



Wednesday, October 13, 2004

\$30 million grant to expand career opportunities

UGS, a leading global supplier of product lifecycle management (PLM) software and services, is providing a PLM software grant to OU with a commercial value of \$30.2 million. The grant is designed to expand career opportunities for students at OU's **School of Engineering and Computer Science** by providing product development and management tools widely used in the automotive and other industries.

"We are extremely grateful for the generous grant UGS has made to Oakland University," said OU President Gary Russi. "The grant recognizes that we educate our students with a curriculum that teaches real-world, practical experience. This partnership will not only prepare our students for future jobs but will also provide companies like UGS and their clients with employees who are well-versed with high industry standards right out of college."

The UGS NX™ software package for digital product development will provide project-based education that reflects real-life product design, analysis and manufacturing challenges. Students will simulate actual industry practice by collaboratively designing, building and assessing products using the same PLM software and methodologies employed by today's leading global manufacturers.

"UGS is especially pleased with the opportunity to work with Oakland University, one of the top education institutions in the state of Michigan," said Kevin Blevins, regional director for UGS in Michigan. "It has a strong and pragmatic reputation for the professional relationships it has built with neighboring companies. These industry relationships, combined with current and planned programs offered by Oakland University, provide students with the practical work skills and understanding of business drivers they need to succeed in the work force."

NX is a next-generation digital product development system that helps companies transform the product lifecycle. With the industry's broadest suite of integrated applications, NX touches the full range of development processes in product design, engineering and manufacturing. NX allows clients to conceive, design, engineer and validate discretely manufactured products – and capture their product definitions – in a fully digital environment.

"It is absolutely essential for our students to be familiar with the software and methodologies being utilized within the automotive industry," said Pieter Frick, dean of OU's School of Engineering and Computer Science. "Thanks to this generous grant, we have a tool set utilized by leading automotive OEMs and their suppliers and our technology-driven curriculum now provides an industry-inclusive education that will make OU students highly sought-after candidates within the industry."

The OU grant is made available through UGS' **Global Opportunities in PLM** (GO PLM) initiative, which leads the industry in the commercial value of the in-kind grants it provides with more than \$2 billion in 2003. GO PLM brings together four complementary community involvement programs focused on academic partnership, regional productivity, youth and displaced worker development and the PACE (Partners for the Advancement of Collaborative Engineering Education) program. GO PLM provides PLM technology to almost 800,000 students yearly at 7,752 global institutions, where it is used at every academic level – from middle schools to graduate engineering research programs.

SUMMARY

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