



Please find attached a PRION Group press release for publication and distribution free of charge. A sample copy would be very much appreciated. Many thanks.

PRION GmbH announces Alliance Agreement for Germany with Siemens PLM Software

Leinfelden-Echterdingen, Germany – October, 2011 – PRION GmbH, a leading German-based global system integrator in the PLM and CAD business, today announced it has signed an alliance agreement with Siemens PLM Software, a business unit of the Siemens Industry Automation Division and leading global provider of Product Lifecycle Management (PLM) software and services.

Under this agreement both partners will cooperate strategically according to Siemens PLM Software's Consulting & Service Integrator (C&SI) Partner Program. The intention of this alliance is to help customers get the maximum business benefits out of Siemens PLM Software's products.

Today product-focused organizations find themselves more and more challenged to make the best possible use of scarce resources, transform their product portfolio from margin-critical mature markets into innovative emerging markets, meet compliance regulations, etc. – mostly on a global level. Consistently managing processes and product data in these so-called extended enterprises in a cost-efficient way is requiring best-in-class consulting and IT-services to map business needs onto efficient, standardized IT-solutions.

PRION Group focuses exclusively on high-end PLM and CAD solutions in connection with Siemens PLM Software's technology. Since its establishment in 1998 its business model and worldwide skill setup has been aligned with Siemens PLM Software.

Since then Siemens PLM Software and PRION Group have developed a long proven track record of successfully engaging together in numerous complex projects. Both partners share the concept of creating customer value through business driven solutions on a high level of delivery excellence, quality and reliability. Joint engagements in customer projects smoothly follow standardized processes, resulting in seamless alignment and minimized risk and effort for the customer.



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PRION Group's various complimentary offerings, e.g. data migration and long-term customer support, are highly synergetic contributions to many successful customer projects. PRION Group as a main contractor is providing its customers with high-quality solutions in connection with the latest Siemens PLM Software technology.

One important aspect of this agreement for customers is the fact that both partners will jointly define and market attractive new industry solutions, using PRION Group's special industry and technology experience. Another advantage is that both partners will align their business plans to better serve more customers in additional industries, geographical regions, etc.

A major benefit for PRION Group customers is that they are constantly equipped with the latest and most comprehensive product information and with experts trained according to Siemens PLM Software standards - due to the company's commitment to fully enable its alliance partners.

"We're delighted to raise our proven partnership with PRION to the level of an Alliance Partner," said Armin Gittinger, Director Strategic Alliances Germany, Siemens PLM Software. "This strategic cooperation will open up new choices and synergies for customers and prospects – in line with our value-driven corporate partner strategy."

"Entering into the C&SI level of Siemens PLM Software's Partner Program is a strong affirmation of our durable partnership and an important milestone in our company history. For us it's an obligation and a powerful promotion of our strategy to become a world-market leading service provider alongside Siemens PLM Software," explained Dr. Joseph Unger, co-founder and managing partner of PRION Group.



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About PRION

PRION Group is a German-based global service integration partner of Siemens PLM Software, supporting multinational companies in optimizing their product related business processes.

Established in 1998 PRION Group is focusing on demanding PLM and CAD solutions, exclusively in connection with the technology of Siemens PLM Software: [Teamcenter® software](#), [NX™ software](#), [Tecnomatix® software](#).

PRION Group stands for business-driven and highly standardized solutions by mapping best industry practices onto state-of-the-art PLM software – as a one-stop-shop and following its customers worldwide.

Employing more than 300 experts (around 100 of whom speak German) in Germany, India, US, UK and China with offices in Stuttgart, Nuremberg, Zurich, Oxford, Portland, Bangalore and Pune PRION Group is a full service provider from consulting, design, implementation, rollout to support.

Due to the strong presence in India, PRION Group can offer highly cost efficient, balanced on/offshore models for project execution and support/operations.

With a proven track record in key industries like Automotive, Transportation, Aviation, General Manufacturing, Electronics and Consumer Goods PRION Group's customer references include brands like Alstom, Audi, Bajaj, Daimler, Diehl Aircabin, EADS, Procter&Gamble, Siemens Industry, Sunseeker, Terex, VW and many others (see reference list).

PRION Group is an independent privately owned organization, certified according to ISO 9001 standards.

For more information visit www.prion.com

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Date of Press Announcement: 28th November 2011

ID: 011

Restrictions: None

Number of characters (no spaces): 4,783

Attachments: None