

## PTC Is A Leader In Product Lifecycle Management For Discrete Manufacturers

Excerpted From The Forrester Wave™: Product Lifecycle Management For Discrete Manufacturers, Q4 2017

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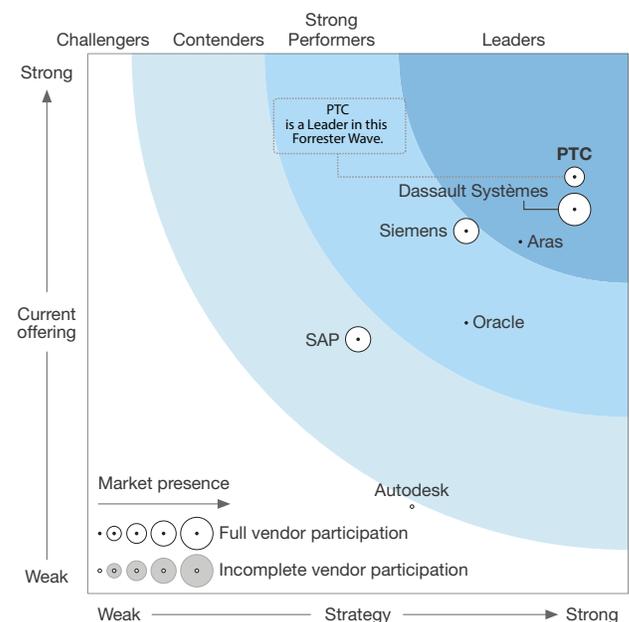
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### PTC ADDS EMERGING TECHNOLOGY TO THEIR CORE PLM SUITE

PTC has been aggressive in their adoption of emerging technologies that touch on their core product development software capabilities and build out on the functionality of their Windchill PLM product. This is most embodied in the firm's addition of an IoT platform — ThingWorx — to their product suite, which scored as a Leader in Forrester's IoT Software Platform Wave evaluation. Their decision to target IoT is logical, as their CAD offering (Creo) and PLM offering (Windchill 11) cover product design and development, while ThingWorx solidifies their presence in industrial settings. The firm has also been aggressive in augmented reality technology that creates dynamic in-the-field mobile experiences for clients that adopt it. Customers were also eager to point out the high level of attention PTC paid to their needs, quickly turning product requests into functionality in Windchill updates.

PTC has done well in adopting emerging technologies and predicting the trajectory of the discrete manufacturing market. Certain product features came up short compared to some of their biggest competitors. The sampling of PTC customer references tended to look elsewhere for software solutions in the simulation and manufacturing execution arena. Windchill users also tended to find the software's analytics capabilities underwhelming and cited lower adoption of supplier management functionality than some competitors. PTC is a great choice for discrete manufacturers looking for an involved vendor with IoT capabilities that can get their PLM solution up and running quickly and flexibly.

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**PTC Evaluation Overview**

## CURRENT OFFERING

BOM management	Customers cite utilization of PTC's BOM management capabilities for either BOM management across the product lifecycle (engineering, manufacturing, and service) or management of mechanical, electrical, and software product data in the context of IoT product development.
Quality and compliance	Customers cite road mapping or utilization of product quality capabilities that span the lifecycle, engage a range of stakeholders across the organization, and feed back into design and manufacturing.
Supplier management and collaboration	PTC is able to demonstrate standard supplier management capabilities, including collaboration modules and portals.
Manufacturing process planning and management	Customers describe road maps for integration between MES and PLM systems or have connection between the systems that required significant customization.
Digital twin	Customers cite full implementation and usage of CAD-driven digital twin capabilities in the operational phase of the product life cycle that create business value through customer experience driving services (i.e., predictive maintenance, augmented-reality-enabled maintenance, recommendations on optimizing asset utilization, etc.).
Simulation data management	Customers cite usage of PLM to manage either native or third-party simulation tool data that traditional PLM stakeholders in engineering and design are able to benefit from.
Innovation and product portfolio management	PTC is able to demo basic IM and PPM functionality or cites integration or public partnership with IM or PPM vendor(s) that interacts with the PLM system.
Role-based applications	Customers describe usage of applications or modules that are configurable and meet needs of traditional PLM users, but also cite ability to engage with business side stakeholders through additional role-based applications.
Analytics	Customers cite use of analytics capabilities outlined above within the PLM, but mention that analytics capabilities are limited or unsatisfactory.

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IoT platform and usage data management	Customers cite current usage of PTC or third-party integration for connected product and usage data management and drive business value with this functionality. Specifically, the integration allows product design and development stakeholders to pull on insight from field operations to drive future product development.
Additive manufacturing	PTC PLM doesn't enable management of CAD files for 3D printing.
Mobile	Customers are using mobile applications or adaptive UIs and find them differentiating, but they are focused on engineering and factory floor use cases.
Integration capabilities	Customers consider the PLM a vendor-agnostic, open platform with near seamless integration capabilities and a range of different types of enterprise applications.
Implementation and sustainability	Customers cite implementations done in an Agile methodology, achieve robust functionality in less than one year, and reference a regular, established, and strategic update cadence with PTC.
Configurability and flexibility	Customers have customizations less than 25% and cite efforts to move PLM customization to almost none through adjustment of business processes.

**STRATEGY**

Product vision	PTC is innovating ahead of the market, adding on nontraditional PLM functionality that allows customers to innovate within their solution (e.g., new deployment options, easy third-party integration, functionality to engage business users, IoT product development and management capabilities, robust analytics functionality, intuitive UI, and flexible out-of-the-box functionality). This vision was personified in customer references who's PLM implementations mirrored most of themes outlined above.
Partner ecosystem	Fifteen to 19 of PLM implementation services firms surveyed cited implementing the PTC's PLM.
Delivery model — cloud	PTC has full SaaS cloud functionality for their core PLM and have demonstrated efforts and investment to move their legacy customers to SaaS deployments.

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