deployed just the same as standard Teamcenter using the Infrastructure as a Service (IaaS) approach to minimize the up-front infrastructure/hardware costs.

7. What are the sales training courses for Teamcenter Rapid Start?

There are two courses available on Salescenter to help you learn how to position and sell PDM, and Teamcenter Rapid Start specifically. These courses are also included in the Channel Sales Rep certificate training curriculum.

https://sales.industrysoftware.automation.siemens.com/more_info/43194/Teamcenter-Rapid-Start-Sales-Introduction-Learning-Center-Course

https://sales.industrysoftware.automation.siemens.com/more_info/38163/Teamcenter-Rapid-Start-Overview-Presentation-Learning-Center-Course-

8. How is Teamcenter Rapid Start delivered?

For 11.2, the same download applies whether a customer buys Teamcenter or Teamcenter Rapid Start. However, because Teamcenter Rapid Start 10.1 requires a separate kit, there is not a separate CD for Rapid Start 10.1. The customer has to download the Rapid Start kit from the GTAC site or request that their sales/presales/services/reseller contact download and ship it to them.

Again, from version 11.2 forward, Teamcenter Rapid Start and Teamcenter will be the same kit and CD.

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9. Is there a services implementation package available?

Teamcenter Rapid Start will offer the choice of a defined services component. Because services pricing varies by country, you will receive details on the packaged services component (SoW, project plans, cost estimations) from your zone marketing representatives Resellers can review the <u>Teamcenter Rapid Start</u> <u>Services Collateral for Partners</u>.

10. What would be the estimated installation effort covering the SOW? This will be communicated in the Services SOW proposal.

11. Is there a demo environment for Teamcenter Rapid Start?

Technical Marketing produces both virtual machine and cloud-based demo environments. Watch their site for the latest Teamcenter Rapid Start demo environments and resources: https://sales.industrysoftware.automation.siemens.com/market/technical/

12. Is there technical training available for Teamcenter Rapid Start?

Yes, there are several technical courses on Teamcenter Rapid Start in the Learning Center. Following are a few links from Salescenter:

https://sales.industrysoftware.automation.siemens.com/more_info/37340/Teamcenter-Rapid-Start Technical-Training-Learning-Center-Course

https://sales.industrysoftware.automation.siemens.com/more_info/50360/Whats-New-in-Teamcenter-Rapid-Start-11-2-Learning-Center-Course

https://sales.industrysoftware.automation.siemens.com/more_info/50367/Intelligent-Part-Numbering-Teamcenter-11-2-/-Teamcenter-Rapid-Start-11-2-Learning-Center-Course

For channel partners, there is also a technical / services certificate training curriculum.

13. How do I know which versions of MCAD and ECAD integrations are available with Teamcenter Rapid Start, and when?

Before you price and sell Teamcenter Rapid Start, you need to be sure that the customer's version of an MCAD and ECAD tool is supported by an integration. The availability of Teamcenter Rapid Start MCAD integrations is consistent with Teamcenter versions 10.1 and beyond; and the availability of ECAD integrations is consistent with Teamcenter Service Pack 10.1.4 and beyond. Refer to the Teamcenter Integrations Availability Matrix on Salescenter for up-to-date details by version: https://sales.industrysoftware.automation.siemens.com/more_info/3815/Teamcenter-Integrations-Availability-Matrix

14. Is there an ERP integration for Teamcenter Rapid Start?

The Teamcenter Express ERP toolkit has been replaced by the standard Teamcenter ERP gateway. In addition, the two following current products are options for Teamcenter Rapid Start.

TC10315 – Teamcenter Gateway for SAP Business Suite TC10316 – Teamcenter Gateway for Oracle EBS

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15. What about CAE and Simulation?

CAE and Simulation Process Management are not supported by the preconfigured Teamcenter Rapid Start PDM solution. The customer would have to grow their implementation from Rapid Start PDM to PLM by making changes to their configuration, just as they would need to do to add on any Teamcenter module.

16. What about NX CAM?

Any NX base or add-on license which runs with pre-requisite Teamcenter Author (TC10101) is compatible with Teamcenter Rapid Start. However, any NX add-on license which needs pre-requisite in addition to TC10101 (example Teamcenter Manufacturing) are NOT compatible with Teamcenter Rapid Start and would require them to extend to Teamcenter.

17. What about software data management?

Software data management integrations are not supported by the preconfigured Teamcenter Rapid Start PDM solution. The customer would have to grow their implementation from Rapid Start PDM to PLM by making changes to their configuration, just as they would need to do to add on any Teamcenter module.

18. How about using Rapid Start as starting point for a more sophisticated instance of Teamcenter?

This is the expected growth path from PDM to PLM. We expect there will be many Rapid Start customers who would like to start and use the preconfiguration available in Teamcenter Rapid Start and then evolve from there. Additional configurations will be required to expose additional Teamcenter modules, as they are hidden by the Rapid Start preconfiguration.

However, if sales and the customer already know based on their needs that they are going to need more than the modules supported by Teamcenter Rapid Start in the near future, they should just start their implementation with Teamcenter rather than Teamcenter Rapid Start.

19. What are the customization options for Teamcenter Rapid Start?

Teamcenter Rapid Start is specially designed to cater to small and medium size businesses' PDM requirements. These small to medium sized customers, who do not have the big IT infrastructure, don't want to get in to customization complexities but instead need easy-to-install, easy-to-use, pre-configured package, etc. That is why, we do NOT recommend customization to Rapid Start.

20. Do we have a detailed List of all Workflows/Reports/Objects, which are in the standard implementation of Teamcenter Rapid Start?

The specifications fact sheet has the detailed capabilities of Rapid Start. For more information, you should refer to the technical training materials on Salescenter.

https://sales.industrysoftware.automation.siemens.com/more_info/39943/Siemens-PLM-Teamcenter-Rapid-Start-SPECIFICATIONS-fact-sheet

21. What is involved in the upgrade from Teamcenter Rapid Start to standard Teamcenter? How much time will it take?

Similar to the Teamcenter Express to Teamcenter 10.1 upgrade, Teamcenter Rapid Start customers will also lose some Teamcenter Rapid Start-specific functionality if they upgrade to Teamcenter 10.1, including Intelligent Part Numbering, XpresReview Package Exchange, and Print & Plot.

The upgrade from Teamcenter Rapid Start 10.1 to Teamcenter 10.1 is very simple and straightforward. Following are the steps, which we anticipate would take no more than an hour:

From Teamcenter Rapid Start 10.1 to Teamcenter 10.1:

Step 1: Run pre-upgrade utility Step 2: Uninstall Teamcenter Rapid Start 10.1 Step 3: Install Teamcenter 10.1 (For the detailed procedure, please check the Teamcenter documentation topic: "Upgrade Teamcenter Rapid Start 10.1 to Teamcenter 10.1.)

From Teamcenter Rapid Start 11.2 to Teamcenter 11.2 and onward: One Step process : Run Rapid Start TEM installer (Environment Manager) use the "Move to

Teamcenter" option to expand to Teamcenter.

The "Move to Teamcenter" option take your installation to a Teamcenter environment within a few minutes and enables all the installation features available with Teamcenter. It optionally opens all the menus and commands suppressed in Rapid Start.

Once a customer upgrades from Teamcenter Rapid Start to additional Teamcenter modules, it is likely that consulting services will be required to tailor the implementation to the customer's needs (just as in any standard Teamcenter implementation).

Once the customer moves from Teamcenter Rapid Start to Teamcenter, they cannot move back to Teamcenter Rapid Start. However, once a Rapid Start customer, always a Rapid Start customer ... the customer can retain all the unique capabilities and preconfigurations from Teamcenter version to version upgrade.

22. What Teamcenter applications will be supported in the near future?

Teamcenter Rapid Start is a deployment option for Teamcenter, so customers will be able to choose any of the existing Teamcenter applications (your customer will have to purchase additional licenses for the applications they would like to deploy). There is a basic set of Teamcenter modules (Classification, Schedule Manager, multi-site, CAD connectors and ERP connectors) that can be deployed with Teamcenter Rapid Start. The move to full Teamcenter will be required to expose additional modules, as they are hidden by the Rapid Start preconfiguration.

23. Will we have the same document management than Teamcenter, for example the IRDC capabilities?

Yes the same document management capabilities of Teamcenter, including IRDC, will be available with Teamcenter Rapid Start.

24. What is different in the Intelligent Part Numbering capability in 11.2?

Now common to both Teamcenter and Teamcenter Rapid Start, the 11.2 release introduces a BMIDEbased, newly architected Intelligent Part Numbering capability that is standardized in full Teamcenter to automate and standardize part number generation.

25. How do we get hold of it to check it out in detail?

Teamcenter Rapid Start is available for download from GTAC.

26. Can we move/upgrade a client from old Teamcenter Engineering?

There is no upgrade directly from Teamcenter Engineering to Teamcenter Rapid Start. If the customer is using a Teamcenter Engineering-based version of Teamcenter Express, then they can follow the Teamcenter Express to Teamcenter Rapid Start path.

27. Is the simple change management capability available with the standard author license of Teamcenter Rapid Start?

A basic integrated Engineering Change Request data model object and Engineering Change Order process are included with Teamcenter Rapid Start. This covers basic use cases and a basic configuration management model.

For a detailed description of the change management capabilities in Rapid Start, read this blog article: <u>http://community.plm.automation.siemens.com/t5/Teamcenter-Blog/Simplifying-the-engineering-change-process-with-PDM-for-small-to/ba-p/271415</u>

28. How does the grow path look from simple change management to full blown change management?

For more advanced functionality and use cases, the customer would need to expand to PLM to use full Teamcenter change management. All objects created with simple change management can be kept for future reference and traceability when moving to full Teamcenter change management, however the data will not be migrated to full Teamcenter change management. Engineering change workflows from Teamcenter Rapid Start can also be used with Teamcenter change management.

29. What BOM management is included with Teamcenter Rapid Start?

The Rapid Start preconfiguration includes the Structure Manager in standard Teamcenter for BOM management. Rapid Start includes BOM synchronization between CAD tools and Teamcenter using JT and visualization to manage all assembly-design context parameters. The Teamcenter bi-directional BOM management allows users to edit the CAD structure from the structure manager, instantly updating the native CAD file, or they can make the update to the structure manager from CAD to PDM.

30. Is it possible to extend the data model of Teamcenter Rapid Start via BMIDE similar to standard Teamcenter?

Yes, BMIDE is supported. Customers can extend the data model using the same tools they would use in Teamcenter.

31. What are the platform requirements?

The Teamcenter server can be installed on Microsoft servers, and the database platform can be MSQL, Oracle, or DB2.

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32. What language localization is supported?

Teamcenter Rapid Start 10.1.4 supports the following languages: Chinese (Simplified), Chinese (Traditional), English, French, German, Italian, Japanese, Korean, Russian, Spanish, Czech, Polish and Portuguese (Brazilian).

33. What web browsers and web servers are supported?

Teamcenter Rapid Start 10.1.4 supports the standard Teamcenter web browsers – Microsoft Internet Explorer, Mozilla Firefox – and the standard Teamcenter web servers -- WebLogic, WebSphere and Jboss.

34. Can Teamcenter Rapid Start be deployed over the web?

Service Pack 10.1.4 offers the same over-the-web deployment as standard Teamcenter.

35. Can Teamcenter Rapid Start customers use Active Workspace?

Teamcenter Rapid Start customers are buying Teamcenter author and consumer licenses, which include Active Workspace. With Service Pack 10.1.4 and the 11.2.1 release, Active Workspace is an option for customers to extend their PDM implementation to reach new users or support browser-based access. Active Workspace provide a simple web interface tailored to the specific needs of PDM users beyond design engineering.

36. How do I know whether to sell Teamcenter Rapid Start or an industry catalyst?

The basic positioning to help you know whether to sell Teamcenter Rapid Start or an industry catalyst to a customer getting started with PLM is represented here:

SIEMENS

Teamcenter Rapid Start or Catalyst?

Consider customer priorities, scope and budget to deliver the right solution

	Teamcenter Rapid Start	Catalysts (including Machinery)
Outcome	Fast initial implementation of Teamcenter	Fast initial implementation of an industry process
Scope	Teamcenter products, starting with PDM	Siemens PLM products and their integration
Goal	Fast initial PDM implementation with option to expand to rest of Teamcenter product suite, which allows the customer to mature and grow from PDM to PLM.	Fast process implementation to lead to additional process domains
Implementation Strategy	Reduce implementation costs by providing a preconfigured customer environment that is not industry-specific and can be in production in 2-3 weeks.	Improve implementation process efficiency ; initial deployment typically includes industry-specific capabilities and services consulting.

*Any Teamcenter-based solution (including Machinery Catalyst) can be hosted on the cloud with Amazon Web Services using the laaS model.

Frequently Asked Questions – Teamcenter Rapid Start vs. Express

37. How is Teamcenter Rapid Start different from Teamcenter Express?

While Teamcenter Express has been meeting the basic PDM needs of many engineering organizations, we have frequently found that customers want to grow from basic PDM to more advanced PLM capabilities. This is particularly true as the customer becomes more successful and grows into a more mature organization.

With Teamcenter Rapid Start, we offer one platform to grow from PDM to PLM. The customer benefits of a preconfigured deployment of standard Teamcenter (unified architecture) are clear:

- 1) Take advantage of R&D investments in the core Teamcenter platform for functional, performance and quality improvements.
- 2) Follow an easy and seamless growth path from PDM to PLM by adopting additional modules (such as advanced change management, advanced BOM management, configuration management, requirements management, etc.).
- 3) Take advantage of R&D investments in leading-edge technologies like systems engineering, sustainability, product cost management, along with the new upcoming client technologies.
- 4) Global access to services and support resources (GTAC).

38. What problems with Express have we solved with Teamcenter Rapid Start?

Teamcenter Rapid Start is NOT Teamcenter Express. The Teamcenter Express product and technology development have been discontinued, and we take a completely new direction with Rapid Start, by delivering a preconfigured option for standard Teamcenter.

Here are the problems with Teamcenter Express that we solve with Teamcenter Rapid Start:

- Limited number of modules available from Teamcenter portfolio
- Separate code base / stack
- Many customers want to add on capabilities beyond basic PDM
- Upgrades were not easy
- Moving from Teamcenter Express to Teamcenter was challenging
- Improvements in Teamcenter could not be adopted quickly

39. Is Teamcenter Rapid Start a replacement for Teamcenter Express?

Yes, Teamcenter Express has been discontinued. Teamcenter Rapid Start addresses the small to midsized market, just as Teamcenter Express did, however we see the potential for a broader application of Teamcenter Rapid Start because it can grow to a full Teamcenter deployment.

Teamcenter Rapid Start is simply a preconfigured option for delivering standard Teamcenter. It can grow from PDM to PLM with an easy switch to standard Teamcenter.

40. Besides the goal to have one codebase on the Teamcenter unified architecture, is there any difference in capability between Rapid Start and today's Teamcenter Express?

Most functionality from Teamcenter Express is available in Teamcenter Rapid Start. Some exceptions are the Express-specific ERP integration, which is replaced with standard Teamcenter ERP integrations; and Shop Floor Viewer licenses, which just become a preconfigured role in Teamcenter Rapid Start. Since Teamcenter Express was a separate code stream, there were some functionalities that were implemented in Teamcenter Express in very specific ways that are not aligned to similar Teamcenter functionality. Teamcenter Rapid Start leverages and aligns with the functionality in Teamcenter. The long-term goal of Teamcenter Rapid Start is to adopt best practices from field configurations and customizations (such as PLM Easy) that are deemed to be beneficial to a wider customer base and provide them as an out-of-the-box offering.

41. Does this mean the Teamcenter Express workflow handlers are supported in Teamcenter 10.1?

Yes, Teamcenter 10.1 includes the workflow handler capabilities available in Teamcenter Express today.

42. What are the main differences between the old Teamcenter Express and this new Teamcenter Rapid Start?

Most of the preconfigured capabilities of Teamcenter Rapid Start are currently the same as Teamcenter Express, with limited exceptions. However, the big difference is the underlying technology. Teamcenter Express was a separate code stream from standard Teamcenter, which made the transition to Teamcenter difficult. We saw that many of our Teamcenter Express PDM customers wanted to grow to PLM, but it was not an easy process. With Teamcenter Rapid Start, now our PDM solution is a preconfigured version of Teamcenter, with the same code stream, making transition simpler. Customers can simply make changes to their configuration to add on Teamcenter modules.

43. In the past, we had a separate sales force selling Teamcenter Express. Can anyone sell Teamcenter Rapid Start?

Yes, any direct or channel salesperson who sells Teamcenter can sell Teamcenter Rapid Start. Simply qualify the opportunity to determine whether a prospect is right for a preconfigured PDM solution.

Frequently Asked Questions – Teamcenter Express Transition

44. What does this mean for the future of Teamcenter Express?

We are beginning the retirement process for Teamcenter Express, replacing it with Teamcenter Rapid Start 10.1 effective June 4, 2013. You should engage with Teamcenter Express customers to tell them about their options, which are described in the following sections below (supported by presentation resources available on Salescenter).

In addition to your direct communications with customers, Teamcenter Express customers received a letter notifying them that Teamcenter Express, Version 9.1 was the last release of Teamcenter Express. Teamcenter Express customers on maintenance have the option to upgrade to Teamcenter Rapid Start 10.1 or Teamcenter 10.1. The details described below are explained in the letter.

Product Number	Product Name
TC14001	Teamcenter Express Author
TC14003	Teamcenter Express Consumer
TC14004	Teamcenter Express Shop Floor Viewer
TC14005	Teamcenter Express Occasional Author
TC1DOTCXU	Teamcenter Express 2007 Deployment
SE356	Solid Edge Classic (TcExpress Edition)
SE389	Solid Edge Premium (TCExpress Edition)
TCXACAD200	Teamcenter Express Academic
TR15330	TC Express Collaborative PDM
TR15350	Teamcenter Express Application Admin
TR15350-OS	TcExpress Application Admin OnSite
TR18040	TcExpress Product Knowledge Certification
TR6110	Teamcenter Express Anwender
TR6130	Teamcenter Express Application Admin
TR6140	Teamcenter Express Systemoperator
UGSS-TEX-10	Teamcenter Express Implementation Package

Teamcenter Express modules that were retired on June 4, 2013:

Teamcenter Express is currently allowed as a valid pre-requisite for the following products. However, Teamcenter Rapid Start will not be a valid pre-requisite.

- TCM55014 DNC Shop Floor Base Module for Teamcenter
- TCM55016 TDI Shop Floor Base Module for Teamcenter
- TCM055010 Teamcenter Manufacturing Resource Library

In addition, appropriate changes will be made to bundles where Teamcenter Express is currently included; either by replacing it with Teamcenter Rapid Start or just removing Teamcenter Express, as applicable.

45. Now that Teamcenter Express licenses are P3 status in the price book, why can't I sell more licenses to existing Teamcenter Express customers?

Teamcenter Express 9.1 was the last version of Teamcenter Express, so along with the 9.1 release all the Teamcenter Express licenses were converted to P2 status. Now after one year in the process, they have been converted to P3 status.

Status P3 means you can only renew the maintenance agreement for existing Teamcenter Express licenses. You cannot sell new licenses of Teamcenter Express. For all Teamcenter Express customers, the standard upgrade path is Teamcenter Rapid Start ... therefore selling Rapid Start is the best and only option. You can convert all Teamcenter Express licenses to Rapid Start and add any new licenses to it.

If the customer is not ready to upgrade to Teamcenter Rapid Start, then they can continue with Teamcenter Express until the Teamcenter Express 9.1 End of Standard Maintenances date Dec 31, 2015. As Teamcenter's backward compatibility policy, they can use the Rapid Start license to run Teamcenter Express 9.1. In the future -- whenever the customer is ready for the actual upgrade (of course it has to be before the Teamcenter Express 9.1 End of Standard Maintenances date) -- it will just be an application upgrade and they don't need to worry about the license upgrade.

46. What is the transition path for Teamcenter Express customers?

For Teamcenter Express customers, the recommended upgrade is from Teamcenter Express 9.1 to Teamcenter Rapid Start 10.1

- This will be done using the standard upgrade utility.
- All Teamcenter Express functionality will be maintained for these customers.
- The exception is Teamcenter Express ERP toolkit, which is now replaced by the standard Teamcenter ERP gateway (for additional cost).
- The same add-on modules that are currently supported in Teamcenter Express Version 9.1 will continue to be supported (CAD Integrations, Project Scheduling, Classification, Multi-Site).

The easiest way is to get from Teamcenter Express to full Teamcenter is to upgrade from Teamcenter Rapid Start 10.1 to 11.2 and then use 'Move to Teamcenter' option available in Rapid Start 11.2 TEM to expand to Teamcenter.

Teamcenter Express customers also have the option to upgrade from Teamcenter Express 9.1 to Teamcenter 10.1.

- These customers will lose some Teamcenter Express specific functionality including Intelligent Part Numbering, XpresReview Package Exchange, Print & Plot.
- They will expand to PLM with access to all Teamcenter modules.
- They will likely require consulting services to move to broader Teamcenter functionality.
- Teamcenter Express customers who wait to migrate to Teamcenter 11.2 will not lose any current functionality.

47. What is the cost of the upgrade from Teamcenter Express to Teamcenter Rapid Start?

Because this is a simple upgrade, the upgrade cost for services (if desired) should be similar to upgrading from Teamcenter Express 5.3 to Teamcenter Express 9.1. There are no additional software licenses required.

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48. How do customers upgrade from Teamcenter Express to standard Teamcenter?

The change in configuration opens up access to the full Teamcenter portfolio, however customers upgrading to 10.1 will lose Teamcenter Express-specific functionality including Intelligent Part Numbering, XpresReview Package Exchange, Print & Plot. As noted above, this is why the upgrade to Teamcenter is not a recommended path for Teamcenter Express customers unless a customer has a need for Teamcenter functionality beyond what is offered with Teamcenter Rapid Start. Customers upgrading to Teamcenter 11 will not lose the above Express functionality.

49. Is it possible to transition from an earlier version of Teamcenter Express?

Yes, you you can directly upgrade to Teamcenter Rapid Start 10.1 from Express 5.3. However for customers who are using any older version (older than 5.3) of Express, then it is best to upgrade to Express 5.3 or better yet, Express 9.1, before transitioning to Teamcenter Rapid Start 10.1

50. What is the Teamcenter Express license exchange policy?

Customers who have a Teamcenter Express configuration and who have a maintenance agreement in place will be authorized to replace these products with the equivalent Teamcenter Rapid Start products as a standard version upgrade at no additional license cost as described below. This scenario is supported when customers upgrade or implement Teamcenter Rapid Start 10.1. In the interim period these customers can continue to use their existing Teamcenter Express modules.

Qty.	Teamcenter Express Product	Qty.	Replacement Teamcenter Rapid Start
1	TcExpress Author - TC14001	1	TC10101 – Teamcenter Author
1	TcExpress Consumer - TC14003	1	TC10102 – Teamcenter Consumer
1	TcExpress Shop Floor Viewer - TC14004 1	1	TC10102 – Teamcenter Consumer
Т			(see the note below)
1	TcExpress Occasional Author - TC14005	1	TC10103 – Teamcenter Occasional Author
1	TcExpress 2007 Deployment -TC1DOTCXU	1	TC1DOTC - Teamcenter Deployment
Т		1	TC50100 - Teamcenter Rapid Start Server
	SE Classic (TcExpress Edition) – SE356	1	TC10101 – Teamcenter Author +
1		1	SE 375F – SolidEdge Embedded Client +
		1	SE320TC – Solid Edge Classic- Floating
		1	TC10101 – Teamcenter Author +
1	SE Premium (TcExpress Edition) - SE389	1	SE 375F – SolidEdge Embedded Client +
		1	SE388H – Solid Edge Premium - Floating
1	TcExpress Academic Bundle - TCXACAD200	1	TCUACAD200 – Teamcenter Unified Academic Bundle

51. What is the maintenance rate after upgrading to Teamcenter?

Customers who are transitioned to the standard Teamcenter products will assume the maintenance rates for these products. Typically these maintenance rates are the same for the equivalent licenses between Teamcenter Express and Teamcenter.

One exception is the Teamcenter Shop Floor Viewer license where there is no direct equivalent in Teamcenter. For customers who are transitioned from the Teamcenter Shop Floor Viewer license to the Teamcenter Consumer license the maintenance rate will be maintained at the current rate for

Teamcenter Express Shop Floor Viewer license until the annual renewal anniversary. At this time maintenance will transition to the rate for Teamcenter Consumer.

52. What is the maintenance rate after upgrading to Teamcenter Rapid Start?

The entire existing Teamcenter Express customers will get the Teamcenter Rapid Start license as detailed in the table above when they will do a standard upgrade from Teamcenter Express to Teamcenter Rapid Start. However, the Teamcenter Rapid Start license carries a separate license fee and the grandfathering is included that.

The customer letter will indicate that the maintenance will be maintained at the current level for only for one year, after on top of current level maintenance, the maintenance fee for Teamcenter Rapid Start licenses will be get added.

One exception is the Teamcenter Shop Floor Viewer license, where there is no direct equivalent in Teamcenter. For customers who are transitioned from the Teamcenter Shop Floor Viewer license to the Teamcenter Consumer license, the maintenance rate will be maintained at the current rate for Teamcenter Express Shop Floor Viewer license until the annual renewal anniversary. At this time maintenance will transition to the rate for Teamcenter Consumer.

53. What is the ongoing maintenance timeline for Teamcenter Express?

Teamcenter Express will follow the Siemens PLM Software global policy for an end of life product. Standard ME&S entitles the customer to full Maintenance, Support & Enhancements and is provided concurrently for the current <N> and previous <N-1> major releases. That means the minimum will be that customers can purchase standard maintenance contracts for the current and previous versions of software. Teamcenter Express 9.1 will be maintained for a minimum of 2 years.

Additional Resources

Where can I go to find more information?

Visit the <u>Teamcenter Rapid Start page on Salescenter</u>, which includes customer-facing presentations, competitive analysis, training materials, services delivery materials, Express transition resources and customer case studies.

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