

The CIMdata Community

Software & Service Provider *Silver* Membership

The CIMdata Community program offers a broad portfolio of professional services to the world's leading Product Lifecycle Management (PLM) software and service providers. This annual membership enables better-informed business decisions and timely strategic planning by providing market research, industry analysis, customer insights, and strategic counsel about the global PLM market and the market segments in which our members operate (i.e., digital thread, digital twin, model-based enterprise, AI/ML, AR/VR, PDM, CAx, simulation & analysis, portfolio management, digital manufacturing, and many others). Membership in the CIMdata Community empowers a close and ongoing working relationship with CIMdata that amplifies and enriches the effectiveness of member organizations and their critical resources in rapidly expanding and increasingly competitive global markets.

Silver Membership

Silver CIMdata Community members receive the following set of deliverables:

Generalized Deliverables

- **PLM Late-Breaking News**—A daily electronic newsletter that provides up-to-date information on PLM market activities, products, events, sales announcements, and PLM solution provider activities, along with CIMdata comments on key events.

- **PLM Industry Summary**—A compilation of news and announcements provided in CIMdata's Late-Breaking News.
- **Market Update Webcasts**—These members-only broadcasts provide CIMdata's insights on notable developments on PLM market segments and updates on CIMdata research.
- **CIMdata Community Participation**—Members are invited to actively participate in CIMdata's online Community. Including online and offline interaction with CIMdata SMEs.
- **Market Research Reports**—Members receive the following market research report:
 - **CIMdata Executive PLM Market Analysis Report**—Summarizes information and analysis of the worldwide PLM market.
- **Periodic Special Topical Research Reports**—These address timely issues and trends within the PLM industry.
- **Whitepapers and Commentaries**—Published frequently during the year.
- **Publications Discount**—Members receive 15% off the list price when purchasing additional CIMdata research reports and publications not included in the membership.
- **PLM Certificate Program Discounts**—Members receive 15% off CIMdata's assessment-based PLM educational program.
- **PLM Certificate Program Attendance**—Members receive one no-cost registrations to attend a two-day PLM Fundamentals for

Solution Providers Short Course. This registration can be used by an employee and/or a nominated customer. The registration is non-transferable and is subject to space availability. The attendee may upgrade to the full five-day Standard PLM Certificate of Leadership course at an incremental cost.

- **CIMdata PLM Basics E-Learning Course**—Members may have one student attend the PLM Basics e-Learning course.
- **CIMdata PLM Road Map™ Conference Presentations**—Members receive conference presentations from each of CIMdata's PLM Road Map events held within the membership year.

Personalized Deliverables

- **Assigned Member Support Team**—Each member is assigned a Client Relationship Manager and a Lead Consultant who serve as the member support team.
- **Membership Planning Work Session**—During this two-hour web meeting, CIMdata's support team will meet with member's representatives in a collaborative session to plan the membership year, review deliverables, confirm Named Users, explore topics for commentaries and executive briefings, and schedule future activities.
- **Executive Briefing**—During this one-day private briefing, members are asked to provide a confidential update of their PLM-related strategies, products, services, partnerships, marketing initiatives, customer successes, or any other topics for review with the appropriate CIMdata consultants to receive objective analyses and recommendations. An agenda with requested topics, participants, and outcomes will be developed collaboratively and agreed to in advance of the scheduled briefing. All CIMdata-related travel expenses are to be covered by the member.
- **Optional Market Strategy Consulting Sessions**—In place of the Executive Briefing described above, members may alternatively request that CIMdata conduct semi-annual PLM market strategy consulting sessions held as web meetings. Each session of up to four hours in length will focus on a market opportunity, strategy scenario, or competitive challenge identified by the member that CIMdata consultants will help to review, validate, and enrich.
- **PLM Market Research Support**—The member's authorized Named Users have direct access to CIMdata's research analysts and unpublished market data and intelligence to discuss issues and questions as they occur during the year. This support includes brief telephone and email discussions.
- **One CIMdata Commentary Per Year**—Commentaries are CIMdata-authored papers on mutually agreed upon topics that provide CIMdata's independent review of the member's PLM market position, solution offering, technology thought leadership, or customer successes. CIMdata will present commentary and opinions on why the selected topic is noteworthy to the prospects, customers, targeted industries, or larger market in which members compete for mindshare. The commentary's objective, topic, theme, outline, and promotional plan shall be developed in collaboration with the member and outlined in a specification for joint review and approval. The commentary will be up to three pages in length and jointly published, distributed, and promoted.
- **Invited Presentation at a CIMdata Event**—Members may nominate a customer as a speaker or panelist to participate in a CIMdata event or conference during the membership year, including CIMdata's PLM Road Map conferences.
- **Product Announcement Quotes**—For new product briefings received twice yearly,

CIMdata, upon request, will issue a public quote that may be published in the member's websites, social media content, and/or press releases.

- **PLM Market & Industry Forum**

Participation—Members receive a total of two free registrations valid at either the NA or EMEA CIMdata PLM Market & Industry Forums held each year. Forum attendance, which is restricted to CIMdata Community members and PLM software and service providers, offers CIMdata's annual state-of-the-market perspective on the global PLM economy, including insights from our work with industrial clients and issues of importance to the short- and long-term success of our members. Forums are also held in India, Japan, and China that members can attend for an additional fee.

- **CIMdata PLM Road Map Participation**—

Members receive two registrations to attend one CIMdata PLM Road Map conferences held within the membership year. Two PLM Road Map events are typically held each year, one in NA and one in EMEA.

- **Member Web Dossier and Promotion**—Each member is profiled and promoted on CIMdata's website, CIMdata.com, which is the leading web resource for industrial companies learning about PLM or performing research on prospective solution providers. Membership includes creating and hosting a CIMdata-curated member dossier that consists of a company profile, products and services by market segment and keywords, news announcements, events, and links to CIMdata publications and research referencing the member. The dossier will be constructed to attract and amplify web-based searches for the benefit of the member.

- **Your Event Listings**—Your events are listed in CIMdata's Late-Breaking News and PLM Industry Summary and posted in the PLM events calendar on CIMdata's Web site.

- **Three Named Users**—Named Users receive a direct mailing of the Late-Breaking News and other publications and are authorized to access CIMdata's PLM Market Research Support services. Additional Named Users may be added for a fee.

- **Corporate License**—Members receive a corporate license to distribute CIMdata-provided news and authorized reports throughout your organization for internal use only. This license does not include any right to perform language translation of CIMdata copyrighted materials.

Membership Cost

The fee for a twelve-month Silver Membership in the CIMdata Community is US\$23,000.

Membership Upgrade

Silver members may upgrade their membership to Gold or Platinum Memberships in the CIMdata Community at any time, thus receiving expanded benefits. The cost for an upgrade will be provided upon request and will be prorated for that part of the membership year that has elapsed.

About CIMdata

CIMdata, an independent worldwide firm, provides strategic management consulting to maximize an enterprise's ability to design, deliver, and support innovative products and services by identifying and implementing appropriate digital initiatives. For nearly forty years, CIMdata has provided industrial organizations and providers of technologies and services with world-class knowledge, expertise, and best-practice methods on a broad set of product lifecycle management (PLM) solutions and the digital transformation they enable. CIMdata also offers research, subscription services, publications, and education through certificate programs and international conferences. To learn more, visit www.CIMdata.com or email info@CIMdata.com.