

The Global Leader  
in PLM Consulting

The logo features a blue globe with white outlines of continents. The word "CIMdata" is written in white, bold, sans-serif font across the center of the globe.

**CIMdata**

# *A World of Opportunity*

## **CIMdata PLM Success Consulting Services for PLM Solution Providers**

*“We are dedicated to maximizing our clients’ ability to  
build and sustain a successful program in the PLM market.”*

# Today's PLM Market Dynamics

Since 1983, CIMdata has studied, participated in, reported on, and helped define the Product Lifecycle Management (PLM) market. Today's PLM market has become a business imperative of major manufacturing organizations and has grown to the point where the "PLM economy" presents multiple opportunities for solution providers. This economy is fueled by both the continued consolidation among the comprehensive suppliers currently driving the high-end of the industry and an ever-growing list of new entrants. This is a very competitive industry. All PLM solution providers need to continually reinforce their position within it through continued technology, solution, and market innovation.

The business environment in which today's PLM solution providers operate is very dynamic, complex, and increasingly competitive. Governmental policies, changing business conditions, social issues, and technological forces are causing increasingly dramatic changes in business paradigms of PLM users and, in turn, of solution providers. Increasing legislative and environmental demands (for green and sustainable products and services for example) combined with PLM's natural support of the circular economy are presenting new market opportunities for the PLM solution provider community. As PLM encompasses more and more business processes, the number of PLM stakeholders that must be satisfied and the level of executive attention have also increased.

Many Enterprise Resource Planning (ERP) and other enterprise technology and related service suppliers recognize the opportunity that PLM brings and have moved into the PLM market. New entrants, often niche players, recognize innovative and extended market opportunities that the increased footprint of PLM creates. New markets discover the success that the business concept of PLM can deliver. The time when PLM solution providers would only sell their products' functionality to engineering departments is history. Today's PLM solution providers must sell comprehensive business solutions that address real business problems in a continuously changing market.

Global investment in PLM and related technologies was about \$51.5 billion in 2019, and continues to be essential to business success as companies worldwide experience the benefits of PLM. PLM solution providers who manage PLM market dynamics well and act in anticipation of future needs will thrive in today's turbulent PLM marketplace.

# A World of Expertise

## More than 35 Years of Experience in PLM

### CIMdata's Unique Position

#### *Services for Solution Providers and Industrial Organizations*

CIMdata is a non-biased, independent, global management consulting firm that has established itself as a world-leading source of information and guidance for both suppliers of PLM technologies and services, as well as for industrial organizations. The advantages to our clients are significant, since we can leverage what we learn from one group to help the other navigate an ever-changing environment. The fact that we are completely independent assures the highest level of confidentiality and objectivity.

CIMdata works with PLM solution providers who rely on our strategic consulting and research services to gain insight into user needs and requirements, to identify new market opportunities, and to improve market strategies and product programs.

CIMdata provides quantitative data on revenue, forecasts, and market segmentation and publishes reports about state-of-the-art technology, commercial systems, market developments, competitive information, and pricing.

CIMdata also works with industrial companies—analyzing their operations, assessing their information needs, educating their staff, and helping them integrate research, engineering, procurement, manufacturing, in-field service, and other product lifecycle functions with appropriate, cost-effective, and productive solutions that enable PLM. CIMdata serves clients worldwide from offices in the United States, Europe, and Japan.

### CIMdata's Market Role

#### *Guidance for Business Success*

Because of our historic role as definers of the PLM reference system (many solution providers have adopted and used our terminology for years), our substantial consulting contribution to both suppliers of PLM-enabling solutions and industrial enterprises, and our on-going market research, we are in an excellent position to help PLM solution providers build and sustain a successful PLM program. CIMdata is one of very few companies that apply its market research results in daily consulting support—the best guarantee for practical use.

Our consulting methodology has been developed over more than thirty years and is continuously updated. The methodology includes a host of pre-developed materials, associated best practices, and hands-on practical experience.



#### **CIMdata's Business Model**

CIMdata will work with your organization to customize the most appropriate support program based on your specific requirements to best achieve your business goals. CIMdata has a proven track record of providing high-quality, experienced, and skilled consulting services to PLM solution providers around the world for more than thirty years.

### CIMdata's Business Model

#### *Consulting, Education, Research: A Range of Complementary Services*

Since our founding in 1983, CIMdata has become a major resource in the use of PLM best practices and associated technologies in support of major engineering and manufacturing enterprises worldwide. CIMdata's strategic consulting, in-depth research, and educational services are based on proven methodologies for

suppliers of PLM-enabling technologies and services and industrial organizations globally.

The price of excellence is vigilance. We know that our hard-won leadership in consulting can only be maintained by continually expanding our knowledge base and increasing our value to each and every client. We achieve those objectives in several ways.

### ***Consulting***

CIMdata's primary business focus is **consulting**. Because our expertise is anchored in extensive experience and continuous vigilance, we are able to provide excellent support to our clients in strategic direction and vision, linking business to technology and solutions and best practices.

### ***Education***

Education has always been one of our top priorities. We deliver education through international conferences, seminars, and events; roundtable discussions; dedicated PLM education programs tailored for particular target audiences; and an assessment-based PLM Certificate Program—the core component of the CIMdata PLM Leadership offering.

### ***Research***

As part of the total CIMdata support package, we conduct in-depth research on a broad spectrum of technologies and market developments with particular emphasis on those that address PLM. The intensive research conducted by our own consultants and the resulting information is channeled directly into current consulting services, our reports and publications, and the continuous contact with clients through membership in the CIMdata PLM Community.

## **CIMdata's Consultants**

### ***Senior, Experienced, and Professional***

The core of CIMdata's business is our consulting organization. Our expertise is unrivaled, and we have been leaders in the industry for more than thirty-five years. CIMdata consultants are senior, experienced professionals with diverse backgrounds. Having worked in manufacturing, engineering, management, and technology (i.e., software) based companies; we have firsthand appreciation of the problems our clients face. Through direct contact with organizations worldwide, we have developed an understanding of the impact exerted by culture on business decisions and the

particular stresses that this places on organizations struggling to operate globally.

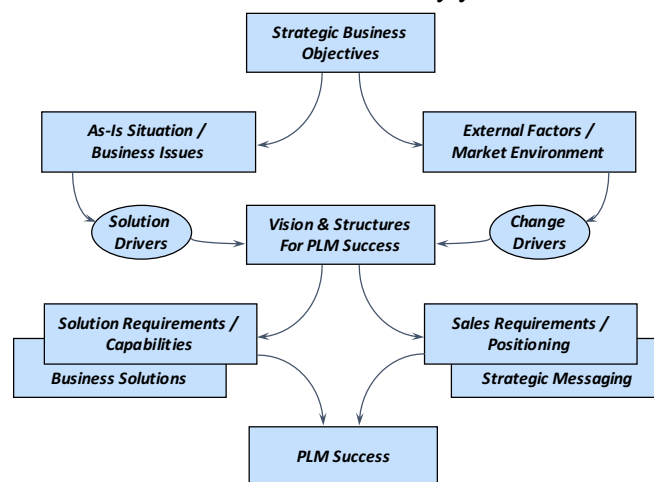
CIMdata consultants employ world-class best practices-based strategic PLM consulting methodologies and associated tools and techniques. Our expertise is anchored in solid industry research and is proactively transferred through comprehensive educational programs. Our professionalism assures that trust and confidentiality are the cornerstones of every client relationship.

## **CIMdata's Consulting Approach**

### ***Business-Driven, Client-Focused***

CIMdata takes a business-driven consulting approach that starts with our client's strategic business objectives and uses them to drive toward business success. CIMdata takes a proactive approach to its consulting engagements—transferring knowledge throughout. As much as possible, we act as part of our client's team. However, our style is to educate the team members well enough that they feel comfortable making decisions themselves. We provide guidance, concrete recommendations, and action plans.

CIMdata works with its clients to customize a program that is based on their unique requirements and will best achieve their goals. We have a proven track record of providing high-quality, experienced, and skilled consulting services to many industrial organizations around the world for more than thirty years.



***CIMdata's Consulting Approach***



# A World of Resources and Support Services for PLM Solution Providers

## CIMdata PLM Success

### *Consulting Methodology Supports Your Drive Toward Market Success!*

CIMdata's expertise and experience helping regional and global suppliers of PLM enabling technologies and services is unmatched. PLM solution providers continuously seek out CIMdata's support and guidance for their PLM-related business programs. Our list of PLM solution providers is extensive. Support ranges from helping define their PLM strategy and functional requirements, to evaluating and comparing their solutions against the world's best-in-class, to assisting with market positioning, to providing event support.

PLM solution providers find that their ongoing relationship with CIMdata enhances their competitive position by making them optimally effective in their selected markets. CIMdata's powerful combination of consulting services, research, publications, education, and event support—made available through the flexible, best-practices of CIMdata's PLM Success methodology that is tailored to fit the client's specific needs—is the basis for that enhanced business competitiveness and success. Through our CIMdata PLM Success methodology, we support all areas critical to business success, including:

- Identifying and penetrating new markets
- Understanding program and product positioning
- Obtaining a clear picture of market and customer needs, trends, and requirements

- Gaining a better understanding of competitive offerings and market positioning
- Developing strategic marketing and business development plans
- Making sound investments in technology
- Expanding portfolio offerings
- Providing effective sales force training and field education
- Evaluating and improving field and channel operations
- Planning, evaluating, and developing successful partnerships

CIMdata's PLM consulting methodology for PLM solution providers—PLM Success—is based on more than thirty-five years of PLM consulting best practices. It is designed to support your organization's drive toward market success. It is comprised of a comprehensive set of customizable services that are delivered through activities that address your organization's target of achieving a competitive advantage. Our policy of absolute confidentiality assures that every consulting project is treated with objectivity, professionalism, and integrity. The following sections describe the breadth of services offered to today's PLM solution providers.



***CIMdata's PLM Success Consulting Methodology  
for the World's PLM Solution Providers***

### ***Strategic Support***

CIMdata provides a set of services designed to support a solution provider's strategic activities. These activities focus on the solution provider's long-term business, technology, and services direction. A small sample of the

strategic support services offered includes market updates, strategic plan reviews and validations, business planning support, merger and acquisition support, partnership identification and development support, market opportunity analysis, competitive positioning analysis, regional market entry support, and positioning development.

### ***Product & Program Management***

CIMdata consulting activities are designed to support various product management aspects of a solution provider's overall program for the targeted PLM market. Some of the many services offered include market planning (e.g., segmentation planning, market plan reviews, go-to-market planning, and expansion planning), program and product competitive assessments (by industry and by region), pricing and packaging reviews and validations, messaging and positioning reviews and validations, subscription services, custom research, and market and technology briefings.

### ***Product & Program Development***

CIMdata's product and program development consulting activities support a solution provider by offering insight and guidance designed to assess the PLM product offerings. Among other support themes, these services include product competitive assessments (e.g., architecture, functional, gap analysis, and SWOT), roadmap support (e.g., development, review, and validation), and technology partner assessments.

### ***Sales & Marketing***

For these activities, CIMdata supports the development of various internal and external materials that can be used as part of a solution provider's sales and marketing materials and event support. These services are divided into three categories: papers, field support, and event support.

CIMdata-authored papers are designed to support a solution provider's market efforts by providing an independent view on a specific topic. These papers can be used as general marketing material and/or in support of specific marketing messages. Other types of papers include program reviews, product reviews, topical, implementation case studies, customer validations, and customer satisfaction surveys, to name just a few.

A small sampling of CIMdata's services in support of a PLM solution provider's field organization includes marketing strategy and planning development; sales strategy and planning; customer-specific support; field education and positioning training; return on investment (ROI) tool development, validation, and training; and field performance assessment (e.g., win/loss analysis, implementation audit, and quality assurance).

CIMdata's services in support of a PLM solution provider's events include corporate and regional internal meeting support, new product launch support, user group meeting support, topical seminar support, sales seminar and webinar support, and industry conference support, to name just a few. During these events, CIMdata primarily provides support in the form of general PLM industry updates and positioning.

### ***Channel Services***

CIMdata's consulting support activities related to channel services have been designed to enable and empower PLM sales channels and alliance partnerships. CIMdata offers a portfolio of services that help PLM solution providers independently assess their channel's performance, objectively diagnose problems and impediments, develop and evaluate prospective corrective initiatives, deliver targeted training and coaching, and then monitor resulting changes and improvements. Additionally, CIMdata can leverage its best-in-class CIMdata PLM Certificate Program to educate channel program participants.

# Select CIMdata Clients

Businesses in every industry segment are being challenged to rethink, reshape, and reinvent their major product-related processes, always with an eye toward increased global competitiveness. PLM technology and service suppliers, as well as industrial organizations, are being pressured as never before to strategically plan, design, market, and provide support. CIMdata has the expertise to provide valuable guidance and effective assistance to these groups. The following is a short-list of past and present clients.

## Industrial Organizations

ABB, Adidas-Salomon, ACCO Brands, Agfa, Airbus, US Air Force, Aisin, Alcatel Space, Alcon Laboratories, Allison Transmission, American Axle & Manufacturing, Apple, Applied Materials, US Army Materiel Command, Aston-Martin, AT&T, Autoliv, AVL, Bacharach, BAE Systems, Baxter Healthcare, Becton Dickinson, Bettis Laboratory, Bissell, BMW, Boeing, Bombardier, Bosch, Bouwdienst Rijkswaterstaat, Caterpillar, Coca-Cola, Curtiss-Wright, Damen, Delphi, DURA Automotive, EDF, Edwards Lifesciences, Embraer, Ericsson, Fisher Controls, Ford, Furukawa, General Electric, General Motors, Giat, GIGABYTE Technology, Goodyear, Grupo Bocar, Gulfstream Aerospace, Harley-Davidson, Hewlett-Packard, Huawei, Hypertherm, Iberinco, IBM, IHC Merwede, Inergy Automotive, Irving Shipbuilding, ITG, JCB, Jaguar Land Rover, John Deere, Johnson Controls, Johnson & Johnson, Keurig Green Mountain, Kimball, Kimberly-Clark, KONE, Konecranes, Lear, Lego, Lennox, LG, Liebherr Aerospace, Magna, MAHLE Powertrain, MANN + HUMMEL, Marel, Matra Automobile, Mattel, McCormick & Company, McLaren, Medrad, Metaldyne, Meyn Food Processing, Microsoft, NCR, NEC, Newport News, NextEV, Nissan, Nokia, OKI Europe, Omnicell, Oshkosh, Otis, Patek Philippe, PBMR, Philips Consumer Communications, Playtex, Procter & Gamble, Pulse, Rafael, Reliance Electric, Renault, Rolex, Ricardo, Rockwell, Rolls-Royce, Royal DSM, Schindler, Schlumberger, Sextant In-Flight Systems, Shell, Shure, Sidel, Siemens Automotive, Siemens Healthcare, SKF, Smith & Nephew, Solar Turbines, Sony Ericsson, Steelcase, Standard Products, Swagelok, Simpson Strong-Tie, Tellabs, Texas Instruments, Toro, W.L. Gore, Xerox, United Defense, United Technologies Automotive, Video Gaming Technologies (VGT), Visteon, Wärtsilä, Waters, Whirlpool, Yazaki, and many others.

## Software & Service Providers

Accenture, ANSYS, Altair, Aras, Arena Solutions, Atos, Autodesk, Auto-trol, Baan, BlueCielo ECM, Capgemini, Centric Software, CENIT AG, Cimmetry, CIMP, CoCreate, Configit Software, CONTACT Software, Dassault Systèmes, Delcam, Eurostep, ECS, EDS, EMC<sup>2</sup>, eQ Technologic, Federation, gedas, Geometric Global, Golden Gate Capital, HCL, Hewlett-Packard, Hexagon, IFS, i2, IBM, Infor, Intergraph, ITC Infotech, IQxpert, Jotne EPM Technology, Lascom, L&T, Oracle, Mackevision, MatrixOne, Mentor Graphics, Microsoft, Modultek, MSC, NEC, Neoris, OpenBOM, Oracle, Paradine, PARTsolutions, PDM technology, PricewaterhouseCoopers, Productivity Engineering, Proficiency, Propel, PTC, Rand, Rulestream, SAP, SDRC, Selerant, SGI, Siemens IT Solutions, Siemens PLM Software, SmarTeam, Sparta Systems, SofTech, SolidWorks, Spring, Surfware, Syntegra, Tata Consultancy Services (TCS), Tata Technologies, Tebis, Technia, Telcordia, think3, T-Systems, Unigraphics, Upchain, Variantum, Wipro, and many others.



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