

## PTC Acquisition of CoCreate

### CIMdata Commentary

PTC has announced their intent to purchase CoCreate, a long-established supplier of CAD, CAM, CAE, and data management solutions for manufacturing companies. CoCreate has been best known as a very early provider of explicit modeling software. However, they have also created very strong offerings in design collaboration and product data management.

The combination of CoCreate's product suite with PTC's current offerings will provide users with a broad range of design methods, including 2D and 3D modeling using parametric design, explicit design, or models derived from existing designs as well as effective heterogeneous environment collaboration tools. The eventual adoption of all of these techniques into a comprehensive product offering will enhance the ability of existing and new PTC customers to utilize multiple design methods based on their need and will provide current CoCreate customers with multiple expansion and evolution paths.

PTC also will gain CoCreate's substantial customer base, with many of those companies in the high-tech electronics and consumer products industries. It will also strengthen PTC's market position in German language regions of the world. One of the challenges for PTC will be to incorporate and sustain support for CoCreate's large maintenance base of ME 10 users.

CIMdata believes that this acquisition can be beneficial to both PTC and to CoCreate's current customers. Achieving these benefits, as with all technology acquisitions, will be realized when PTC has successfully integrated CoCreate's technologies and domain expertise into an cohesive product offering.

#### **About CIMdata**

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