



**Altium.**

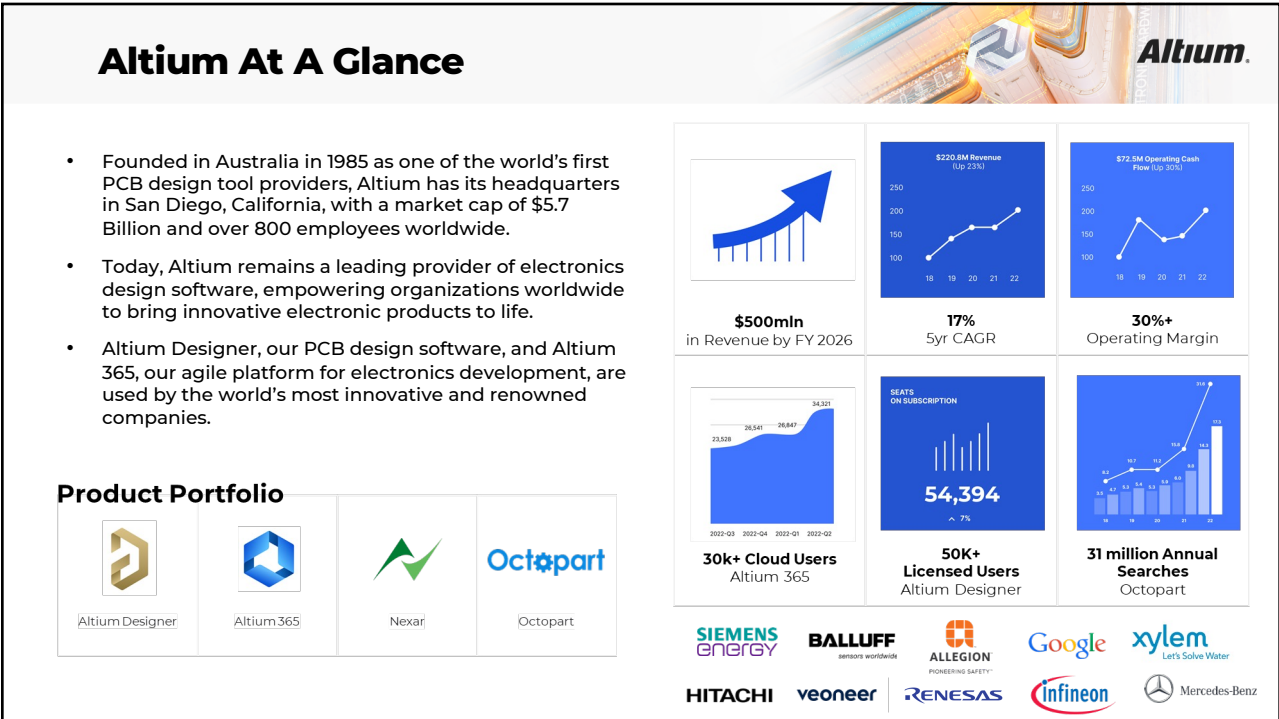
# Lifecycle Management for Electronics Development

## The Value of Digitalization

Josh Moore  
Product Marketing Director, Altium

PLM Road Map™ & PDT North America 2024  
*Value Drivers for Digitalization of the Product Lifecycle*  
*Insights for the PLM Professional—Why the investment, what are the returns, and how are they achieved?*





CIMdata May 8 & 9 -eurostep-




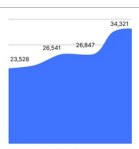

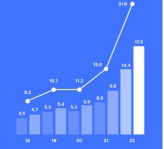



## Altium At A Glance

- Founded in Australia in 1985 as one of the world's first PCB design tool providers, Altium has its headquarters in San Diego, California, with a market cap of \$5.7 Billion and over 800 employees worldwide.
- Today, Altium remains a leading provider of electronics design software, empowering organizations worldwide to bring innovative electronic products to life.
- Altium Designer, our PCB design software, and Altium 365, our agile platform for electronics development, are used by the world's most innovative and renowned companies.

### Product Portfolio

 Altium Designer	 Altium 365	 Nexar	 Octopart
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 <b>\$500m</b> in Revenue by FY 2026	 <b>\$220.8M Revenue</b> (Up 23%)	 <b>\$72.9M Operating Cash</b> Flow (Up 30%)
<b>17%</b> Syr CAGR	<b>30%+</b> Operating Margin	
 <b>30k+</b> Cloud Users Altium 365	 <b>54,394</b> SEATS ON SUBSCRIPTION ↑ 7%	 <b>31 million Annual Searches</b> Octopart

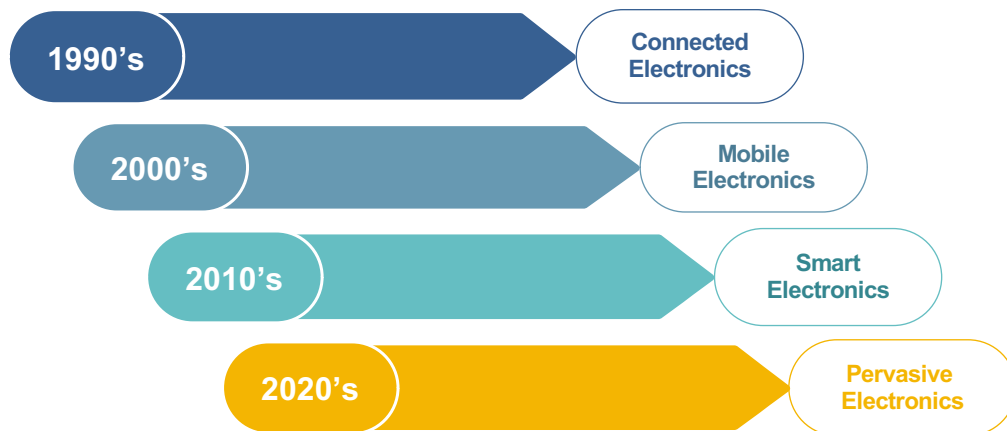


## Lead-In Questions



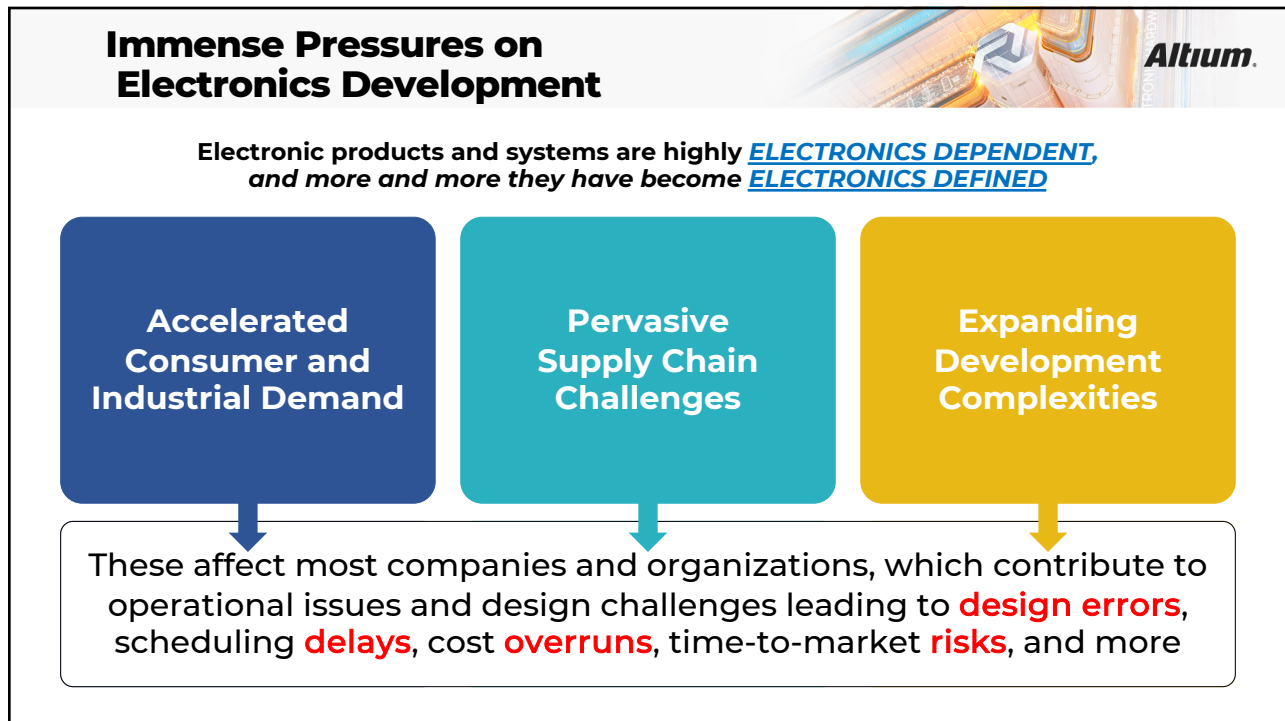
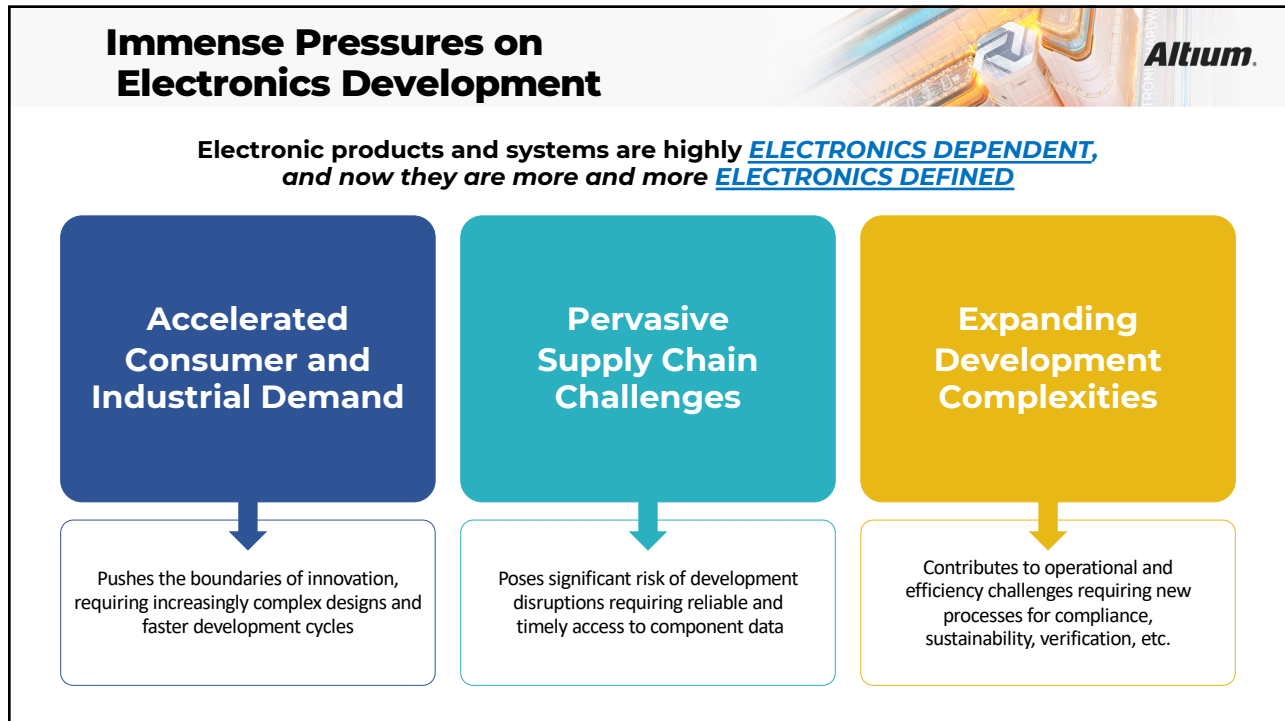
- Is ECAD an integral / well-thought-out part of your digital transformation strategy (or just a connection to PLM)?
- For your PLM system, is a zip file a common method of uploading ECAD data to PLM?
- What about integration and alignment of ECAD across and throughout the larger product development process?

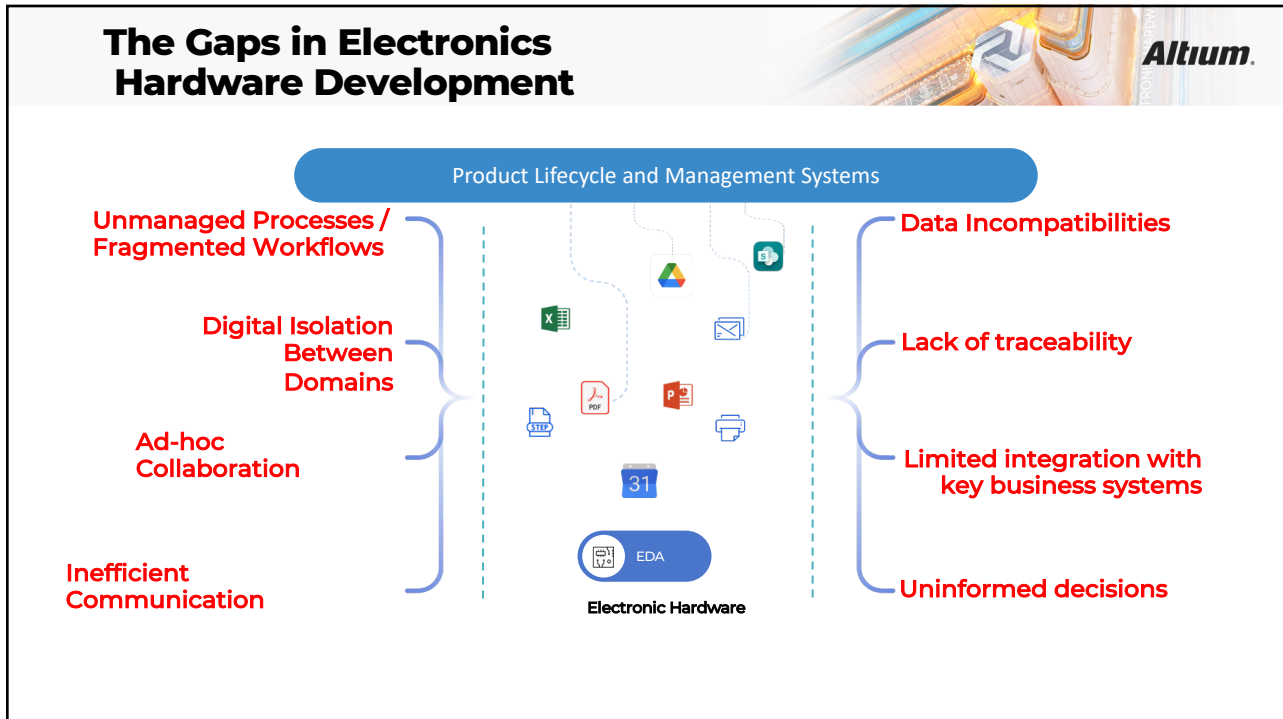
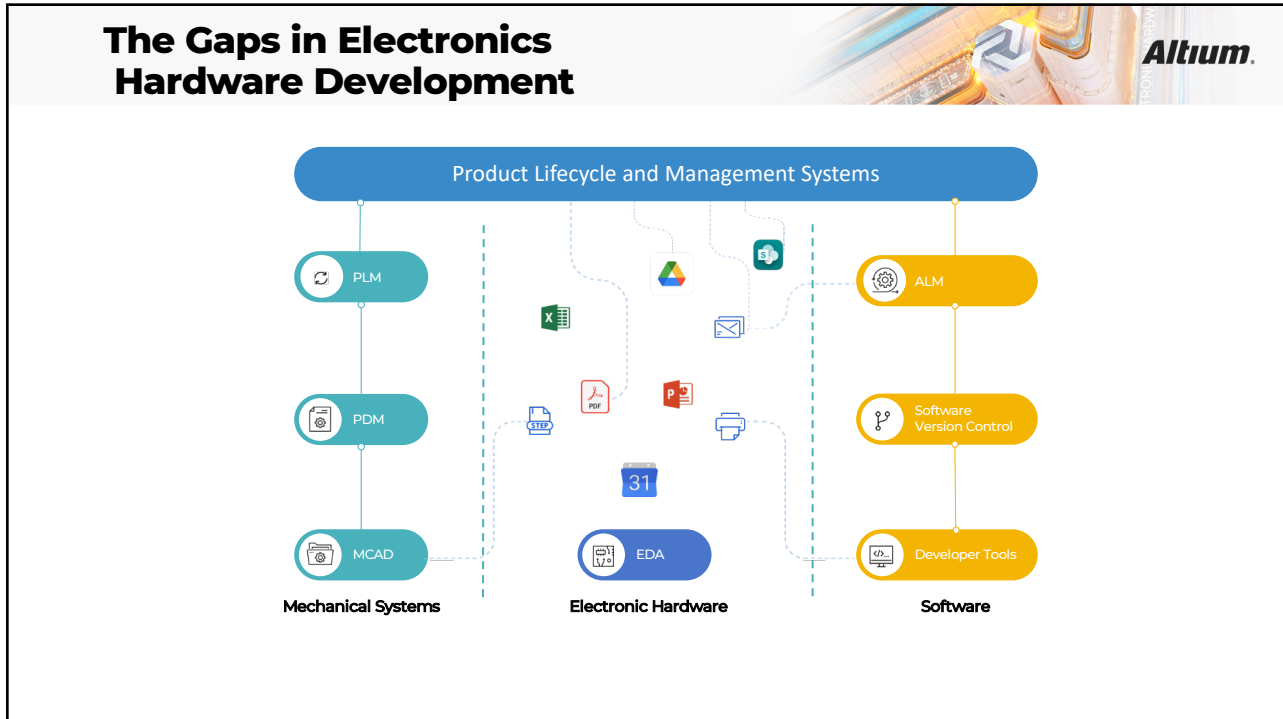
## Mega Trends and Technologies Driving Electronic Products



**Today's Innovative Technologies Are Dominated and Underpinned By Electronics**

Driven by multidisciplinary electronic products, intricate system integrations, and the electrification of traditional mechanical devices

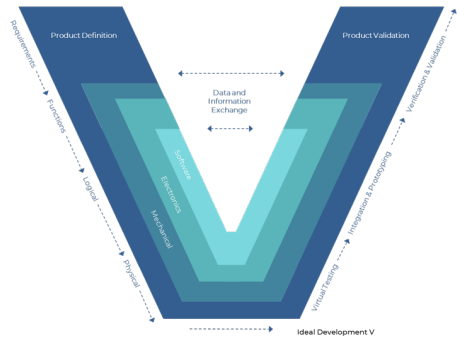




## Evolving Electronics Development

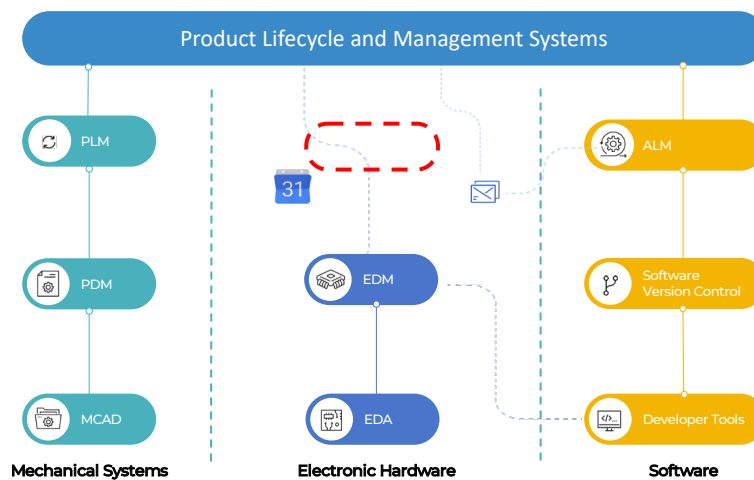
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- Electronics hardware development must be an integral part of the **FULL** product development process
  - From product-level requirements through to validation and verification
- ECAD structure and management is essential; both
  - Within the electronics development domain itself, and
  - Throughout the larger product development process
- Must be a system-level solution that works in cohesion with and is complementary to PLM
- Provide support for mixed / multi-CAD design environments




## Envisioning Electronic Lifecycle Management

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## Electronic Lifecycle Management *Altium*



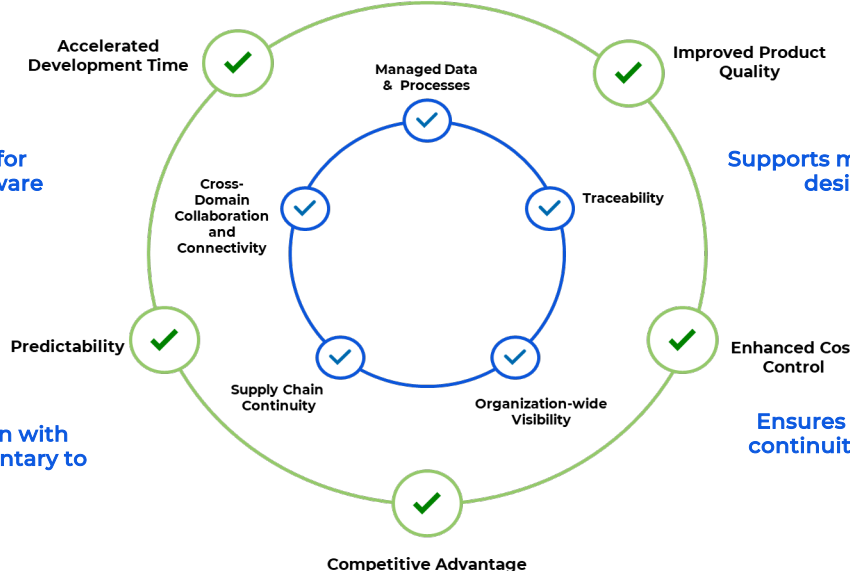
Electronics Lifecycle Management (ELM) is an enterprise-grade system that facilitates the connection, management, and coordination of all the people, tools, data, and processes involved in electronics hardware design and development

## Transforming Electronics Development *Altium*



**Domain-specific for electronics hardware development**

**Works in cohesion with and is complementary to PLM**



**Supports mixed / multi-CAD design environments**

**Ensures data and process continuity throughout the broader product development**

