

CAPITALIZING ON DIGITAL TRANSFORMATION

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THE TIME TO TRANSFORM IS NOW



Digital Transformation is the means by which industrial companies capitalize on **PHYSICAL DIGITAL** convergence

CONVERGENCE ACROSS PRODUCTS, PROCESSES, AND PEOPLE



UNIQUE PERSPECTIVE AND RECOGNIZED AUTHORITY



DRIVE BUSINESS OUTCOMES

Smart Connected Products Drive Critical Product and Service Differentiation



Smart Connected Processes Enable Breakthroughs in Operational Effectiveness

Smart Connected People
Makes Workforce
Productivity and Quality Soar

UNLEASH OPPORTUNITIES ACROSS THE ENTERPRISE



Customer Service

Focused on ways to improve customer satisfaction through increased uptime, reduce truck rolls, and quicker time-to-resolution if failure occurs.

Customer Operations

Focused on breakthrough digital experiences (like training and self-service) that result in value-added services

Corporate/CXO

Focused on ways to create new business models and modernize the workforce while increasing shareholder value

Engineering

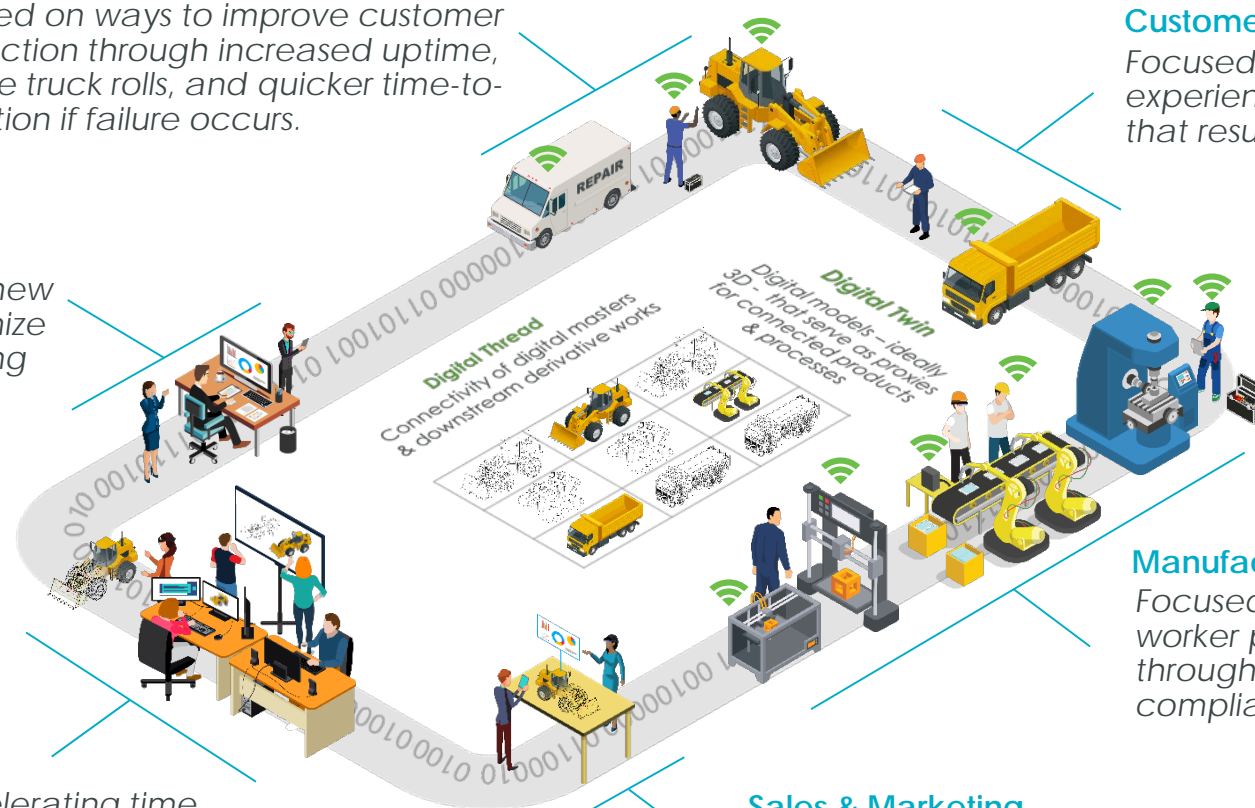
Focused on accelerating time to market with optimized designs, real-time simulation and virtual collaboration which will close the loop from design to production

Sales & Marketing

Focused on giving "Voice of the Product" for customer usage and consumable replenishment while providing engaging demo experiences with 3D holograms.

Manufacturing & Supply Chain

Focused on optimized plant and worker productivity which increases throughput, production quality, compliance and worker safety.



PRODUCTS

PEOPLE

PROCESSES

VIA MARKET-PROVEN INDUSTRIAL SOLUTIONS

Service Optimization

Improve customer success, reduce service, and deliver new value via product performance and world class service

Product & Service Innovation

Develop new products, services, and business models that enable differentiation and new revenue opportunities



Engineering Excellence

Seamless data and model centric workflow that enables data driven decisions throughout the design and manufacturing process

Manufacturing Efficiency

Improve operational efficiency, reduce manufacturing costs, accelerate time to market, and ensure quality & compliance

Sales & Marketing Experiences

Virtual product demonstrations, product companions, "voice of the product" feedback, and augmented experiences

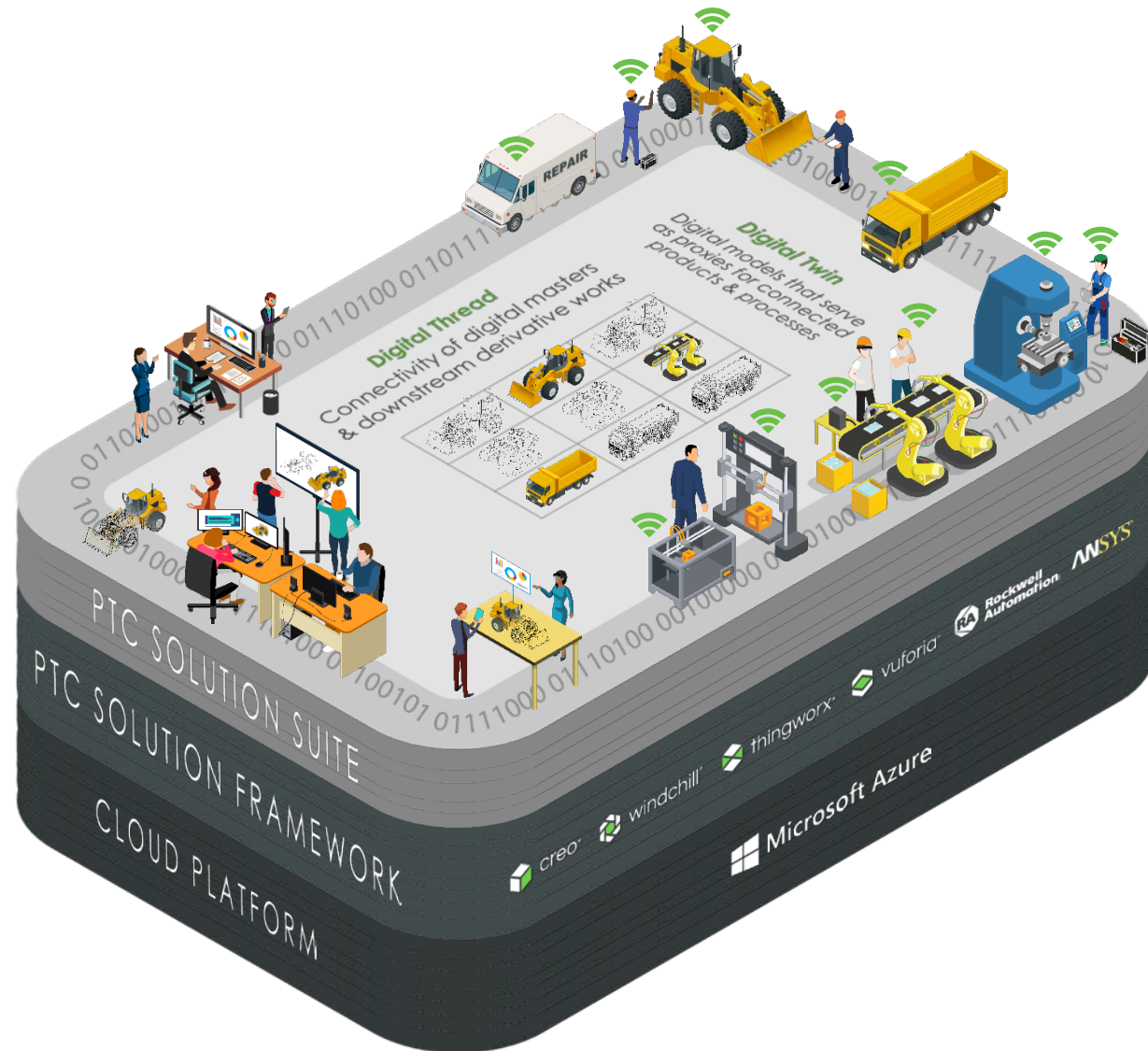


PRODUCTS

PEOPLE

PROCESSES

DIGITAL TRANSFORMATION SOLUTION SUITE

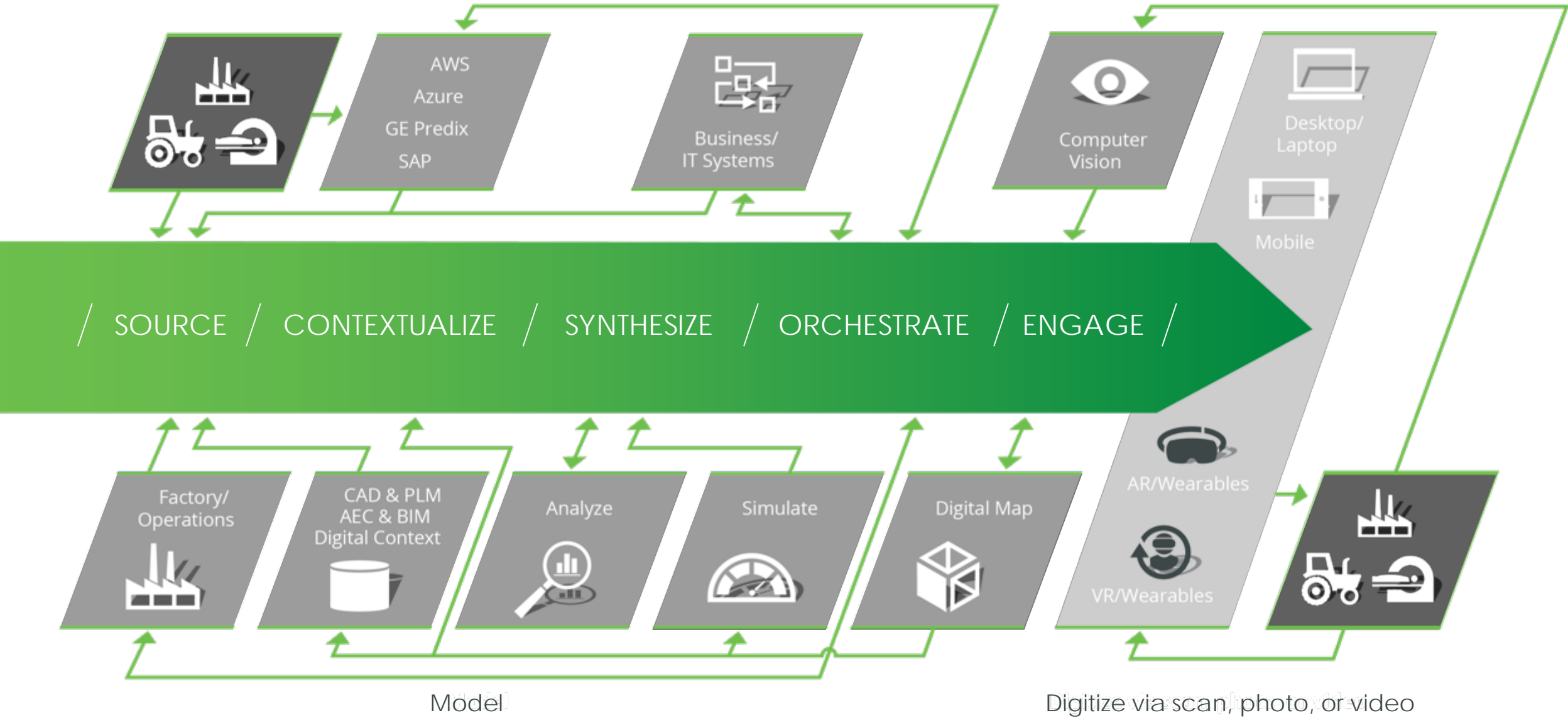


POWER OF PTC'S SOLUTION FRAMEWORK



3D PLATFORM	PRODUCT LIFECYCLE PLATFORM	INDUSTRIAL ORCHESTRATION PLATFORM	EXPERIENCE PLATFORM
 Associative 3D Modeling	 Requirements Management	 IT & OT Data Acquisition	 Object Recognition & Tracking
 Generative Design	 Content Management	 Contextualization	 Spatial Recognition & Tracking
 IOT-Connected 3D Digital Twin	 Project Collaboration, Governance & Workflow	 Data Analytics & Visualization	 Experience Authoring
 3D Work Instructions	 BOM Management	 Business Process Flow	 Expertise Capture
 Configured Digital Mockup	 Change & Configuration Management/Digital Thread	 UX Composition	 Logical Procedure Guidance
 3D Spatial & Object Capture	 Product Variability Management	 Domain-specific Logic Composition	 Ad Hoc Collaborative Experiences
 Design for Additive Manufacturing	 Manufacturing Process Management	 Domain-specific Data Models Composition	 HMI / Experience of Things
 Multi-CAD Collaboration	 Service Process Management	 Industrial Protocol Translation	 Multi-Platform Device Support
 Real-time Simulation	 Quality Management	 Digital Content Management & Remote Access	 Content Management
			

INDUSTRIAL INNOVATION PLATFORM



TURNING POSSIBILITY INTO REALITY



- PTC uniquely provides industrial companies with:
 - Deep industrial domain expertise that provides a starting point
 - Technology framework that enables agility and scale
 - OOTB solutions that allows customers to configure not code
- With PTC, and its partner ecosystem, manufacturers can capitalize on the promise of digital transformation today





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