




# ORGANIZATIONAL CHANGE MANAGEMENT

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PLM Road Map™ & PDT Europe 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*  
5 & 6 November

**CIMdata** **-eurostep-**

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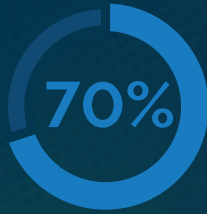


**BEST TECHNOLOGY, NO ADOPTION = FAILURE**

**PEOPLE EMBRACE TECHNOLOGY = SUCCESS**

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# WITHOUT OCM, 70% OF TRANSFORMATIONS FAIL



"70% of large-scale transformations fail, primarily because organizations do not take a holistic approach to change and neglect the people side."



**6-7x**

more likely to meet objectives



**5.8-6.3x**

more likely to succeed with strong leadership



**3-6x**

more likely to deliver ROI

Sources: Deloitte, McKinsey, Prosci, Kotter, J. (1996). *Leading Change*.

## HEALTHY ORGANIZATIONAL ADOPTION

- Team engagement
- Addressing resistance
- Ongoing training
- Building capacity to change
- Cultural shifts
- Leadership alignment
- Trust and communication
- Adaptability

Training  
Go-Live  
Initial system use

What Everyone Sees

What Makes It Work

ORGANIZATIONAL CHANGE MANAGEMENT



## CUSTOMER EXAMPLE – HOW WE SUPPORTED

**What we did**

- Conducted a **change readiness planning** and **OCM Action Plan**
- ID and established **governance** with leadership alignment **across IT and business**
- Designed and **deployed hybrid communications** and **role-based training**
- Mobilized a change champion network** to drive adoption within teams
- Implemented **feedback loops** to enable continuous **course correction**

**Outcomes**

- Executive sponsorship secured** with recurring governance cadence
- Champion network reinforced adoption** and surfaced risks early
- Targeted communications and training improved clarity** across global teams
- Targeted insights to **manage resistance** and **improved early adoption**.
- Sustained adoption momentum measured through surveys and telemetry, with over **90% of targeted users actively engaged** within the first 90 days, through training and early system adoption.

**Accelerated TTV**

Achieve results earlier

**Stronger Alignment**

Bridged IT, engineering, and business priorities

**Reduced Risk**

Early adoption insights informed course correction

# OVERCOMING OCM CHALLENGES WITH OCM ENGAGEMENT...



## FOR ENTERPRISES

How OCM Accelerates PLM Value Realization



# FOR PTC

How OCM Scales Value Across the PLM Ecosystem



## Strategic Growth Enablement



Adoption creates new opportunities for customers, partners, and PTC

## Trust & Partnership



Builds lasting relationships grounded in value realization

## Sustainable Deployments



Ensures PLM solutions stick, scale, and expand across the enterprise

More Growth | Stronger Relationships | Lasting Impact

# READ THE OCM eBook MAXIMIZING PLM SUCCESS THROUGH OCM

- Download our OCM **eBook** published by Peter Billelo and Viktor Sinzig and see how Leidos is driving results.
- Visit the PTC booth for a conversation.

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Maximizing PLM Success: The Critical Role of Organizational Change Management

PTC





# THANK YOU

"In every transformation, it's not the software that wins — it's the people who believe in it."

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