

CIMdata

PLM Road Map™ & PDT North America 2026
 AI in PLM: A Disruptive Opportunity and Challenge
*Turning AI disruption into enterprise value:
 Strategic insights for the PLM professional*
 6-7 May 2026 www.CIMdata.com

AI Adoption in PLM
Results from CIMdata's Global Study
PLM Road Map & PDT North America 2026

7 May 2026—Washington, D.C., USA

*Diego Tamburini Ph.D., AI Practice Director, d.tamburini@CIMdata.com
 +1.734.668.9922*

www.CIMdata.com
 Copyright © 2026

CIMdata Defining What Comes Next in Digital Transformation

Cross-Industry Digital Impact

CIMdata: The Leading Authority on PLM
 An independent global leader providing research, education, and strategic consulting for digital transformation.

Maximizing Product Innovation
 Focused on helping clients design, acquire, deliver, and support innovative products and services.

Competitive Global Advantage
 Utilizing strategic management consulting to drive success in complex global markets.


Defining "What Comes Next"
 Guiding organizations through the evolving landscape of digital transformation and industrial innovation.

Leading strategic management consulting firm

Industry Verticals & Core Focus Areas

Industry Vertical	Core Focus Area
Transport & Tech	Aerospace, Automotive, and Computing
Infrastructure	Construction, Manufacturing, and Logistics
Service & Care	Healthcare, Retail, and Global Communication

Presenter's Profile




- Leads CIMdata's AI Practice. Practical applications of AI in PLM and adjacent domains.
- Multiple roles at Microsoft working with engineering and manufacturing software providers:
 - Director of Engineering Agility (AI for engineering productivity)
 - Product strategy for Microsoft Commercial Marketplace (Generative AI, manufacturing)
 - Developer evangelism with global engineering software providers
- Industry Strategist at Autodesk (digital manufacturing, generative design, simulation).
- Began career in PLM implementation at SDRC / Siemens PLM Software.
- Research Engineer at Georgia Tech, contributing to the SysML (OMG) and STEP (PDES Inc.) standards. Ph.D. and M.S. in Mechanical Engineering, Georgia Tech.

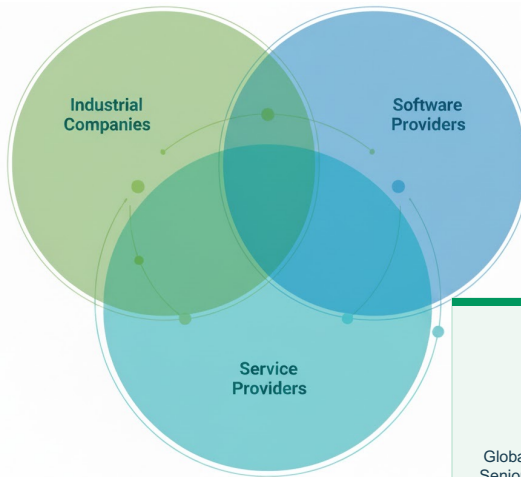
3

Copyright © 2026

Who Participated



55
respondents
Industrial Companies (IC)
Large enterprises in discrete manufacturing
Operational reality, not executive aspiration



27
respondents
Software Providers (SW)
Bimodal: PLM incumbents and recent AI entrants. Half began offering AI in 2024 or later

30
respondents
Service Providers (SI)
Global firms and boutique implementers. Senior consultants and solution architects

4

Copyright © 2026

Key Takeaways



01

You're Not Behind Your Peers

- **58%** of peers are still in awareness or pilot. Early stages dominate.
- **23%** are operationalizing. Past the pilot gate, not yet scaling. The commercially-live group.

02

Your Foundation Will Limit Your Ceiling

- ~40% of peers centralize AI ownership. No single model dominates.
- **53%** apply data governance inconsistently. AI on a weak foundation amplifies the weakness.

03

ECM Is Your Weakest AI-Readiness Dimension

- **2.18/5** peer score on engineering change management. The lowest of eight readiness dimensions.
- **66%** of peers at Initial or Ad hoc. Zero at Optimized. No improvement with AI tenure.

04

Providers Can't Calibrate To Your Reality

- Only **5%** of peers rate AI as mature at scale.
- Service providers estimate **20%**. Software providers estimate **33%**. A 6x overshoot of peer reality.


05

Pick AI On Integration, Not Reputation

- **62%** of peers rank integration first. Only **4%** rank reputation.
- Providers misread this. SW estimates integration at **46%** (-16 pts); SI estimates 30% (-32 pts).

5 Copyright © 2026

The Defining Tension



85%

Use GenAI personally, several times per week

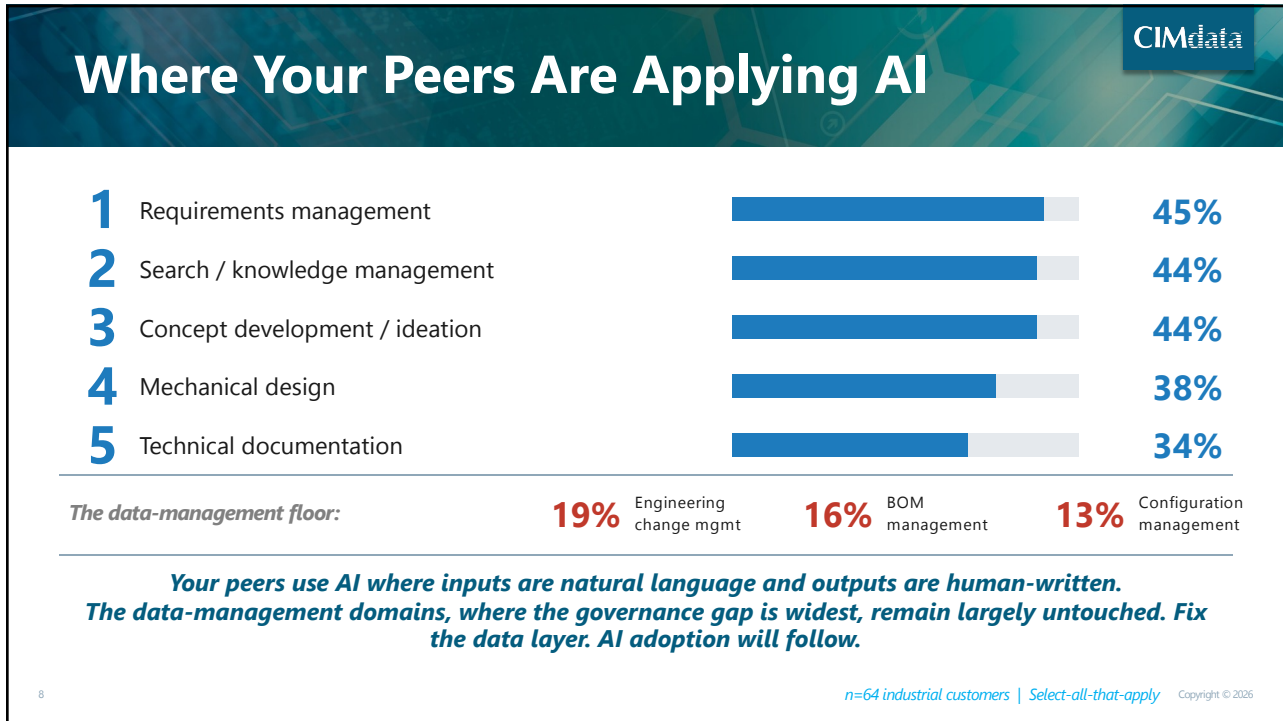
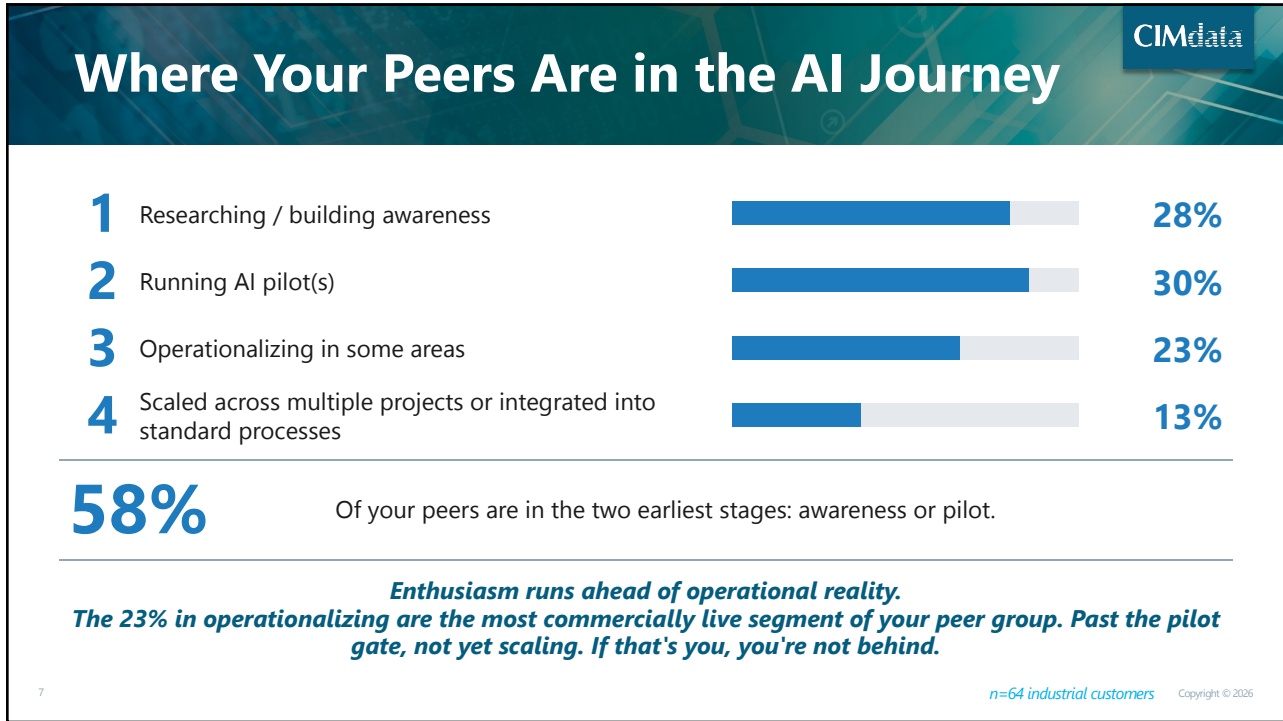
58%

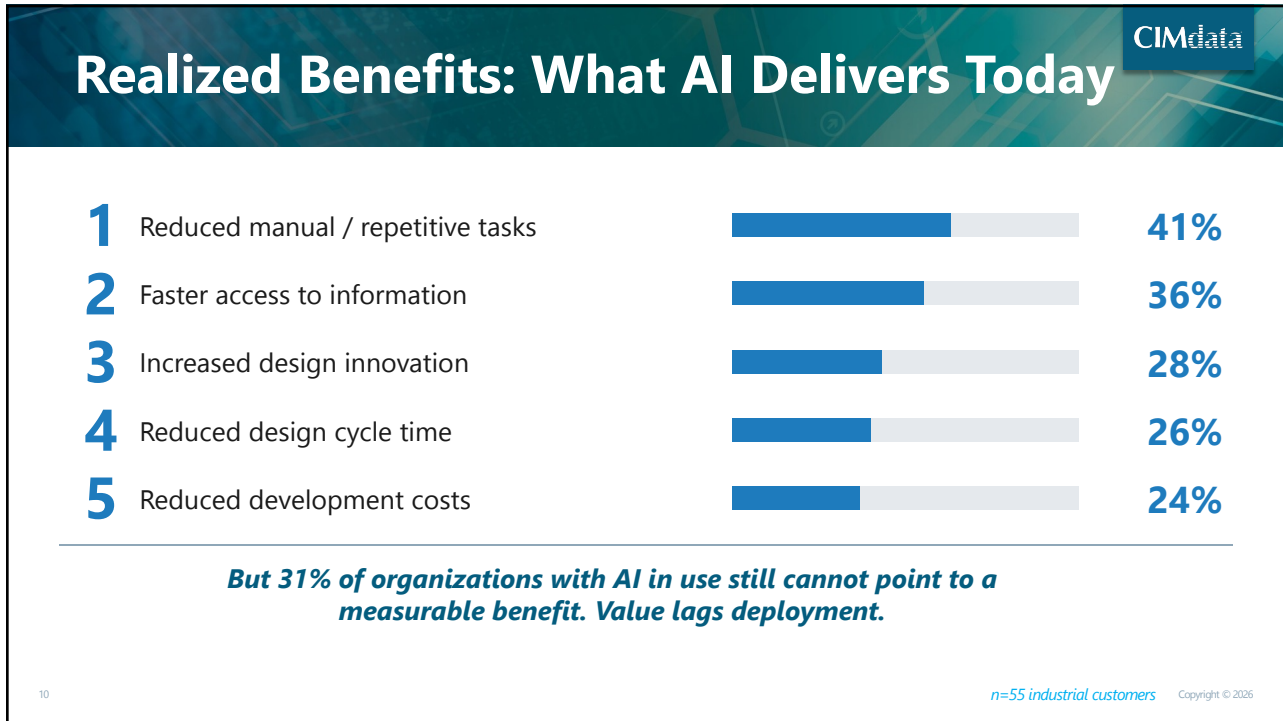
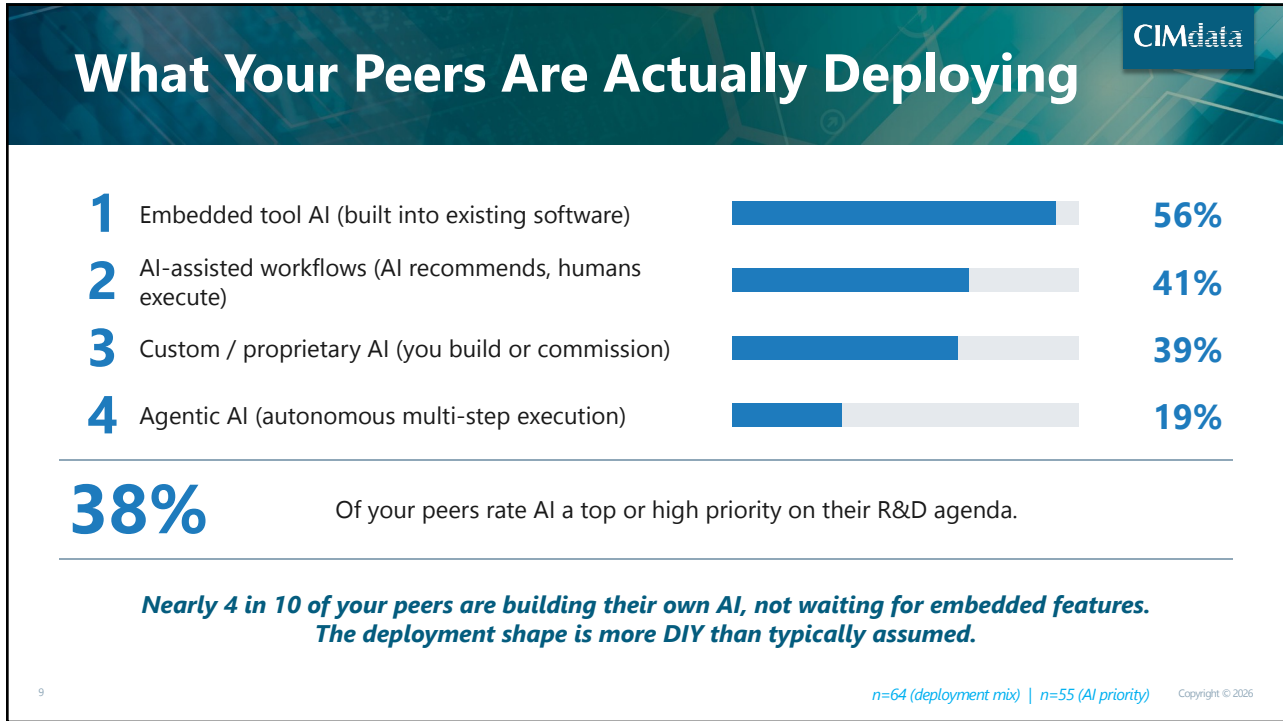
Still in awareness or pilot stage

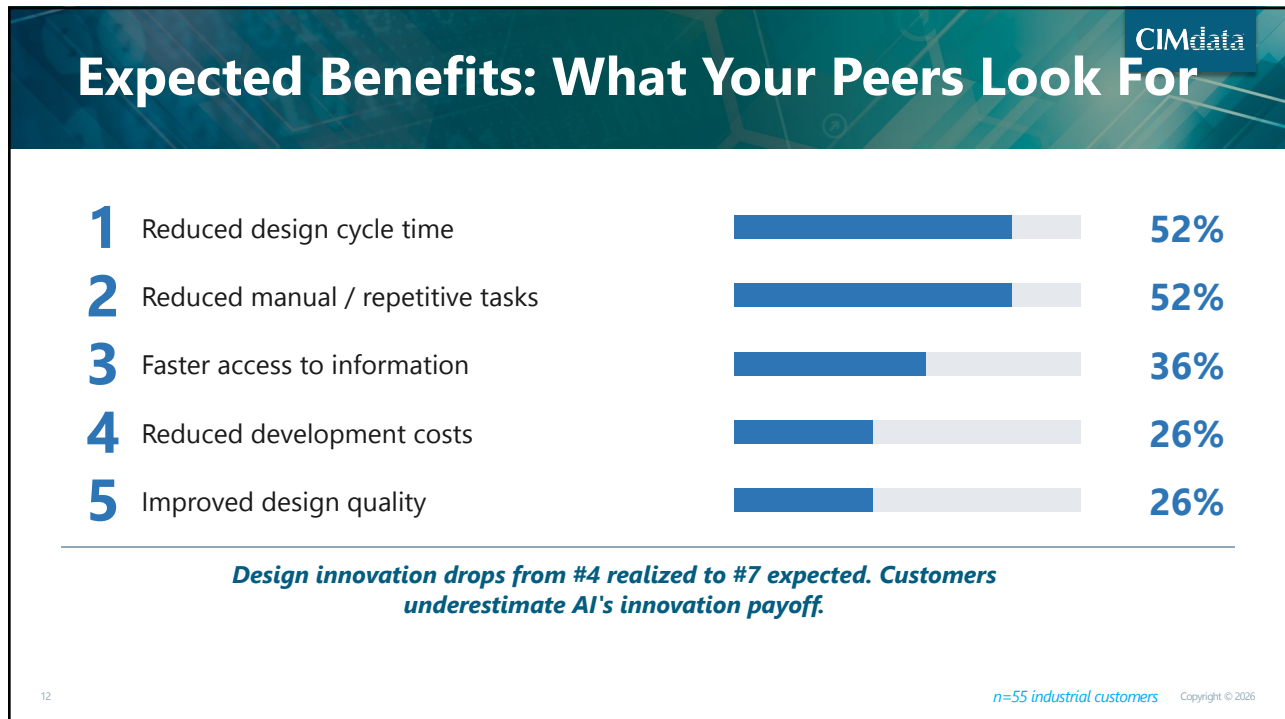
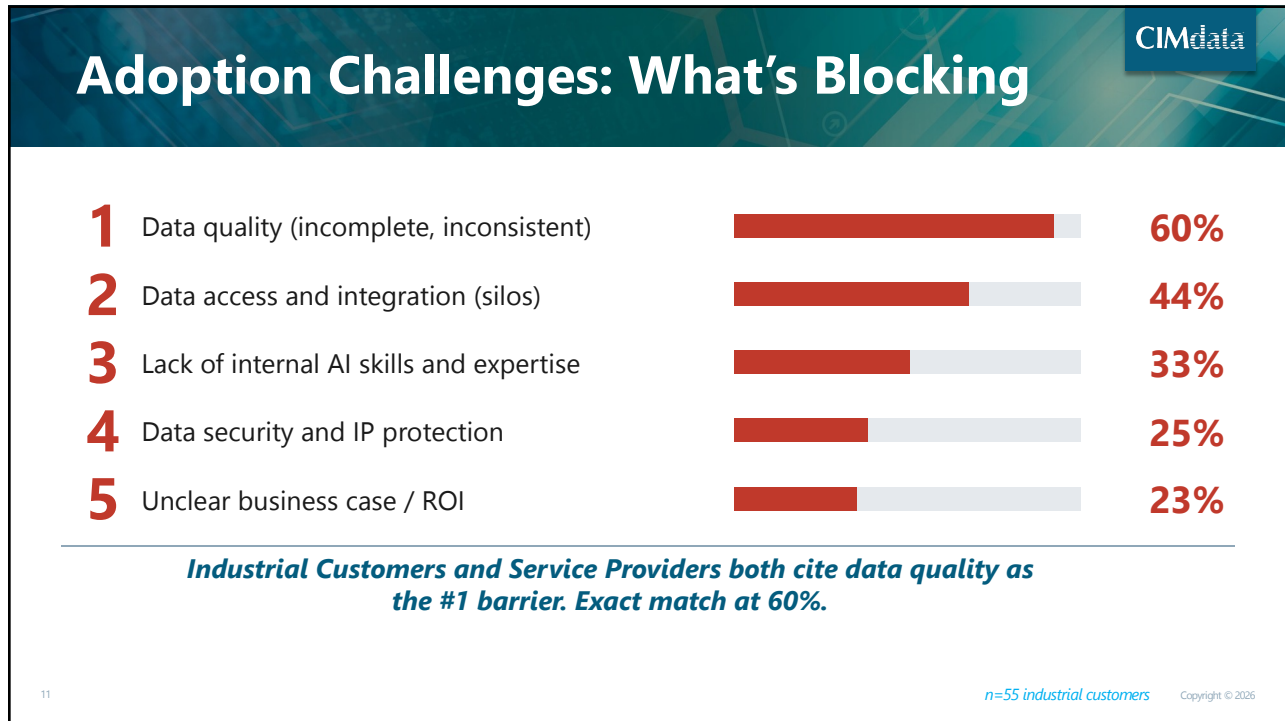
87.5%

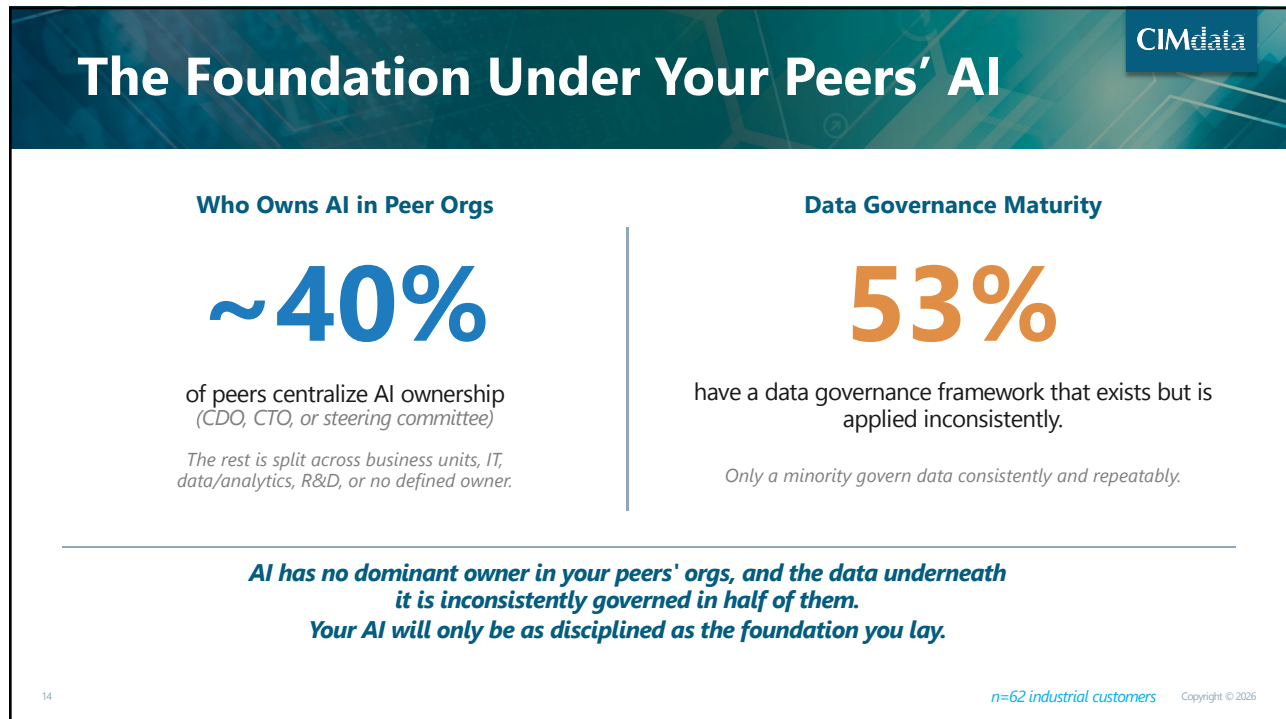
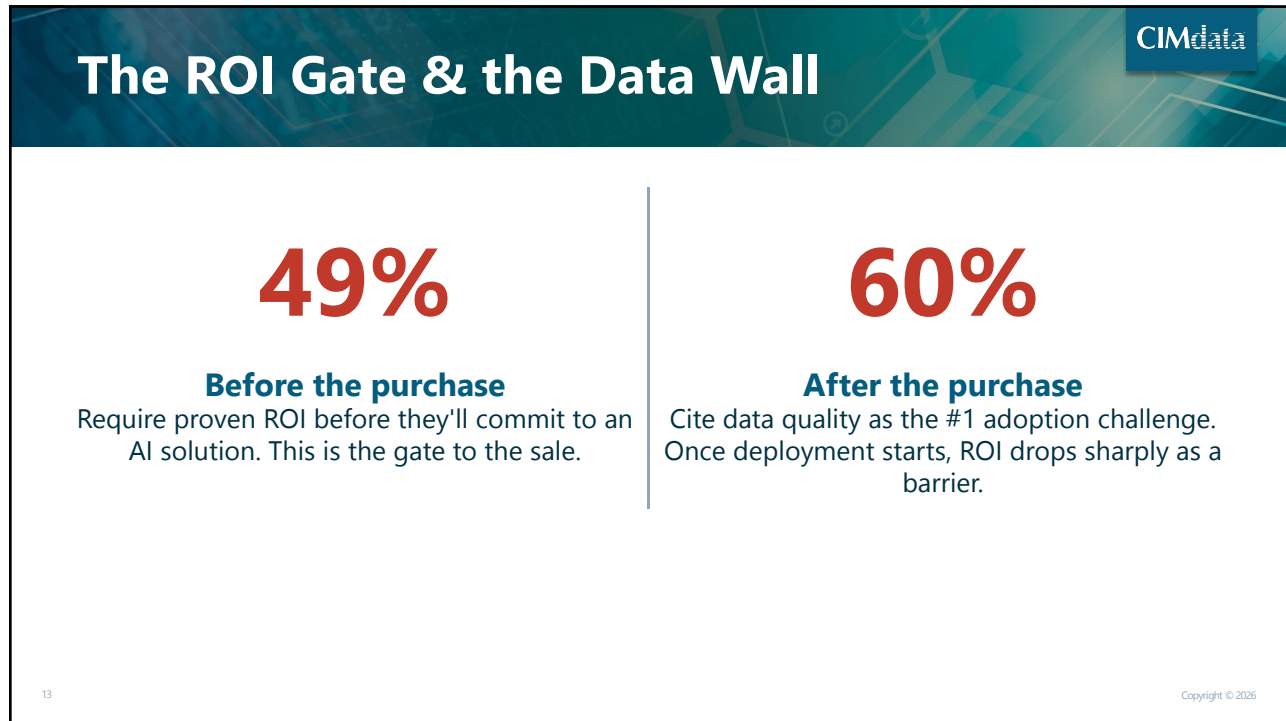
Have AI in fewer than 25% of their projects

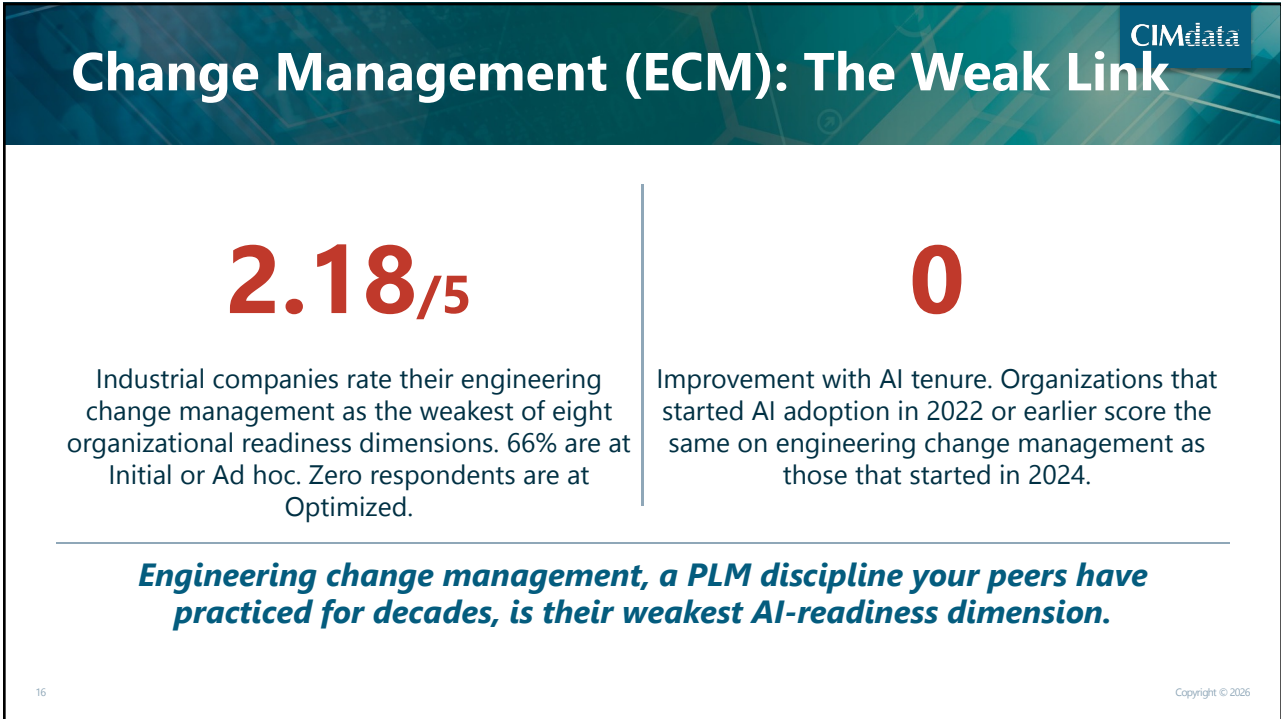
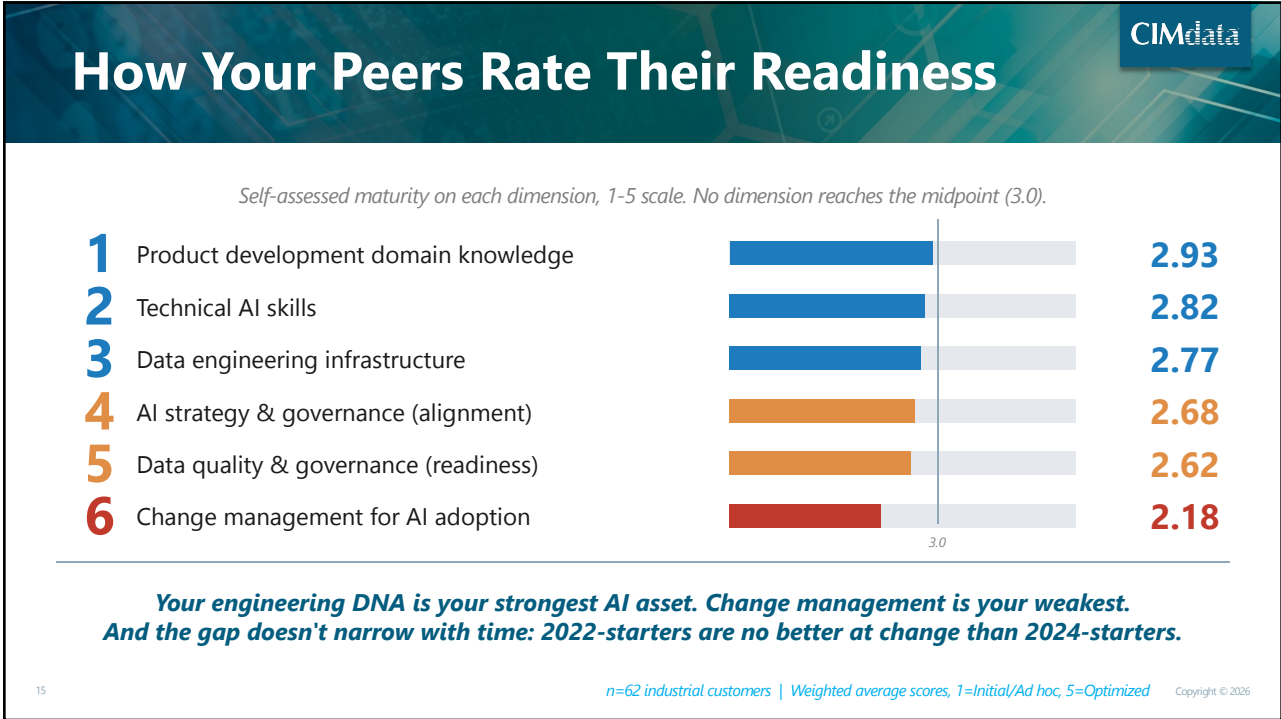
6 Copyright © 2026

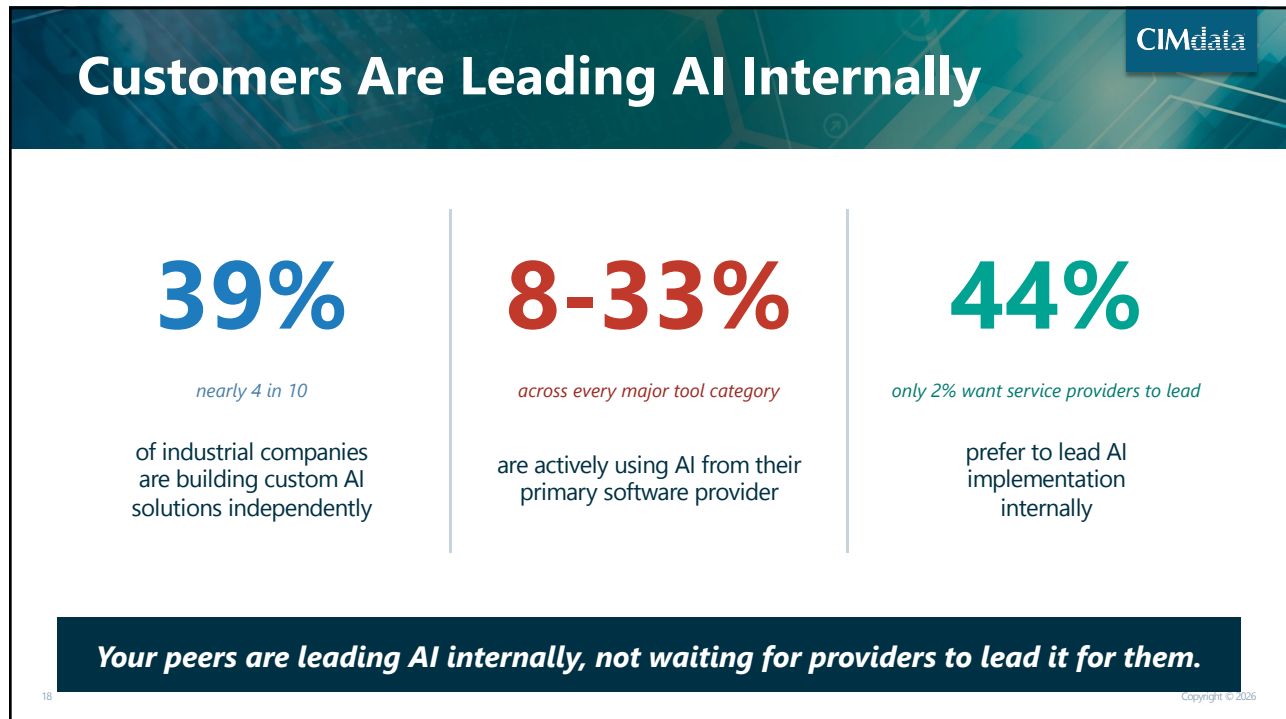
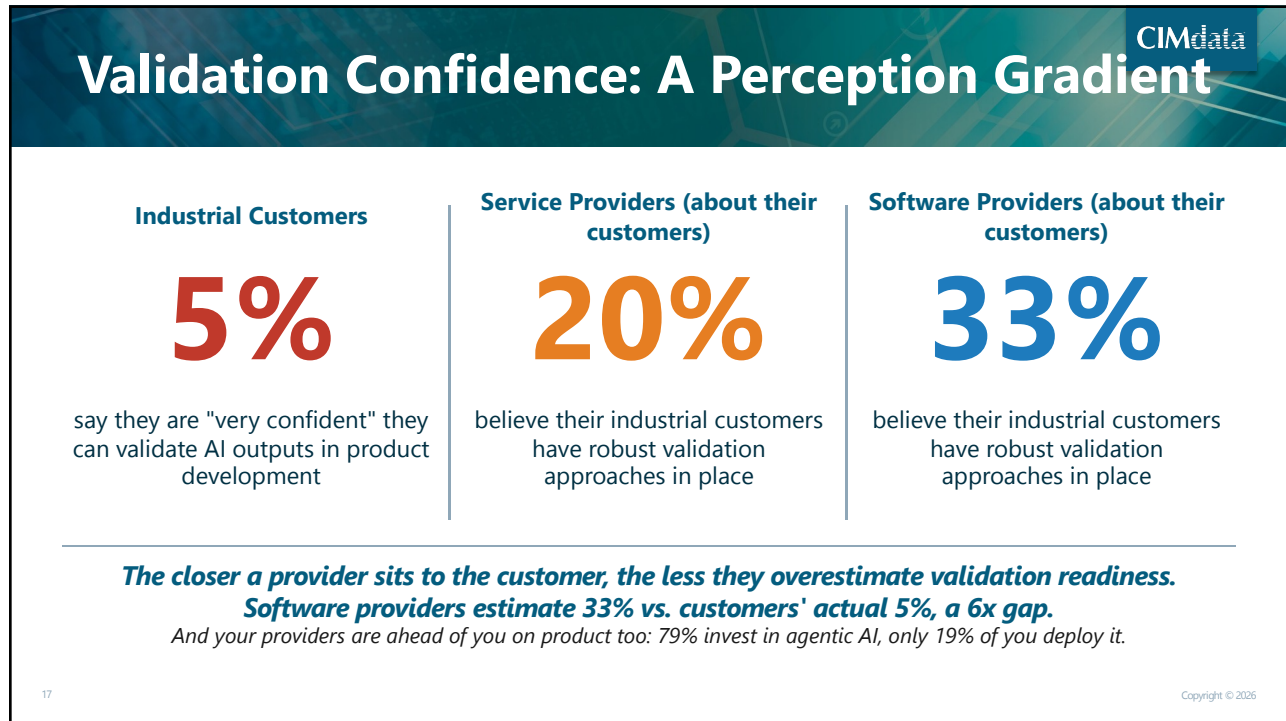


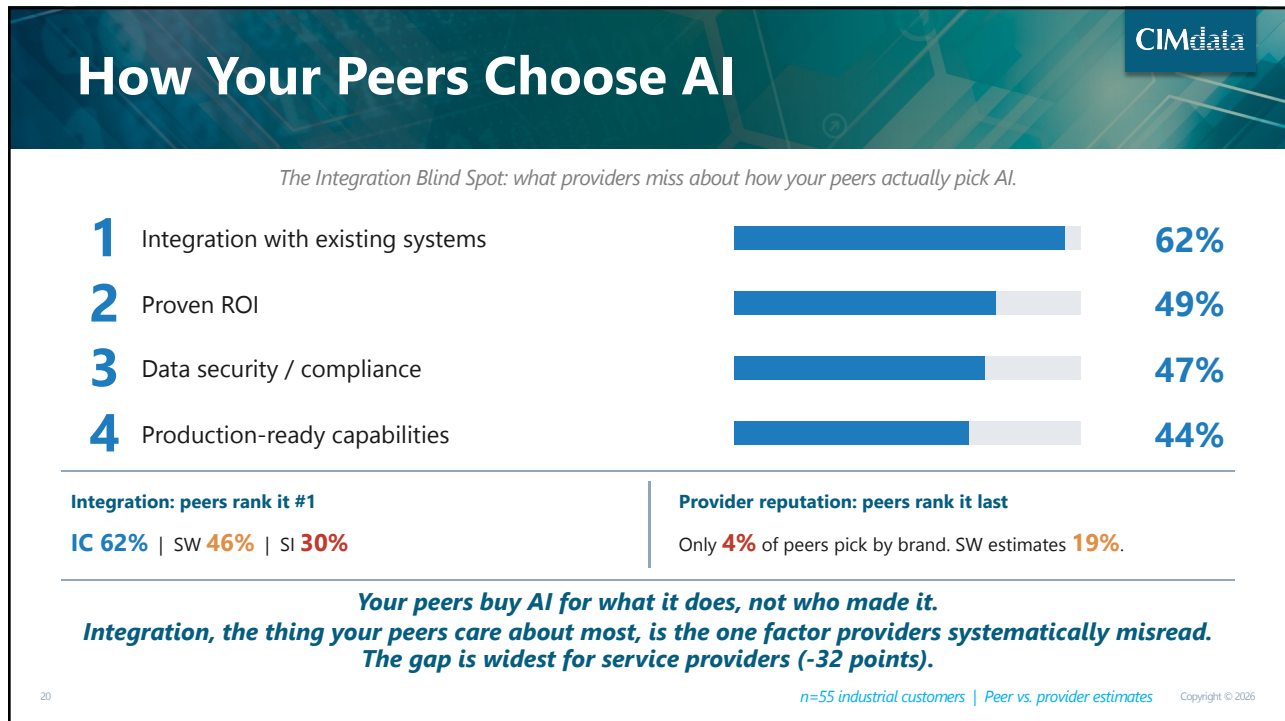
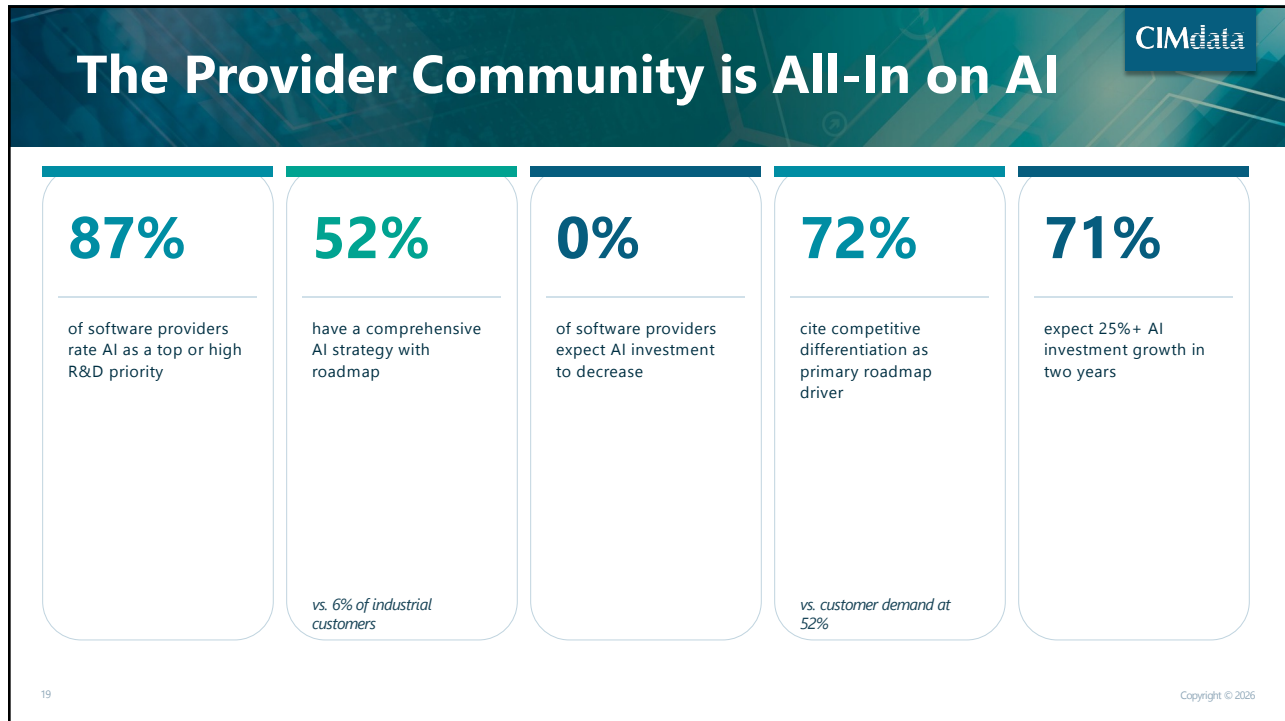


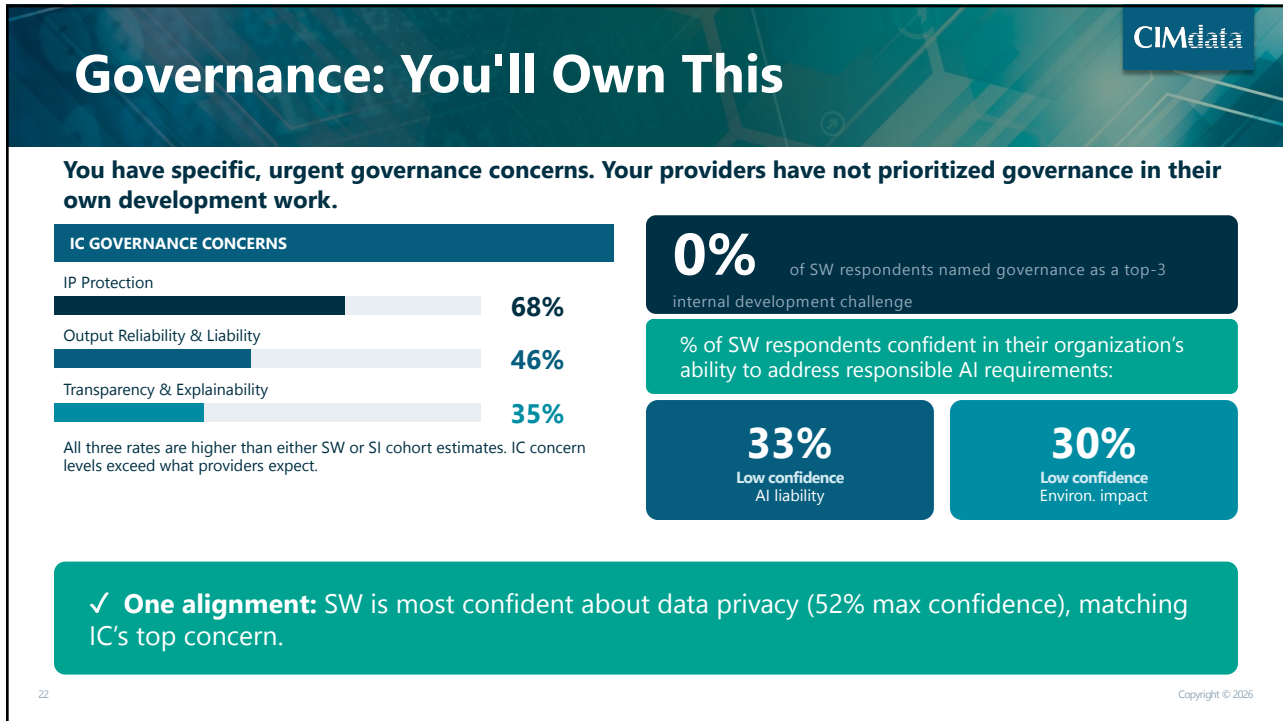
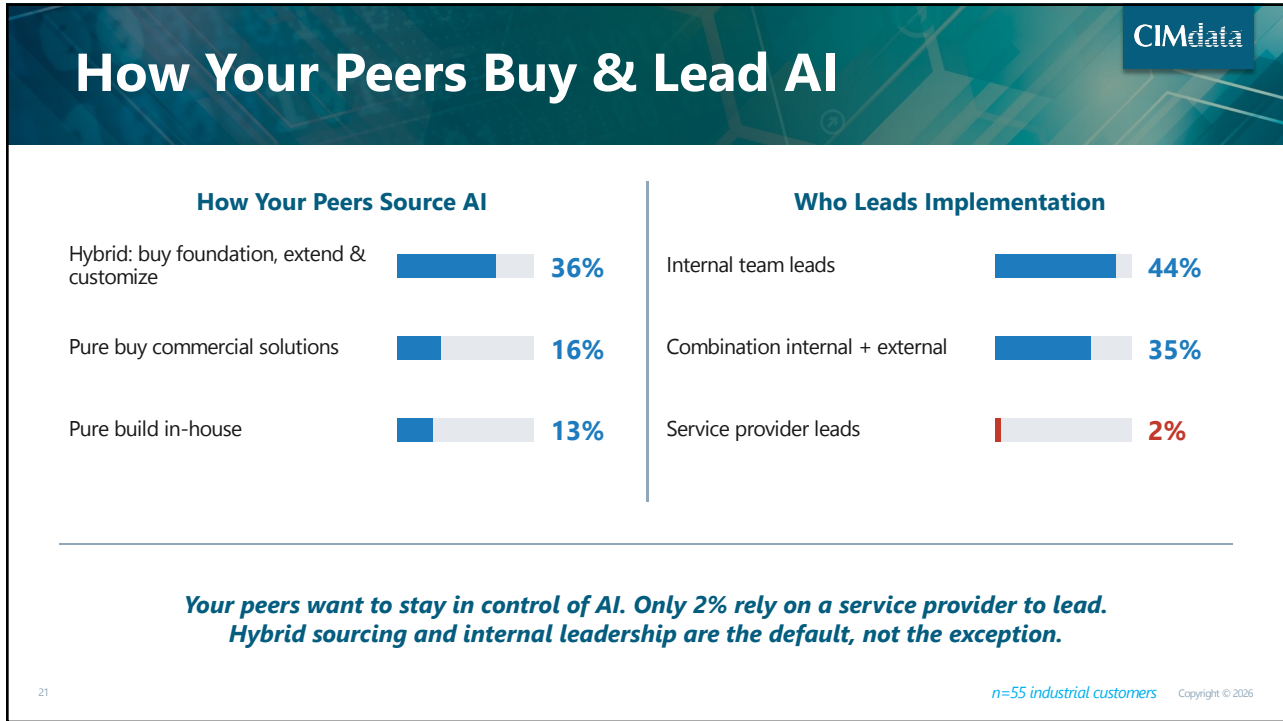












CIMdata

Implications for Industrial PLM Practitioners

What this means for you

01 PACING

Move deliberately, but close the 2-year gap

Your providers are moving faster than you are. That's fine. But a 2-year standardization gap is a competitive risk if your peers close it faster.

02 SELECTION

Score integration as your #1 selection criterion

62% of customers already rank integration first. Providers underestimate it by 16 to 32 points. Score it explicitly in every AI evaluation.

#1
customer selection factor

03 GOVERNANCE

Own the governance workstream yourself

0% of software providers cite governance as a top AI delivery challenge. You care about IP protection, data residency, and audit trails. Own this workstream regardless of provider readiness.

04 FOUNDATIONS

Fix data quality before chasing AI features

Data quality is the #1 barrier customers cite. AI on poor data amplifies existing errors. Invest in data readiness as a prerequisite, not as a parallel track to AI pilots.

23 Copyright © 2026

CIMdata

Concluding Remarks

You're not behind.

58% of peers are still in awareness or pilot. Only 23% are operationalizing.

Foundation first.

Weak data governance and unresolved ECM will cap how far AI can scale.

Integration over reputation.

62% of peers rank integration first. Only 4% pick AI by brand.

Evidence beats promise.

Pick AI for what it does, not who made it.

24 Copyright © 2026

CIMdata Defining What Comes Next in Digital Transformation



*Strategic management consulting for
competitive advantage in global markets*

Serving clients from offices in North America, Europe, and Asia-Pacific

World Headquarters

Ann Arbor, Michigan USA

Tel: +1.734.668.9922

EMEA Headquarters

Paris, FRANCE

Tel: +33 (0) 663.406.725

Asia-Pacific Headquarters

Tokyo, JAPAN

Tel: +81.47.361.5850

www.CIMdata.com

Copyright © 2026