PTC INSIGHT: PHYSICAL AND DIGITAL CONVERGENCE

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June 2018

FAST FACTS

- $1.2B global software company, headquartered in Boston, MA
- 28,000 active customers
- 6,000 employees
- Strategic technology partner to world-leading manufacturing companies

LIVEWORX 2018

ptc

ANSYS®

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Microsoft

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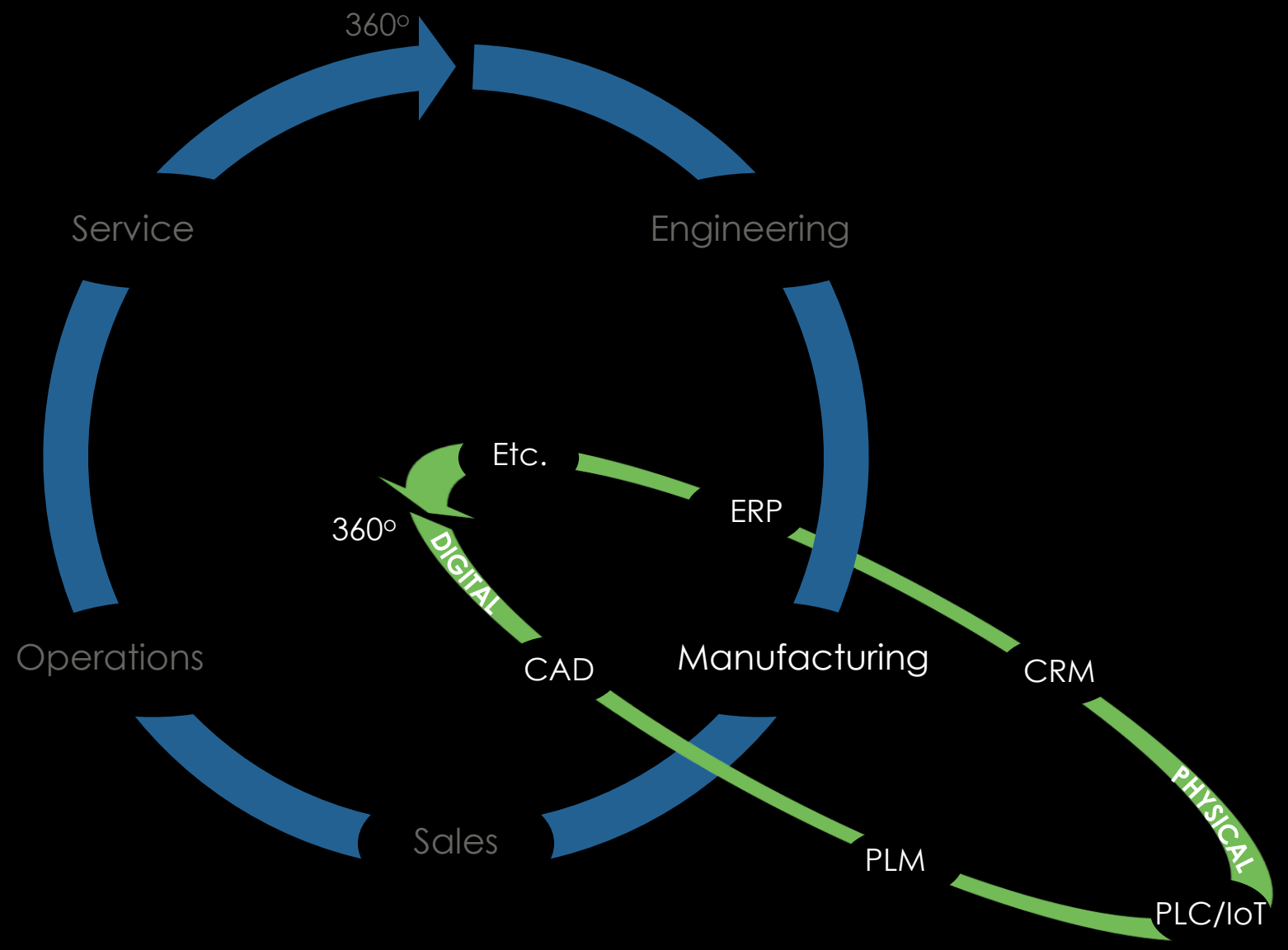
Rockwell Automation

Fundamentally the **PHYSICAL and DIGITAL** worlds have **converged**

PHYSICAL AND DIGITAL CONVERGENCE - PLM 720



SOLUTION LANDSCAPE

ptc

PARTNER SOLUTIONS

vodafone™ | Capgemini CONSULTING.TECHNOLOGY.OUTSOURCING | GE | EAC Innovate. Optimize. Win.™ | Deloitte. Digital | NATIONAL INSTRUMENTS™ | ANALOG DEVICES AHEAD OF WHAT'S POSSIBLE™ | ...

INDUSTRIAL INNOVATION PLATFORM

thingworx® navigate™
thingworx® asset advisor
thingworx® controls advisor
thingworx® production advisor

thingworx® | vuforia™ | kepware®

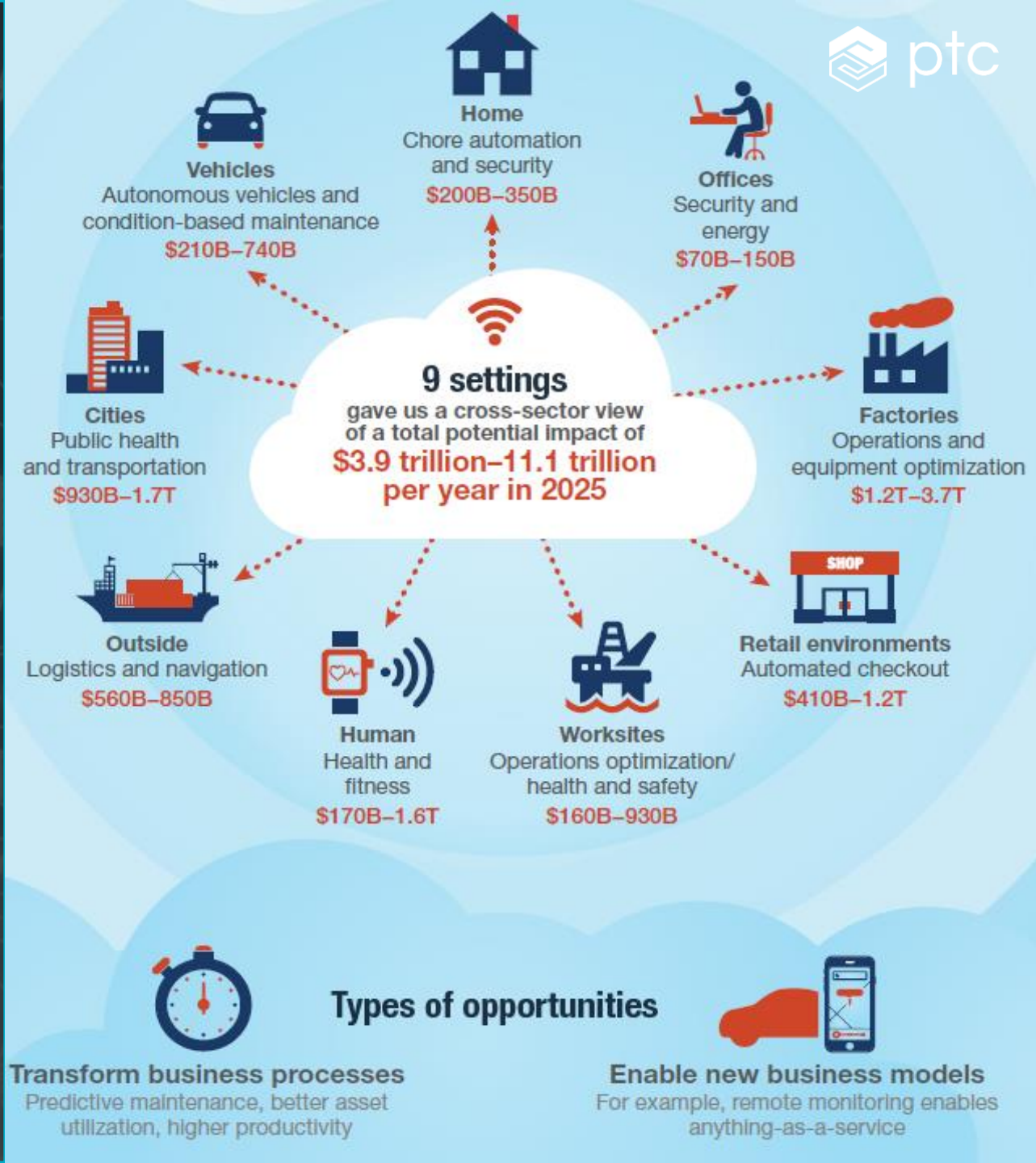
PRODUCT DEVELOPMENT

creo® | windchill® | integrity™ | servigistics®

CLOUD | HYBRID | ON-PREM

Where is the value potential of the internet of things…

"Manufacturers, oil and gas companies, have already begun to see the initial payoff from IoT Technologies in their operations"



Source: McKinsey, June 2015

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IoT CASE STUDY

‘Bespoke IoT’

- European Truck Manufacturer
- 10,000 Employees.
- Approach:
  - 2 Year SI Business Analysis phase
  - Proposed Open Source Solution
- Result:
  - IoT Market had evolved
  - Blended Platform and SI solution
- Recommendation:
  - Be Agile

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IoT CASE STUDY

‘Business Driven IoT’

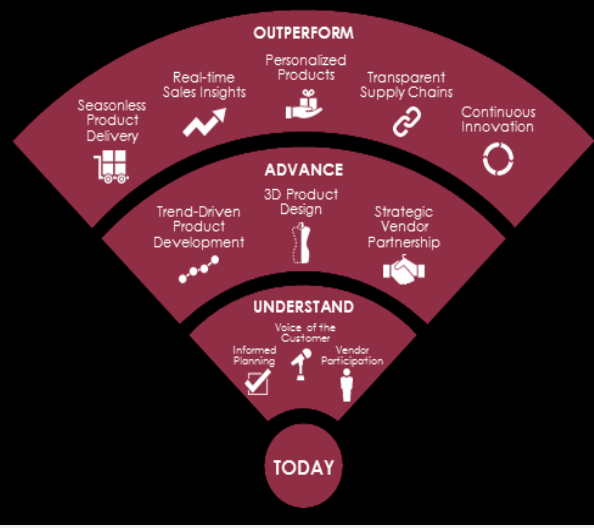
- Process Engineering Equipment Mfr
- 30 Employees.
- Approach:
  - Home-grown Roadmap with ROI
  - Initial PoC, IoT | Platform change
- Result:
  - Increased customer engagement
  - Opened new revenue channels
- Recommendation:
  - Be bold and be first

PAVING THE WAY – JOURNEYS OF TRANSFORMATION

Digital Engineering

Manufacturing

Service



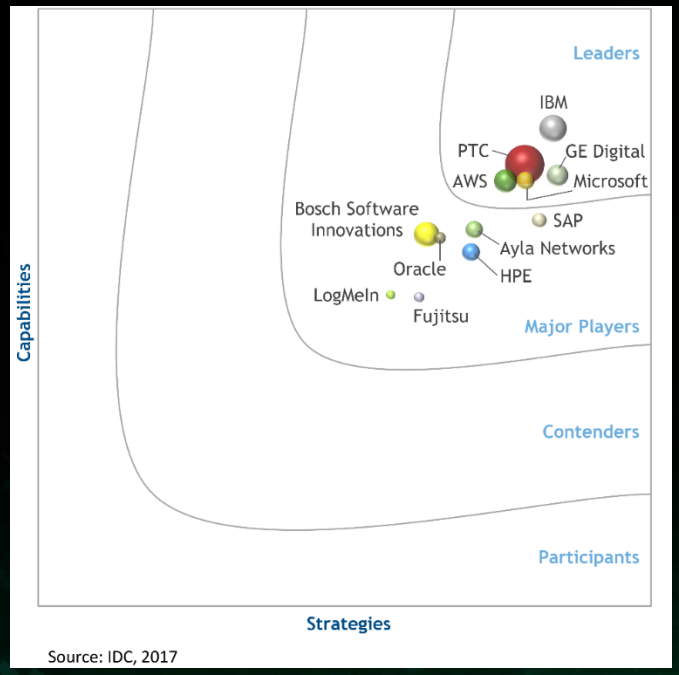
Retail

BAE SYSTEMS – NORTH AMERICA

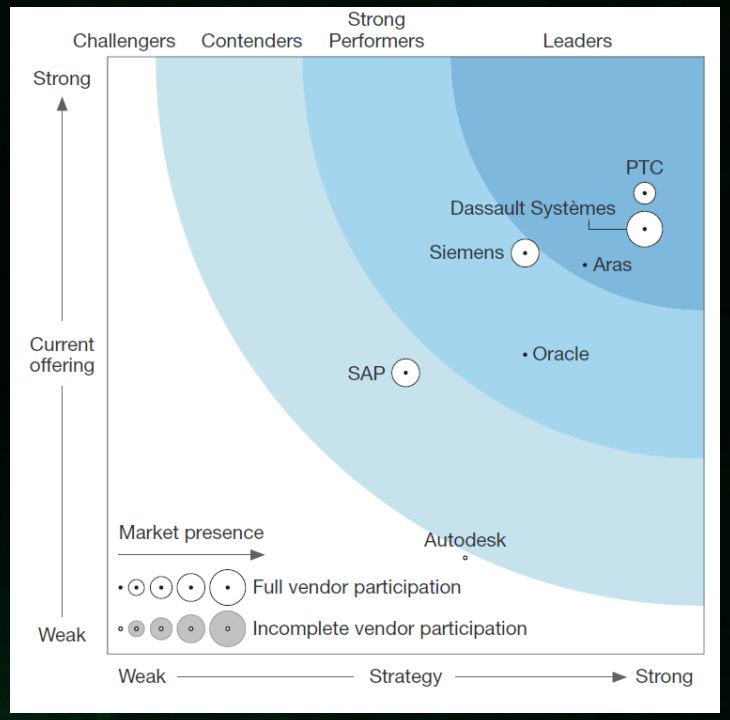
INDUSTRY ANALYSTS ENDORSE PTC'S LEADERSHIP

IoT Software Platforms
Forrester Q4 '16

IoT Platforms (Software Vendors)
IDC 2017



Product Lifecycle Management
Forrester Q4 '17



LiveWorx 2019
Boston, June 10-13