PLM Road Map™ & PDT EMEA 2026

AI in PLM: A Disruptive Opportunity and Challenge

Turning AI disruption into enterprise value:
Strategic insights for the PLM professional

4-5 November 2026

www.CIMdata.com

The Digital Thread and Its Role in Industrial AI

Gothenburg, 5th of November 2026 | Dr. Martin Strietzel | PROSTEP AG

© PROSTEP | Alle Rechte vorbehalten / All rights reserved

The PROSTEP Group

Over 30 years of industry experience

- Founded in 1993
- Business locations
  - Germany
  - USA: PROSTEP, Inc. Troy (MI)
  - Poland: PROSTEP sp.zo.o. Wroclaw
- Group revenues: approx. 44 Mio. €
- 330 employees



AUMOVIO BOSCH Cyprium Mercedes-Benz Group OPEL SIEMENS VOLKSWAGEN AKTIENGESELLSCHAFT prostep ivip

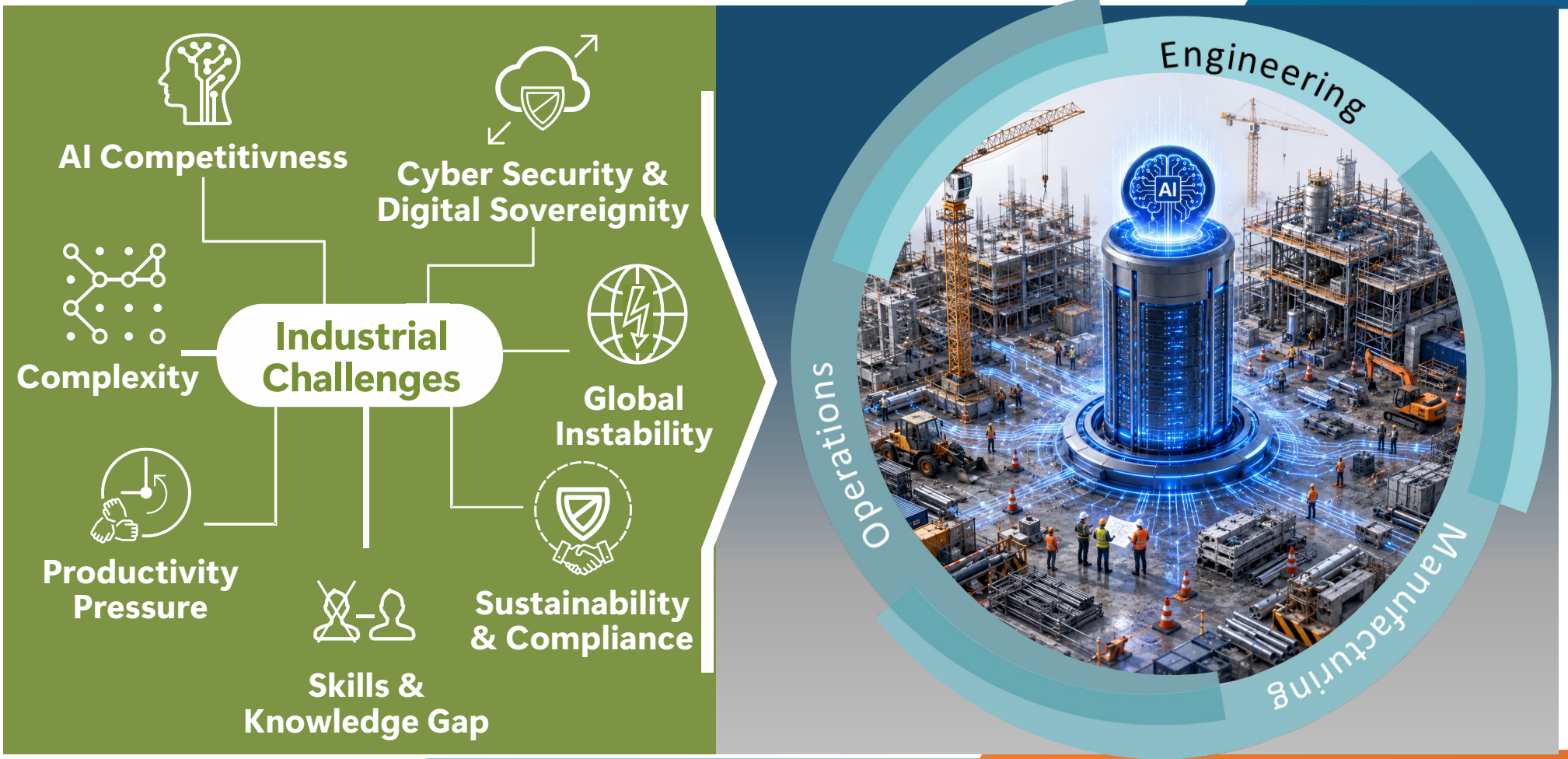
© PROSTEP | Alle Rechte vorbehalten / All rights reserved

Challenges of the manufacturing industry



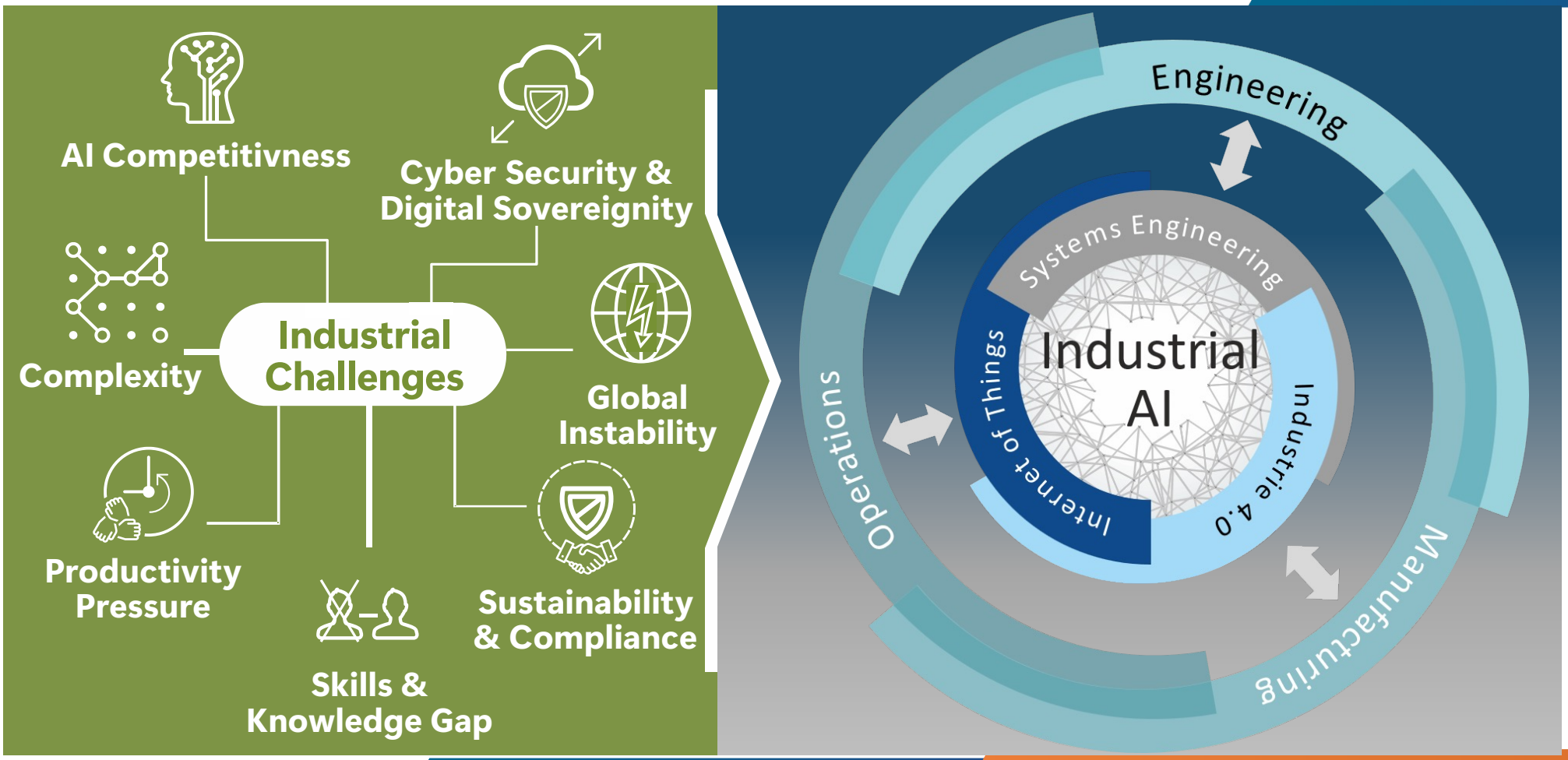
© PROSTEP | Alle Rechte vorbehalten / All rights reserved

How does Industrial AI become a success factor?



© PROSTEP | Alle Rechte vorbehalten / All rights reserved

The Key: Your AI-enabled PLM Architecture

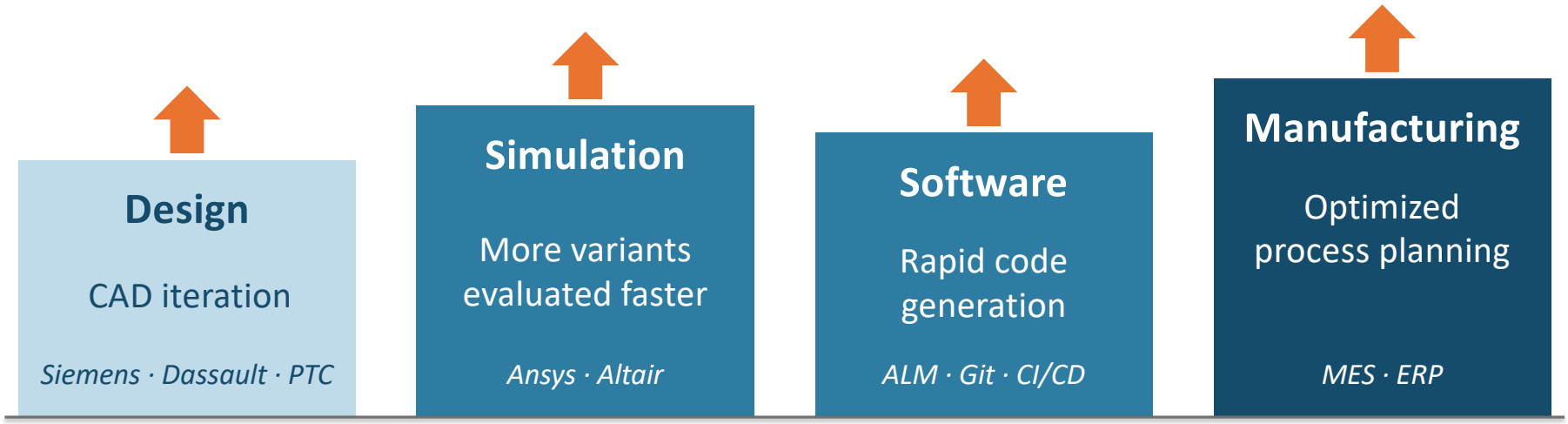


© PROSTEP | Alle Rechte vorbehalten / All rights reserved

AI Accelerates Silos

AI Is Accelerating Engineering Inside Each System

As AI is embedded directly into engineering tools — each system gets faster



Local gains improve each silo — but not the alignment between them.

© PROSTEP | Alle Rechte vorbehalten / All rights reserved

The Goal

The Goal Is Coordination, Not Replacement

Align Results

Preserve Relationships

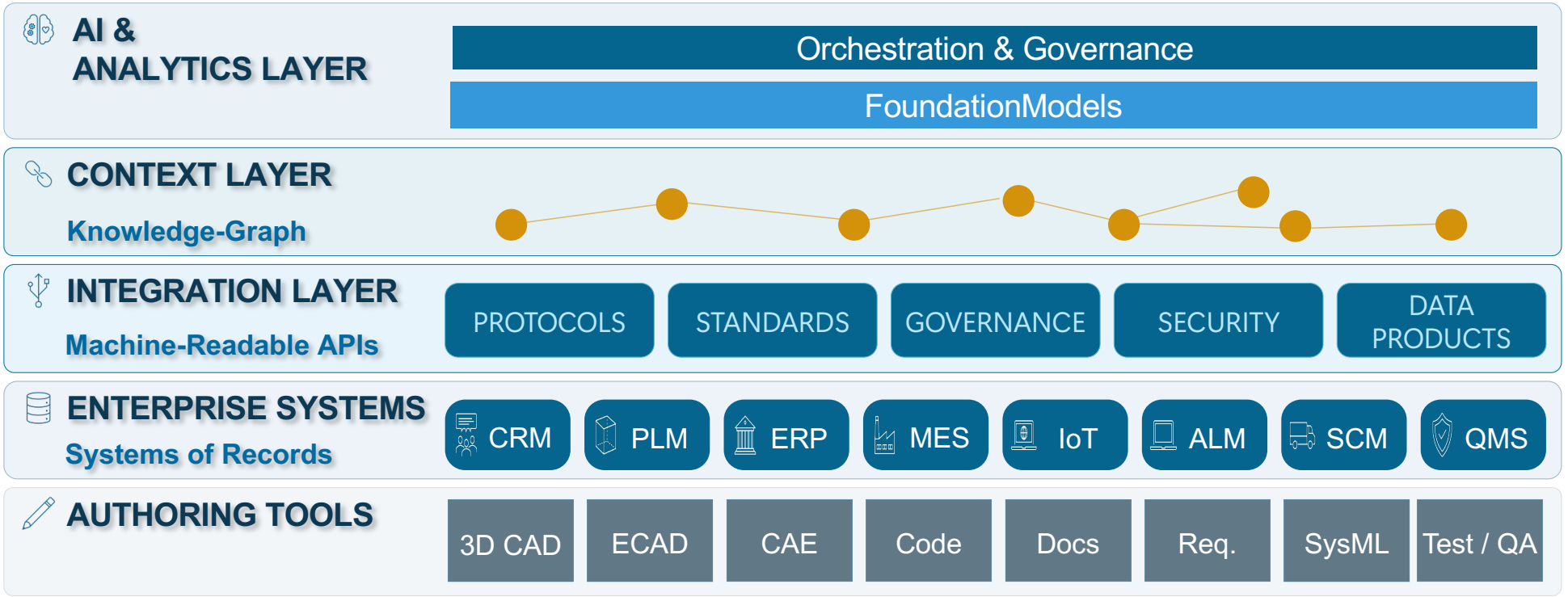
Enable Independent Evolution

Coordination — not centralization — is the path forward.

© PROSTEP | Alle Rechte vorbehalten / All rights reserved

The Architectural Target Image

Industrial AI Infrastructure

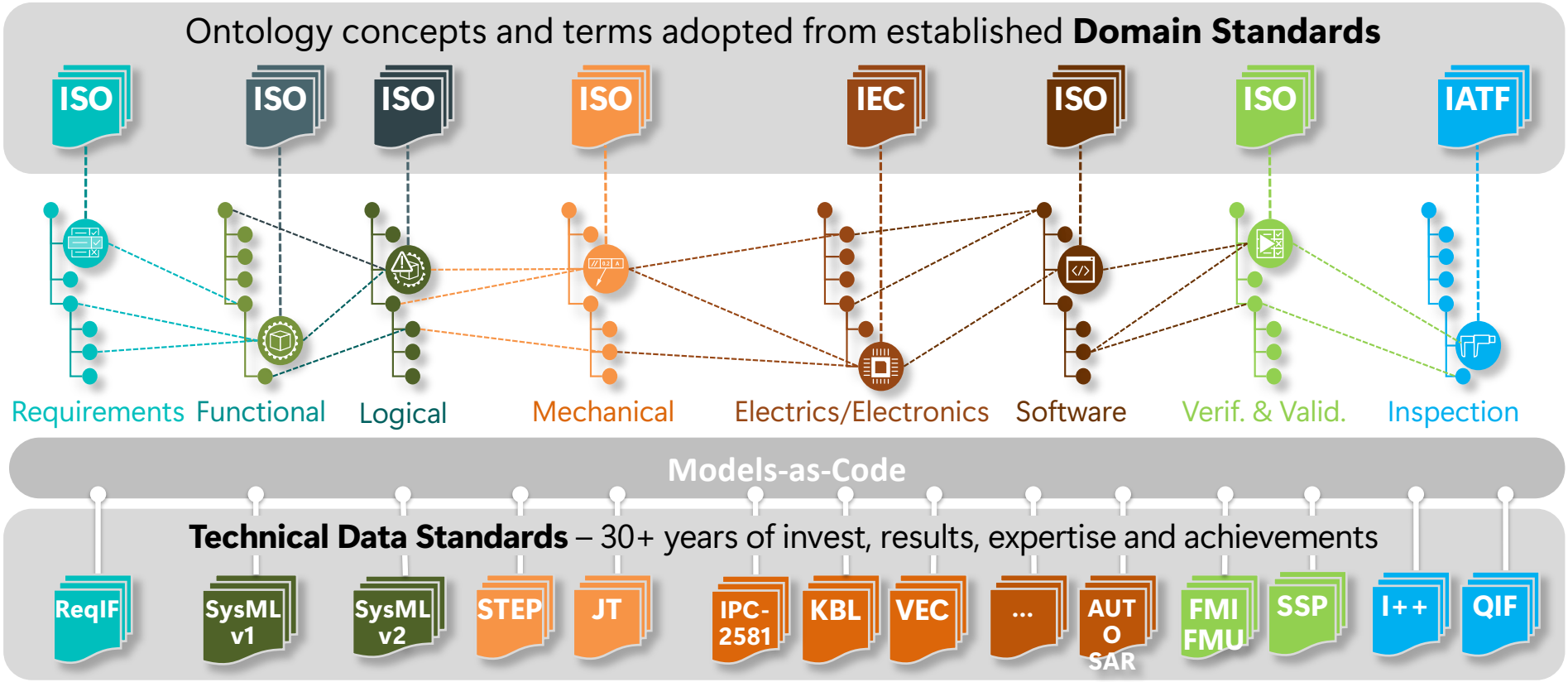


INDUSTRIAL AI requires a holistic view of PLM and AI infrastructure

© PROSTEP | Alle Rechte vorbehalten / All rights reserved

CASCaRA Ontology – Digital Engineering Semantic

Built on well established Standards



© PROSTEP | Alle Rechte vorbehalten / All rights reserved

PROSTEP Digital Thread Platform

Best-of-Breed Is the Architecture, the Knowledge Base is spanning all layers

INTEGRATE
Connect PLM, ERP, ALM, MPM, MES, CAD

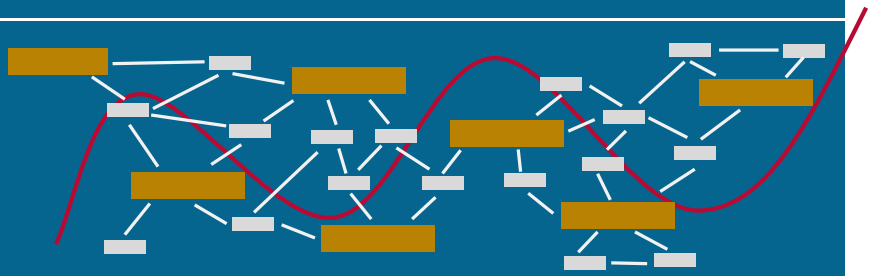
TRACE
Link items across domains

COLLABORATE
Secure, managed data exchange (ITAR/TISAX)

MIGRATE
End-to-end ETL

AI-Workbench Agents

Knowledge Base
The Semantic Context



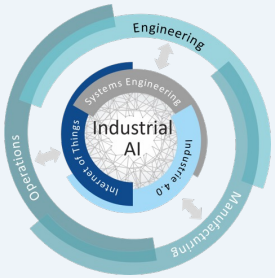
Req. | System Architecture | BOM | Software | ERP | Testing | Simulation | Production | CI / CD | Quality

aras, AUTODESK, AVEVA, ATLASSIAN, CONTACT Software, DASSAULT SYSTEMES, HEXAGON, IBM, IFS, ILC, jama software, ORACLE, ptc, SAP, SIEMENS PLM SOFTWARE SIEMENS

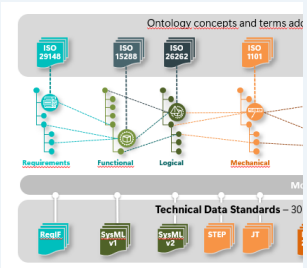
© PROSTEP | Alle Rechte vorbehalten / All rights reserved

The Digital Thread and Its Role in Industrial AI

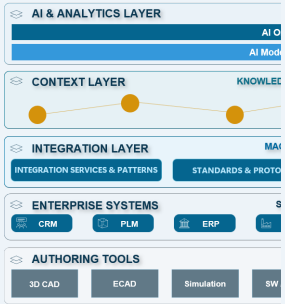
Summary



The combination of PLM and AI creates the Industrial AI environment.



The CASCaRA Ontology of the prostep IVIP association provides a ready to be used ontology for state-of-the-art development processes.



The Context Layer Feeds the Digital Thread with the Semantic of the Data.



The PROSTEP Digital Thread Platform summarizes the AI-building blocks within a vendor agnostic architecture blueprint

© PROSTEP | Alle Rechte vorbehalten / All rights reserved



Thank You!

Rate my Presentation:

PROSTEP AG
Heinrich-Hertz Str. 3-7
64293 Darmstadt

Dr. Martin Strietzel
Head of Consulting
Telefon +49 6151 9287-785
E-Mail Martin.Strietzel@prostep.com

© PROSTEP | Alle Rechte vorbehalten / All rights reserved