



DIGITAL TRANSFORMS PHYSICAL

PTC: CIMDATA ROADMAP 2023

INDUSTRY **HERITAGE**,
ALM **DIFFERENTIATION** &
DIGITAL THREAD **GROWTH**

Hedley Apperly

VP Product Management & Strategy, ALM



November 2023



INTRODUCTION

HEDLEY APPERLY



As the VP of Product Management & Strategy for PTC's Application Lifecycle Management (ALM) products, Hedley defines & implements product plans for Agile Software Engineering and DevOps, Model-Based Systems Engineering, and Requirements Engineering & Validation Management.

Hedley has graduate and post graduate qualifications in engineering, computing, business and strategic marketing, backed up with 25 years of product management experience in the software & modeling tools domain. Hedley is an author and visionary on methodologies, modeling and reuse. He is also a member of the OMG Board of Directors and has been actively involved in defining industry standards such as UML, SysML and ReqIF





INDUSTRY HERITAGE & EXPERTISE

YOU CAN'T GO A SINGLE DAY WITHOUT ENCOUNTERING A PRODUCT ENABLED BY PTC SOFTWARE

100%
of F500



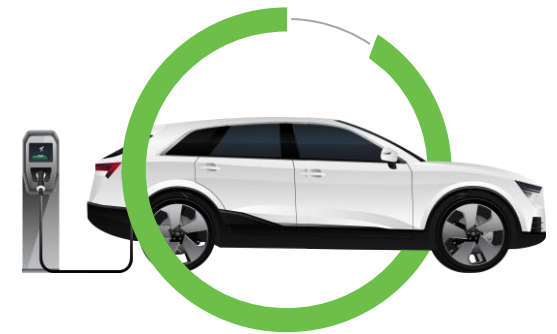
**Aerospace & Defense
Companies**

100%
of F500



**Industrial Machinery
Companies**

82%
of F500



**Automotive
Companies**

Over half of the **Fortune 100** innovate using PTC

\$10,000K+ ARR. Sources: [Fortune 500](#), PTC Customer Data per Oracle BI, / F100 includes all industries (Finance, Retail, Manufacturing, etc.)

INDUSTRY CHALLENGES





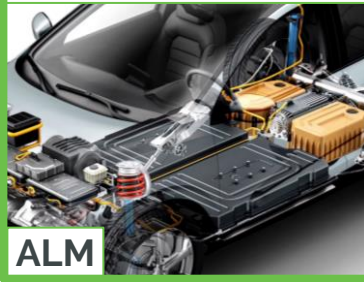
DIGITAL THREAD GROWTH STRATEGY

HOW DIGITAL TRANSFORMS PHYSICAL

DIGITAL
Defines
PHYSICAL



DIGITAL
Controls
PHYSICAL



DIGITAL
Manages
PHYSICAL



DIGITAL
Connects
PHYSICAL



DIGITAL
Augments
PHYSICAL



DIGITAL
Sustains
PHYSICAL



DIGITAL THREAD

□ On-Prem / Hybrid / SaaS





ALM PRODUCT DIFFERENTIATION

ENABLING SYSTEMS & SOFTWARE-DRIVEN PRODUCT INNOVATION

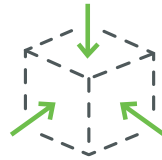
Requirements Management



System of Systems



Configuration Management



Software Engineering



DevOps



Validation



Open Integrations



Model-based Systems Engineering



Simulation & Co-simulation



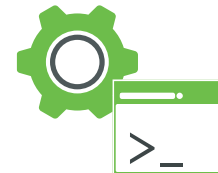
Agile Engineering



Strategic Re-use



Automated Code Generation



Risk Management



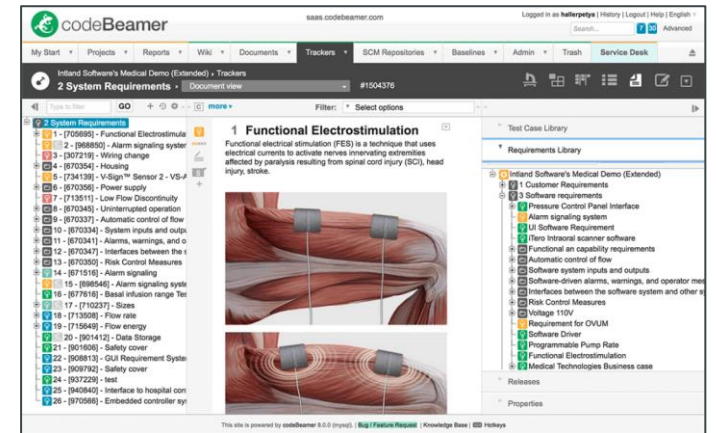
Industry Best Practices



ALM – APPLICATION LIFECYCLE MANAGEMENT



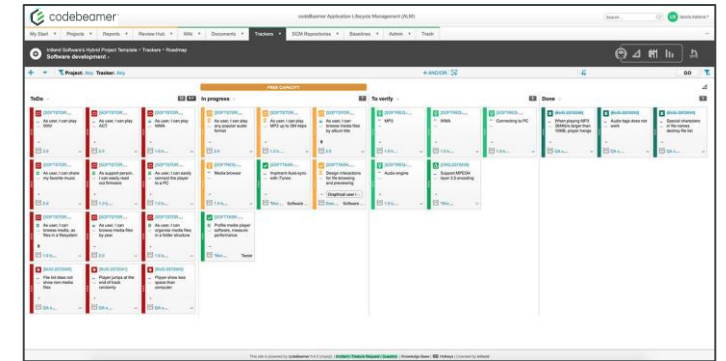
- ALM solution with integrated requirements, risk, test & task management
- Cloud Hosted or On-Prem
- Configurable Templates



ALM – AGILE SOFTWARE ENGINEERING



- Agile Software Engineering practices
- Integrates with many SCM and DevOps environments (Git, GitHub, Jenkins...)
- Wide range of configurable templates



PTC HAS ACQUIRED PURE-SYSTEMS

- Acquisitions are an important part of PTC's strategy. In this case, PTC saw an opportunity to acquire Pure-Systems

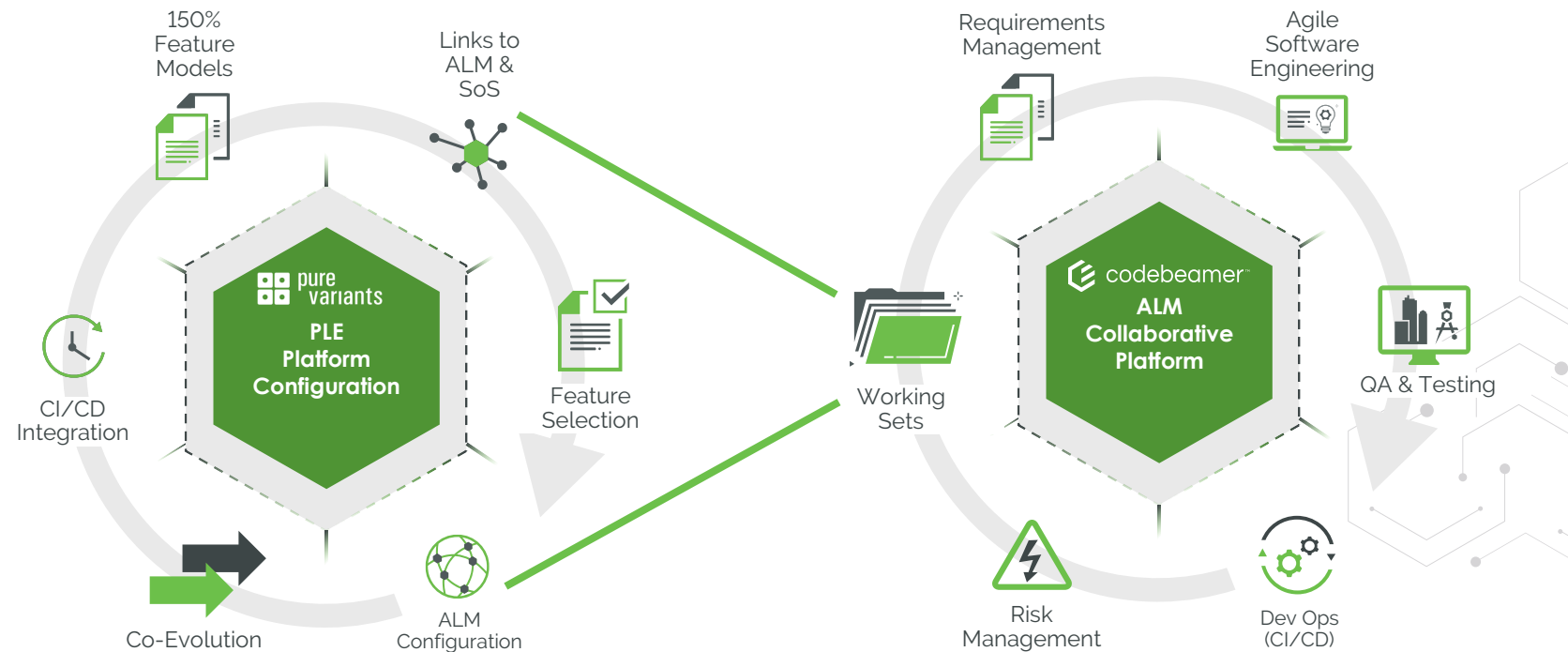


- Acquisition completed on October 4th 2023

ALM – PLE FOR AGILE SOFTWARE ENGINEERING



- Structural & Parametric Variability
- Engineering Domain Independent
- Open, Multi-tool Integration + OSLC Provider
- Multi-user Browser UI
- DB Server or File-based



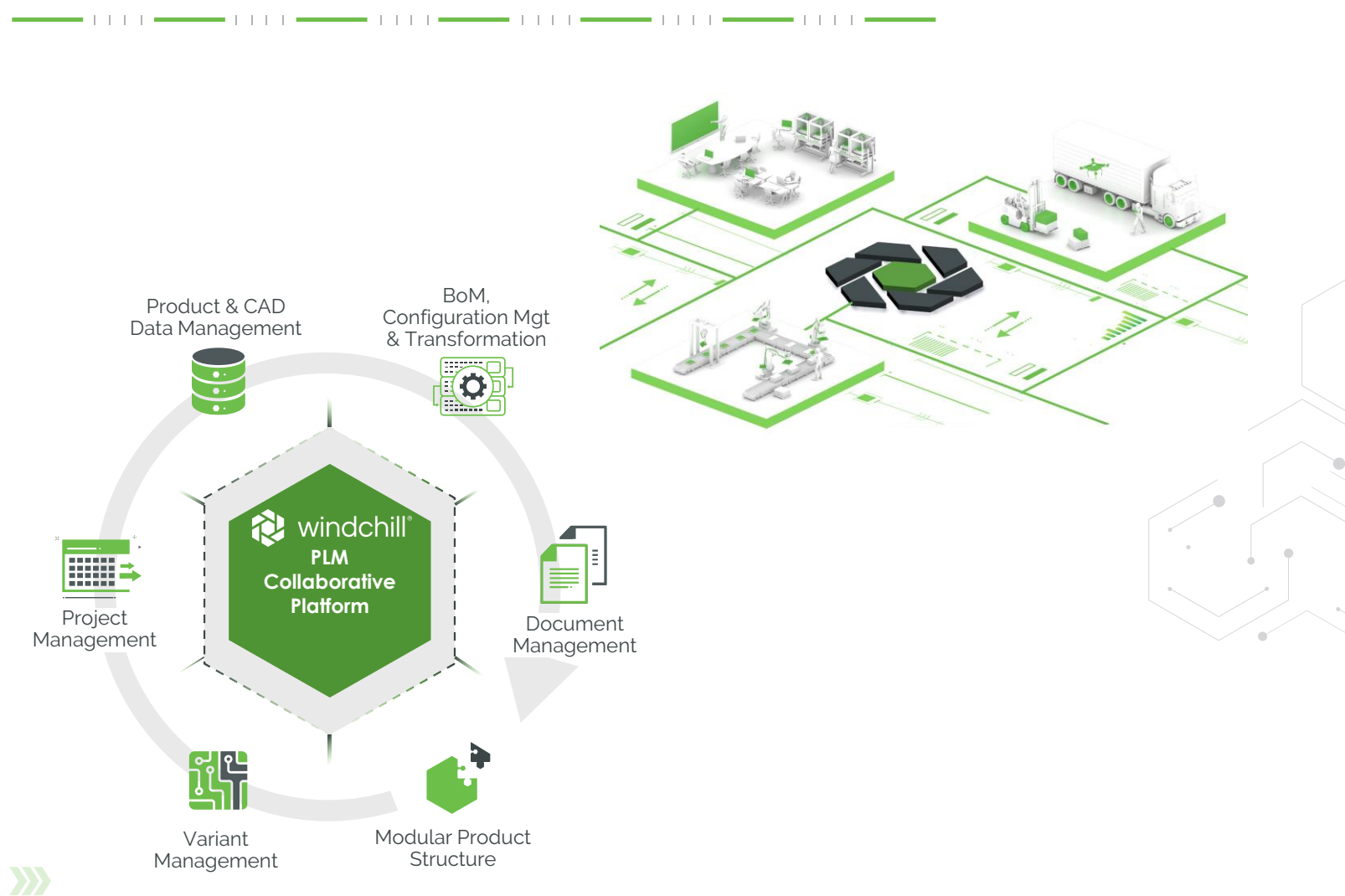


PTC'S ENGINEERING DIGITAL THREAD

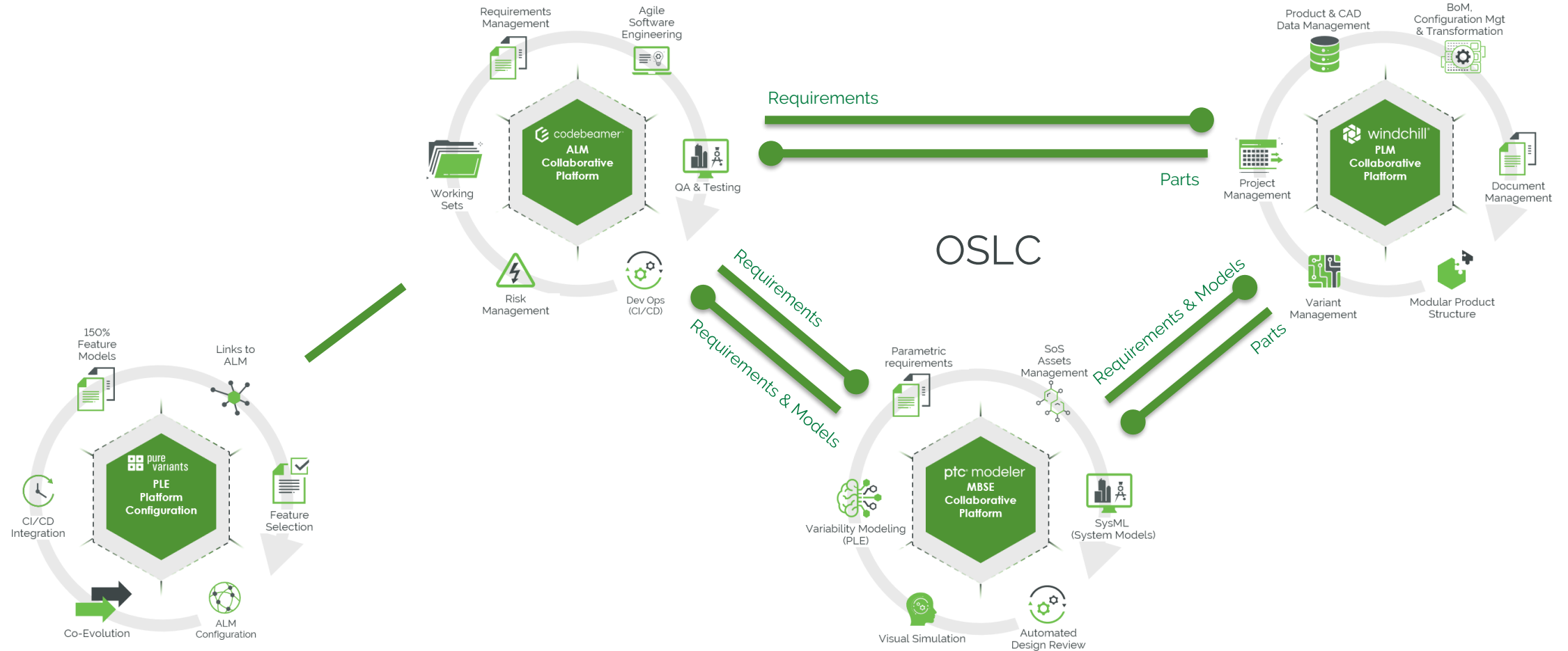
PLM



- Product Data Management
 - plus CAD Data Management
- Change Management
- BOM/Configuration Management
 - plus BOM Transformation
 - & Document Management
- Modular Product Structure
 - with Product Lines &
 - Variant Management
- Project Management



PTC'S ENGINEERING DIGITAL THREAD





DIGITAL TRANSFORMS PHYSICAL

THANK YOU

[ptc.com](https://www.ptc.com)

