



SERVICES & SUPPORT

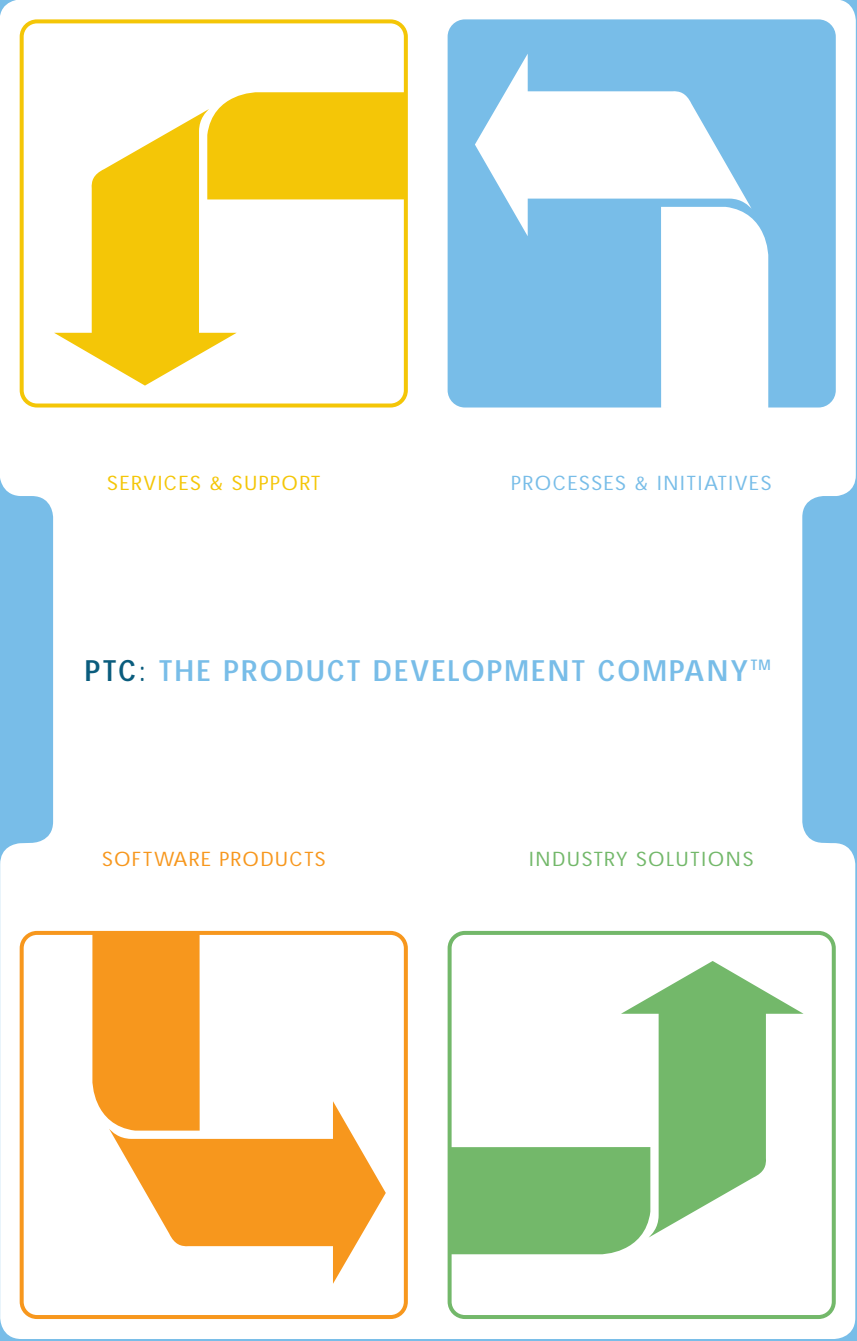
PROCESSES & INITIATIVES

PTC: THE PRODUCT DEVELOPMENT COMPANY

SOFTWARE PRODUCTS

INDUSTRY SOLUTIONS






Building Value
Through Process Optimization



The Global Leader in Product Development Technology



Manufacturing companies today face ever-growing challenges in bringing products to market. Technology, outsourcing, globalization, and consolidation have converged to create new opportunities – and new complexities – in the process of designing and developing products. As more and more people become involved in product development, the need for practical solutions to create innovative designs, share information, and manage change intensifies. This is the essence of Product Lifecycle Management (PLM).

PTC has worked at the forefront of product development technologies for over 20 years. Today, with more than 50,000 customers using our product development, content management and dynamic publishing solutions, PTC is recognized as the global leader in helping discrete manufacturers optimize product development performance.

Here are just a few reasons why the world's most innovative companies rely on PTC solutions:

- › PTC innovation leads the way in product development technology
- › Our integral Product Development System helps manufacturers identify and realize more value
- › PTC has a proven record of performance for real companies in the real world



PTC – A History of Innovation in Product Development

“PTC is, in some ways, the defining vendor in the PLM market. It is fair to say that PTC had the earliest and most compelling vision for PLM.”

Kevin O'Marah,
AMR Research

As a world-leading provider of integral product development, content management and dynamic publishing solutions for discrete manufacturers, PTC has led nearly every major breakthrough in the industry.

PTC's first MCAD product – Pro/ENGINEER® – was a revolutionary success that brought parametric, feature-based, fully associative solid modeling to the manufacturing industry. What began as hardware independence for Pro/ENGINEER® led to an on-going commitment to interoperability and open standards for all PTC products. Then, with the introduction of Windchill®, PTC became the first to release a pure Internet architecture solution for product data management and collaboration. Today, PTC's Product Development System combines the core of Pro/ENGINEER® and Windchill® with the dynamic publishing capabilities of Arbortext® and engineering calculation management features of Mathcad® into the only integral product development solution available in the world. In the future, PTC will continue to aggressively expand the Product Development System footprint while staying true to the founding, integral vision.



CELEBRATED MILESTONES

An Integral Product Development System

PTC has tightly integrated our core products into a flexible, integral system that discrete manufacturers need. With a new, aggressive testing standard, PTC is ensuring that these products work in a seamless fashion across standard business processes.

PTC's Product Development System is designed to automate product development business processes while managing interdependencies across different forms of product information, so that all players in the Digital Product Value Chain understand how their inputs affect an overall product. This system is a configuration of specific PTC technologies – designed and tested together – that deliver complete system support for a wide range of product development processes.

The result is a highly differentiated solution with a broad capability footprint and a clean, integral architecture. This pre-integrated solution can be more easily implemented than competitive offerings, thereby lowering risk and total cost of ownership, and speeding time-to-value.



PTC's Product Development System has an open framework for connectivity and product information sharing with other enterprise applications, such as ERP, CRM, and SCM, as well as prebuilt interfaces and menus within other MCAD and ECAD applications.

Three Approaches to Product Lifecycle Management

Product Lifecycle Management (PLM) is a solution that provides the necessary requirements and capabilities companies need to successfully manage information and facilitate communication and collaboration across the entire product lifecycle from idea through retirement. PLM has emerged as the primary means to improve product development processes across the value chain to deliver the most business value. Reacting to customer needs, the marketplace has responded with three primary PLM approaches: systems that are combinations of point applications; systems created by extending the functionality of ERP applications; and integral systems – like the PTC Product Development System – built around a single repository for all product content.

	PTC		
	Point Applications	Product Development System	ERP Extension
Technology			
Complete PLM Footprint	No	Yes	No
Integral Data Model & User Interface	No	Yes	Yes
Pure Internet Architecture	Yes	Yes	No
Interoperability	Complex and Uncertain	Yes	Yes
Process			
Complete PLM Process Support	Fragmented	Yes	Incomplete/Transaction-Oriented
Validated	No	Yes	No
PLM Expertise	Yes	Yes	Not Core Business
People			
Predictable Implementation	No	Yes	No
Rapid Adoption	No	Yes	Yes
Summary			
Total Cost of Ownership	High	Low	Moderate
Risk	High	Low	Moderate
Business Value	Moderate	Rapid/Sustainable	Low

Getting the Most Value from Product Development

Many manufacturers struggle to link strategy with operations and, as a result, great plans often fail to become great products. As a practical matter, making that connection requires identifying specific value opportunities—and then discovering the most direct path for realizing that value.

That’s why PTC created the PTC Value Roadmap—a powerful application and database of intellectual property that helps customers systematically link business value to optimization of specific product development processes.

Successful companies around the world use our Roadmap to operationalize their corporate strategies by linking them to improvements in product development processes with a simplicity and clarity that did not previously exist in the industry.

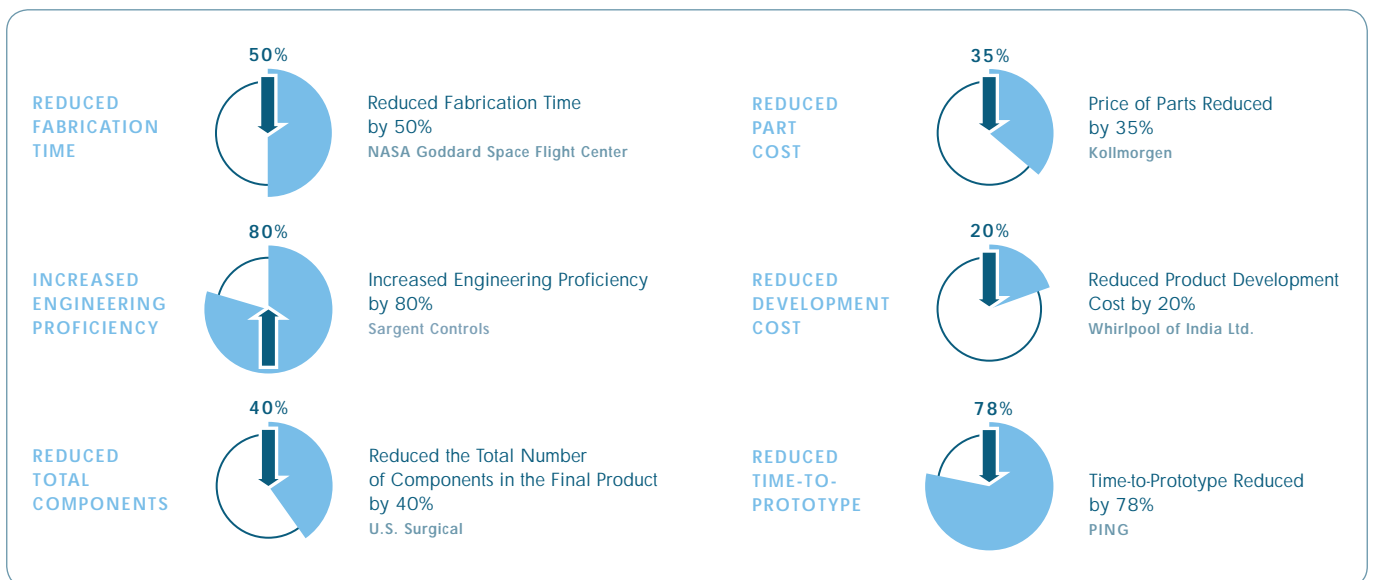
PTC has the industry expertise to enable discrete manufacturers to then execute those product development process improvements. PTC Global Services and PTC partners offer a wide range of solutions for installation, configuration, migration, and optimization, including pre-packaged Quick Starts. These offerings include proven methods for successful adoption of new processes to accelerate productivity gains.



The PTC Value Roadmap was created with input from more than 900 leading discrete manufacturers and from nearly 20 years on the front lines of product development technology. To learn more about the Value Roadmap, please visit: www.PTC.com/go/roadmap1

Breakthrough Performance for PTC Customers

Manufacturers report significant improvements in product development performance with PTC’s software and services.



Our Value Roadmap and Product Development System are just two of the many ways PTC helps customers realize more value from product development.

To learn more about PTC's Product Development System, please visit:

www.PTC.com/go/pds



The Power of PTC

PTC provides leading Product Lifecycle Management (PLM), content management and dynamic publishing solutions to more than 50,000 customers worldwide.

Software Products

- Broadest integral suite of solutions that enable companies to:
 - Create product information
 - Collaborate in a globally distributed environment
 - Control product development processes
 - Configure product content
 - Communicate product information to multiple systems and audiences
- Rigorous testing to ensure that products work together – and work for you
- Designed for incremental deployment to ensure successful adoption

Product Development Processes and Initiatives

- Unique process-oriented approach to product development to deliver maximum value
- Technology-enabled process optimization to advance defined customer business initiatives
- Product Development System supports end-to-end processes to accelerate deployment time and reduce cost

Industry Solutions

- Extensive expertise across a broad range of industries
- Demonstrated customer success in providing tailored solutions for specific industry needs
- Solutions support industry-specific business processes both within the enterprise and across the supply chain

Services & Support

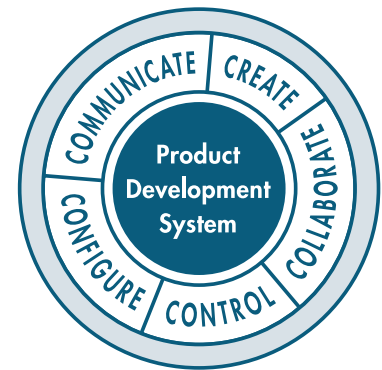
- Product development consulting to define and develop best-in-class processes
- Assessments and implementation services to deploy technology with minimum disruption
- Education curricula to accelerate adoption and boost productivity
- Global maintenance support that delivers the right team, tools and technology – available anytime, anywhere you need them for product development success

To learn more about how our software and services create value for some of the world's most innovative manufacturers, please visit:

www.PTC.com

Complete Product Development System

PTC's integral Product Development System delivers the key capabilities manufacturers need to realize more value from product development. And our proven, incremental implementation approach can help companies of any size accelerate adoption, minimize risk, and speed time-to-value.



Pro/ENGINEER®

Integrated 3D CAD/CAM/CAE Software

Windchill®

Content and Process Management Software

Arbortext®

Dynamic Publishing Software

Mathcad®

Engineering Calculation Software

ProductView™

Visual Collaboration Software



