

The CIMdata PLM Community

Gold Supplier Membership

Providing Intelligence Critical to Successful Strategies and Sound Business Decisions

The CIMdata PLM Community program provides a valuable portfolio of professional services to the world's leading PLM solution and service suppliers who participate as members in the program. This annual membership enables your organization to make more informed business decisions by having timely and accurate market information, customer insights, strategic analysis, and management counsel about the larger PLM market, as well as the many segments in which our members operate (including CAD, CAM, PDM, program and portfolio management, digital manufacturing, simulation and analysis, enterprise content management, etc.). Annual membership in this community also facilitates a much closer on-going working relationship between our two organizations that reinforces and amplifies the effectiveness of your own resources. Membership in the CIMdata PLM Community:

- Expands your market footprint with prospective customers and partners through enhanced visibility and coverage in CIMdata publications, Websites, newsletters, reports, Webinars, articles, and often-quoted industry commentaries.
- Enhances your strategic decision making by providing access to industry leading market research, analysis, insights, and expert advice.
- Entitles your organization to attend CIMdata PLM Certificate programs at reduced rates.
- Enables your organization to benefit from the CIMdata-sponsored global PLM Community, an active group that includes both leading industrial companies and PLM solution suppliers from around the world.

Gold Membership

As a member at the Gold Level, you receive:

Generalized Deliverables

- **PLM Late-Breaking News**—a daily electronic newsletter that provides up-to-the-minute information on market activities, products, events, sales announcements, and PLM suppliers along with CIMdata commentary on key events
- **Weekly PLM Industry Summary**—a compilation of news and announcements provided in the daily PLM Late-Breaking News. Published weekly, it serves as an abridged reference for major developments in the industry.
- **Position Statements**—concise reports summarizing CIMdata's expert analysis of the issues, trends, technologies, and events taking place in the PLM

marketplace, with commentary on their impact for end users and the industry as a whole.

- **New for 2011: Quarterly Market Update Webcasts**—this quarterly members-only session provides CIMdata's insights on recent developments in the PLM market.
- **New for 2011: Active Participation in CIMdata's PLM Community**—As a member you are invited to actively participate in CIMdata's on-line PLM Community communications. This includes the ability to publish on a CIMdata blog, and to interact on-line and off-line with CIMdata personnel.
- **New for 2011: Participation in CIMdata's PLM Leadership Council**—As a leading solution supplier and key member of CIMdata's PLM Community, you will be asked to participate in a select set of CIMdata PLM Leadership Councils. These councils will be defined and facilitated by CIMdata to address industry concerns and future developments.
- **CIMdata Research Reports**—you receive copies and updates of all CIMdata PLM industry research reports. These include copies of:
 - CIMdata's annual *PLM Market Analysis Report Series*
This set of five reports provides detailed information and in-depth analysis of the worldwide PLM market. The report contains revenue distributions analyzed for geographical regions, the size and concentration of major market segments, historical and projected data on market growth, and analysis of market directions. The reports provide insight into worldwide trends, activities, and major markets of leading solution suppliers.
 - CIMdata's *PLM Benefits Appraisal Guide*
The PLM Benefits Appraisal Guide presents a proven methodology for evaluating the costs and benefits an organization realizes from deployment of PLM solutions. It presents a rational approach to discovering and evaluating the benefits of PLM, the full program costs, and helps define the metrics to be used to monitor and maximize the benefits received.
 - On-going research reports
Periodic research reports that address timely and major issues and trends within the PLM industry.
 - CIMdata white papers
Members receive advance copies of all position papers and other white papers that CIMdata publishes during the year.

- Discounts on other CIMdata research publications
As a member, you enjoy special member-only rates on other CIMdata research publications. Please consult CIMdata for the specific member rate schedule in your region.

- **CIMdata PLM Certificate Program Discounts**—The CIMdata PLM Certificate program is a well defined, assessment-based PLM education and training offering for industrial companies and PLM technology and service solution suppliers. As a member you enjoy special member-only rates whenever one of your employees attends a CIMdata PLM Certificate program. Please consult CIMdata for the specific member rate schedule in your region.

Personalized Deliverables

- **Semi-Annual Executive Briefings**—during these one-day briefing sessions (to occur within the membership year), your executives are encouraged to meet with CIMdata executives to provide an update of your program and discuss PLM strategy or any other PLM related subject that is considered of importance to your team. This is an excellent instrument for your executives to discuss strategy and issues and receive appropriate feedback and recommendations. *These sessions are to be scheduled at a CIMdata facility, at a mutually agreed time.*
- **Semi-Annual PLM Market Update Teleconferences**—private, mutually directed teleconferences for your team. During these 1- to 2-hour teleconferences, we discuss PLM market related trends and topics that are of interest to you. The actual topics to be discussed are mutually agreed prior to the teleconference, to ensure that topics most critical to you at that time are addressed. *These sessions are intended to be held during the quarters of the year during which no on-site Executive Briefings are held.*
- **CIMdata PLM Resource Support Line**—provides personal access to CIMdata’s consultants and their expertise. Your Named Users have access to CIMdata’s experts to discuss issues and questions as they occur during the year. This support includes brief telephone and email discussions of topics, but does not include support to conduct additional research.
- **Two CIMdata commentaries per year**—these public commentaries are brief CIMdata-authored papers that provide a review and commentary on mutually agreed upon aspects of your PLM program or product suites. These commentaries will be up to three pages in length and will emphasize a specific aspect of your program and our thoughts on why that aspect is important to you, your customers and to the PLM market.
- **CIMdata PLM Vendor Forum participation**—your membership entitles you to a total of *four* registrations to the North American and European CIMdata PLM Vendor Forums. The PLM Vendor Forum is also held in Japan. These events, with attendance restricted to suppliers only, provide a forum in which CIMdata shares its perspective on the PLM industry and market, introduces PLM market

analyses results, and drives discussions about issues of critical importance to suppliers of PLM-related solutions.

- **Your Profile**—a one-page description of your company and offerings is posted on CIMdata’s public web site.
- **Your Event Listings**—your events are listed in CIMdata’s Late-Breaking News and PLM Industry Summary, plus they are posted in the PLM events calendar on CIMdata’s Web site.
- **Five Named Users**—contacts who receive direct mailing of the Late-Breaking News and other publications and reports. They are also your point of contact to CIMdata’s PLM Resource Support Line for information and research on the PLM industry and market. Additional Named Users may be added for a fee.
- **Corporate License**—you receive a corporate license to distribute CIMdata provided news and authorized reports throughout your organization for internal use. Named Users may forward or post these to colleagues within their company. If you choose, CIMdata will directly email news to multiple individuals within your team.

The fee for a one-year Gold Supplier Membership in the CIMdata PLM Community is US\$32,500, plus CIMdata’s travel and expenses for the Semi-annual Executive Briefings, and other planned briefing sessions held at non-CIMdata locations.

About CIMdata

CIMdata, an independent worldwide firm, provides strategic management consulting to maximize an enterprise’s ability to design and deliver innovative products and services through the application of Product Lifecycle Management (PLM) solutions. Since its founding more than 25 years ago, CIMdata has delivered world-class knowledge, expertise, and best-practice methods on PLM solutions. These solutions incorporate both business processes and a wide-ranging set of PLM enabling technologies.

CIMdata works with both industrial organizations and suppliers of technologies and services seeking competitive advantage in the global economy. CIMdata helps industrial organizations establish effective PLM strategies, assists in the identification of requirements and selection of PLM technologies, helps organizations optimize their operational structure and processes to implement solutions, and assists in the deployment of these solutions.

For PLM solution suppliers, CIMdata helps define business and market strategies, delivers worldwide market information and analyses, provides education and support for internal sales and marketing teams, as well as overall support at all stages of business and product programs to make them optimally effective in their markets.

In addition to consulting, CIMdata conducts research, provides PLM-focused subscription services, and produces several commercial publications. The company also provides industry education through PLM certificate programs, seminars, and

conferences worldwide. CIMdata serves clients around the world from offices in North America, Europe, and Asia Pacific. To learn more about CIMdata's services, visit our website at www.CIMdata.com or contact CIMdata at: 3909 Research Park

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