

KEYSIGHT *esi*
get it right

Fact or Fiction: Will Digital Threads, AI Technology, and Virtual Prototyping, truly change how we engineer the complex machines of tomorrow?

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PLM Road Map™ & PDT North America 2025
PLM's Integral Role in Digital Transformation From Strategy to Execution
Elevating PLM to an Enterprise Business Solution, the PLM Professional's Road Map to Success
May 7 & 8

CIMdata *~eurostep~*

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Product Complexity Megatrend

Higher Complexity and Faster Innovation Cycles Driving the Digital Transformation of Design Engineering

HIGHER COMPLEXITY

- Smart, Connected & Electrified Products
- More Features & Integration
- Legal, Safety, Regulatory Requirements
- Shrinking Time To Market

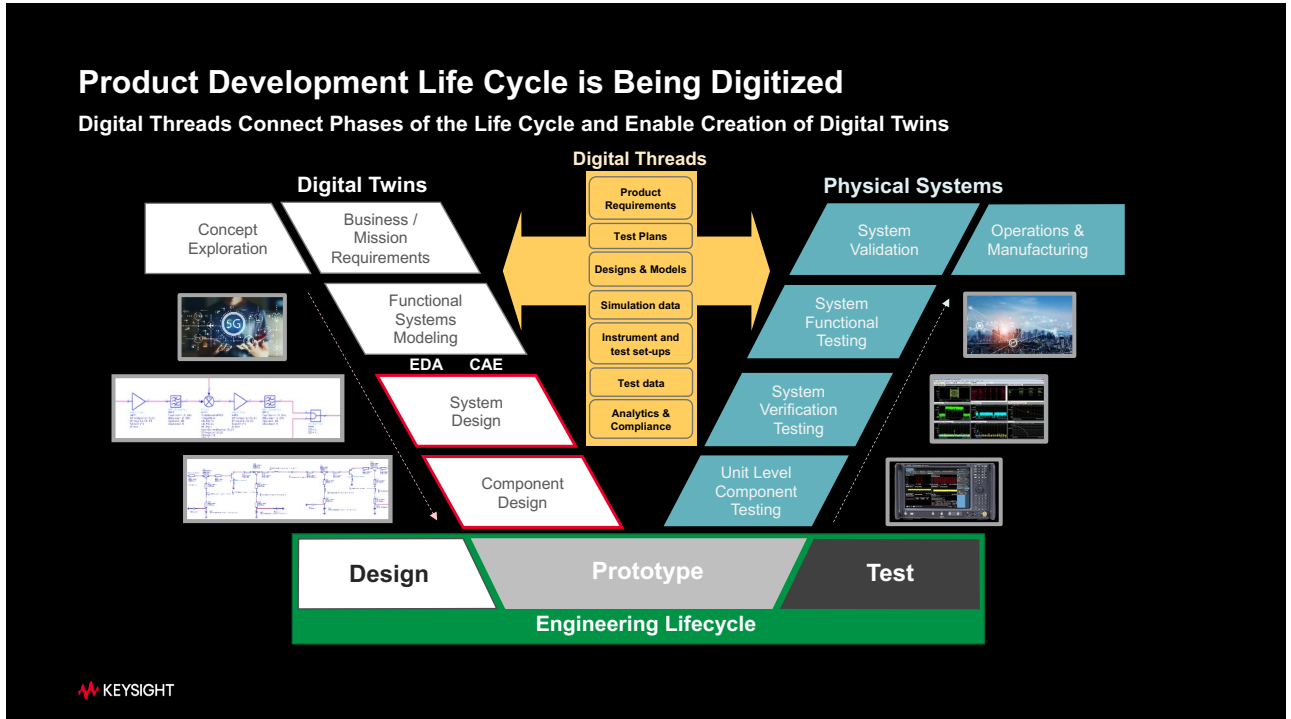
DIGITAL TRANSFORMATION

- Hierarchical Engineering
- Multi-discipline Concurrent Engineering
- Big Data Generation
- Reduction, Elimination of Prototype Cycles
- AI Powered Optimized Decisions
- Analysis of Interdependent Attributes

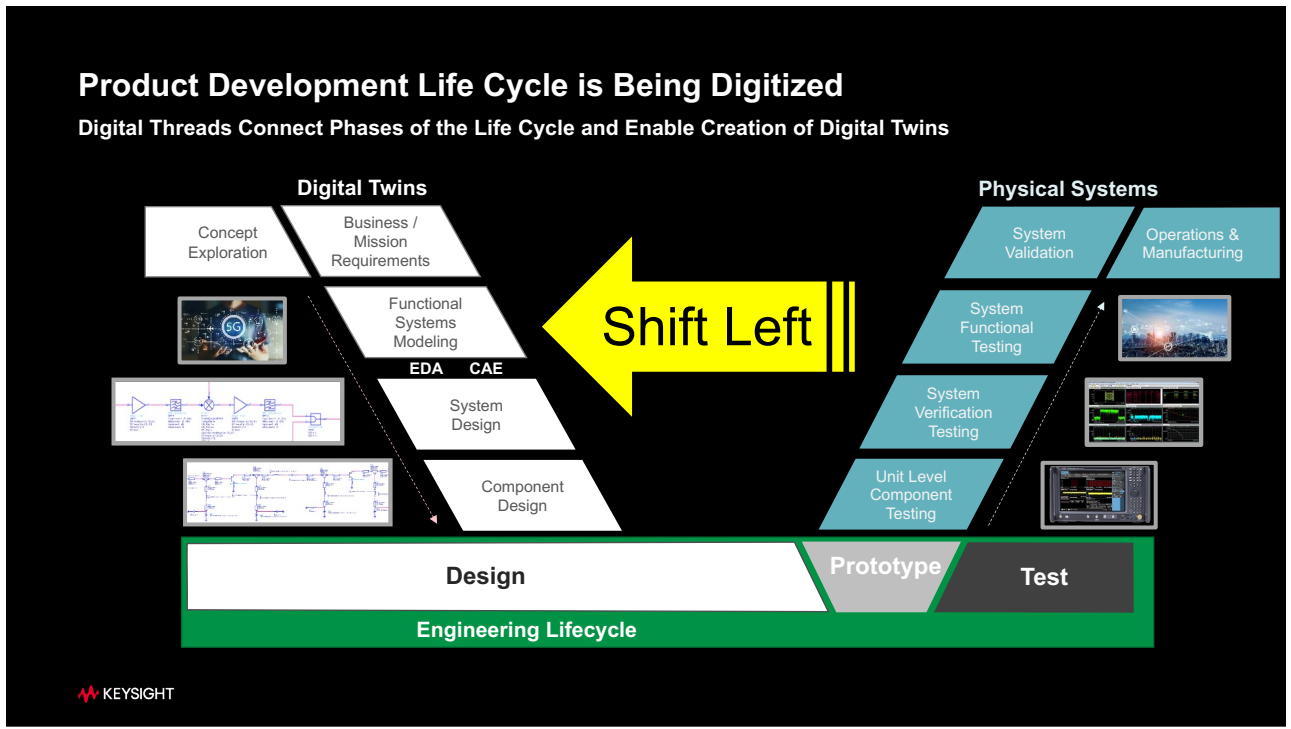
Evolution of Design Engineering Complexity Over Time

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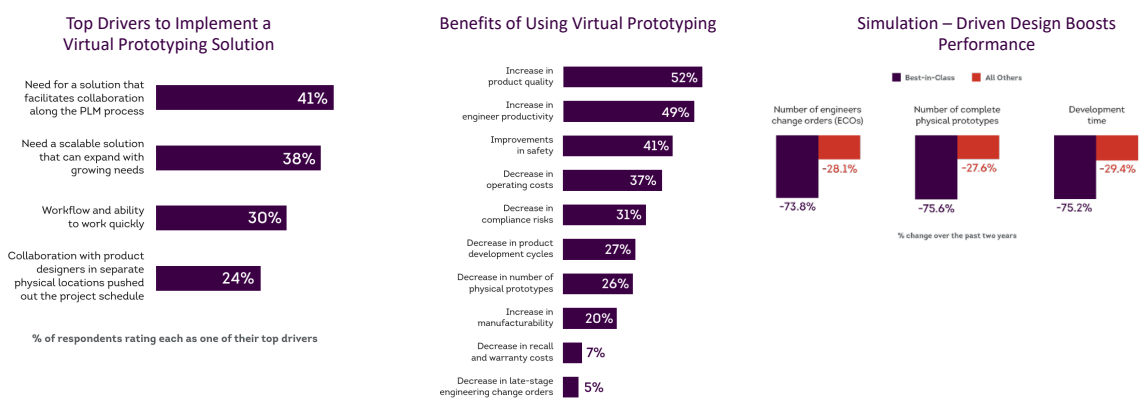
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“Shifting Left” – Value Drivers

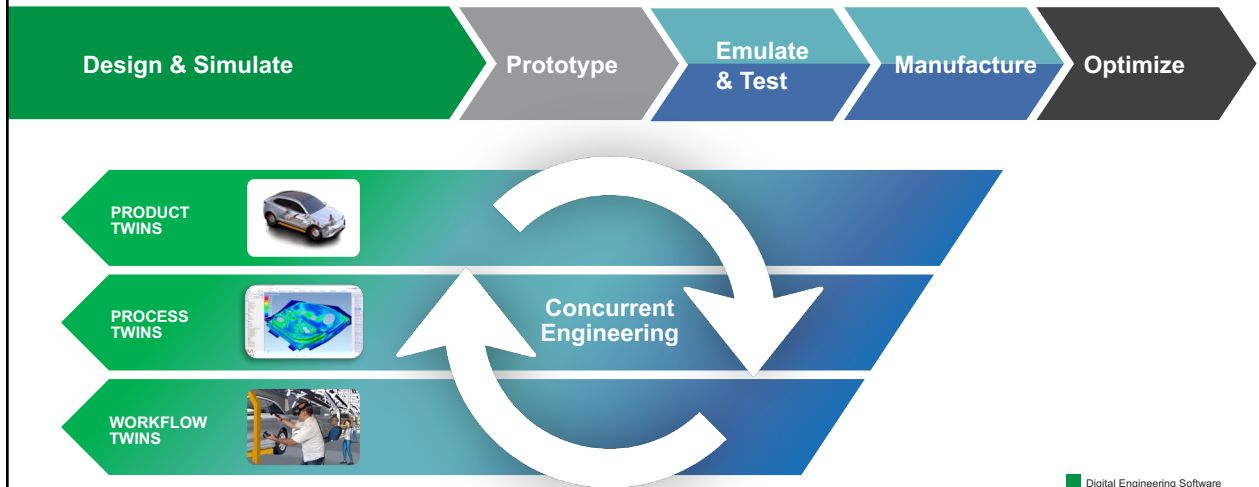
203 manufacturing and engineering professionals, spanning North America (38%), EMEA (32%), and Asia/Pacific (31%)



Source - Shift Left: The Value of Virtual Prototyping for Digital Transformation of the Product Development Lifecycle – Aberdeen Strategy and Research, April 2024.

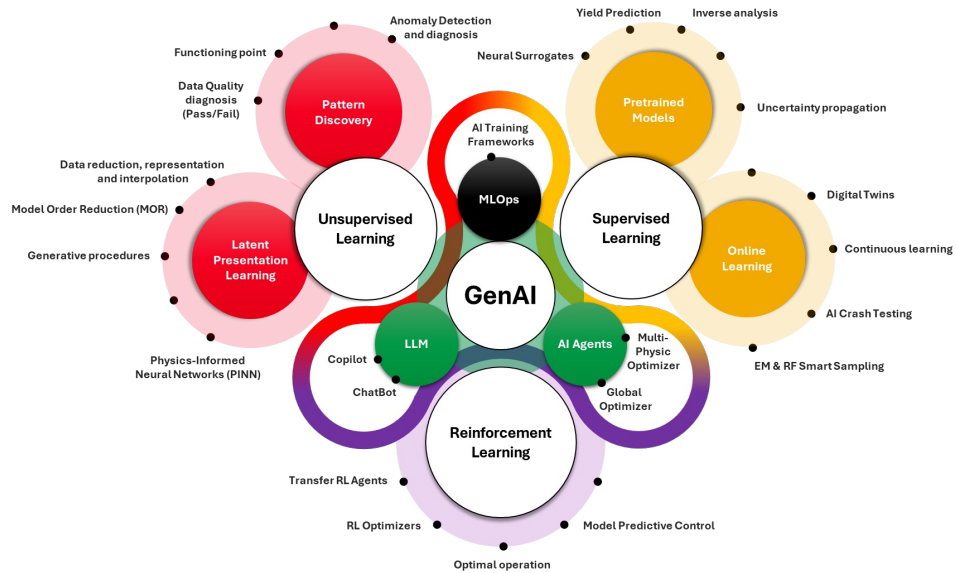
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“Shifting Left” Enables Progression Towards Concurrent Engineering



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A Simple View of AI....



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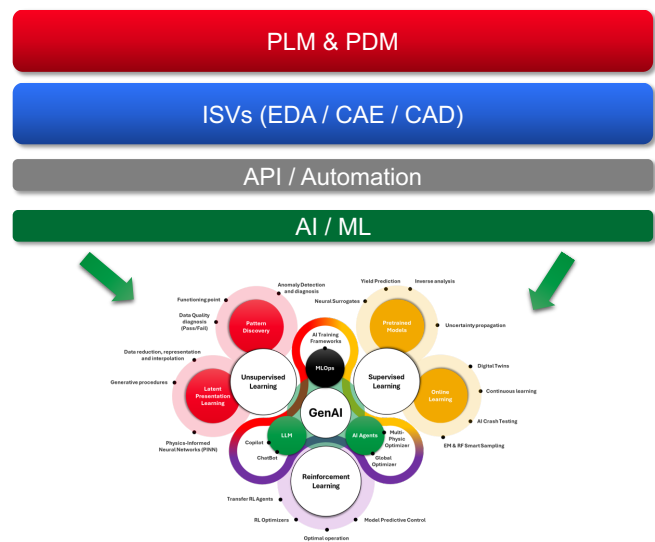
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How & Where Will AI Live?

Key Thoughts:

- AI has been around for decades – in simulation it has been through optimizers
- Initial innovations will be in ChatBots and Copilots
- “Where” the AI lives will evolve over time, from the ISV, into the PLM layers, and *may* eliminate GUI driven design and simulation all-together

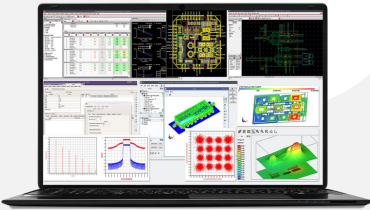


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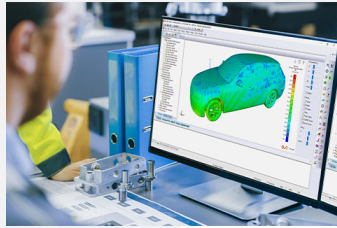
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Don't Forget to Visit us in the Collaboration Café



EDA & Data Management



Virtual Prototyping



Software Test Automation

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THANK YOU !

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