



ANSYS Introduces New Multiphysics Channel Partner Program

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PITTSBURGH, Jan. 19, 2015 /PRNewswire/ -- ANSYS (NASDAQ: ANSS) announced today the launch of the industry's first global partner program for simulation channel partners, which will promote and support the adoption of comprehensive multiphysics solutions to meet customers' evolving technology requirements.

The ANSYS Elite channel partner program is designed to promote customer success by ensuring that channel partners meet stringent certification and resource requirements. While requirements vary by country, channel partners can apply for two membership levels, Elite and Standard. Elite partners must have exceptional customer satisfaction rates as well as technical teams that are fully certified by ANSYS. Only Elite partners will be certified to sell, support and service the entire ANSYS multiphysics simulation portfolio.

Because products are becoming more complex, simulating a single area of physics is not enough to drive innovation. Companies need a comprehensive multiphysics simulation platform to create complete virtual prototypes to predict how their products – components, sub-systems and systems – will perform in the real world. Understanding this interaction among mechanical, electrical, electronics and software components helps organizations to shorten development cycles and to mitigate risk.

"The ANSYS Elite channel partner program is focused on ensuring customer success and supporting the ANSYS growth strategy," said Robert Kocis, vice president of worldwide sales and support at ANSYS. "We have a great existing channel partner network, and this is a way for ANSYS to elevate our capabilities to better serve our customers. Our goal is to deliver the world's best multiphysics simulation platform through the best simulation channel partner network globally."

Designed to increase the ANSYS reach globally, this comprehensive program includes thorough sales and technical training on ANSYS solutions, certification, promotional and demand generation activities, access to collateral, field sales support and performance measurement.

"We have worked with most of our channel partners for many years, and they have been a major contributor to our success," said Ravi Kumar, director of the ANSYS worldwide channel program and emerging markets. "Our investment in this program will yield increased sales and technical capacity around the world to better service our customers and enable their simulation driven product development efforts globally. This global program also enables us to provide efficient and expanded market coverage for existing customers, small and medium businesses, and emerging markets."

"ANSYS' increased investment and focus on its partner program will help CADFEM build even deeper and broader multiphysics expertise to meet market needs," said Guenter Mueller, founder of CADFEM GmbH, a 33-year ANSYS channel partner. "ANSYS Elite now offers even more benefits, which will help us to continue to add value, grow the business and deliver superior and consistent experience customers expect. We look forward to helping customers streamline workflows and accelerate product development throughput – and, in turn, grow our business in a sustainable way."

About ANSYS, Inc.

ANSYS brings clarity and insight to customers' most complex design challenges through fast, accurate and reliable engineering simulation. Our technology enables organizations — no matter their industry — to predict with confidence that their products will thrive in the real world. Customers trust our software to help ensure product integrity and drive business success through innovation. Founded in 1970, ANSYS employs over 2700 professionals, many of them expert in engineering fields such as finite element analysis, computational fluid dynamics, electronics and electromagnetics, embedded software, system simulation and design optimization. Headquartered south of Pittsburgh, U.S.A., ANSYS has more than 75 strategic sales locations throughout the world with a network of channel partners in 40+ countries. Visit www.ansys.com for more information.

ANSYS also has a strong presence on the major social channels. To join the simulation conversation, please visit: www.ansys.com/Social@ANSYS

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