



# SCALING SMART

## How Modern PLM Bridges the Talent Gap

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*

**CIMdata**

5 & 6 November

**eurostep**



# PLM VISIONARY



**Dr. Steffen Kunnen**  
Lead Product Manager - PRO.FILE

- Background in Mechanical Engineering
- Doctorate with a focus on product development processes and data management
- Lead role on the Revalize PLM Product team
- Responsible for the strategic direction of PRO.FILE

ROADMAP DIRECTION

MARKET RESEARCH

PLM STRATEGY DEVELOPMENT



PLM/DMS SOLUTION from REVALIZE

- For structured, secure management of product data & documents
- Throughout the entire product lifecycle



GLOBAL SOFTWARE PROVIDER  
FOR PLM, DMS, CPQ AND CAD

- 15,000 Customers Worldwide
- Focus: Digitalization of processes from idea to revenue capture (IDEA to CASH)

# THE ENGINEERING WORKFORCE CRISIS



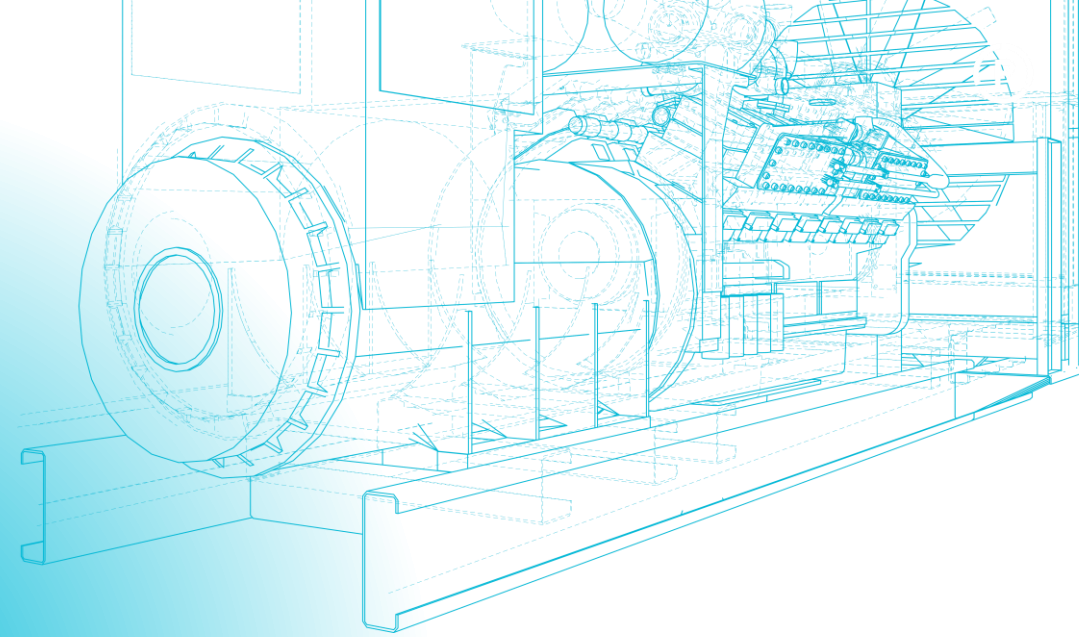
- **1M engineer shortfall by 2030** — capacity & expertise gaps will strain delivery, quality, and compliance. (Stonehaven '25)
- **Only 15% call PLM mission-critical** — users expect intuitive, web-first tools; legacy complexity suppresses adoption and ROI. (CIMdata '24)
- **Fragmentation + 38% generational tech divide** — silos, duplicate data, slower cross-team collaboration. (Industry '25; Capterra '24)

## STRATEGIC QUESTION

How do market leaders maintain engineering velocity during this transition?

# THE GENERATIONAL DIVIDE

- **Adoption gap:** Digital natives expect touch/web and search-first flows; desktop-centric PLM with deep menus  
→ low daily use, workarounds, data left outside the system.
- **Operational rigidity:** Fragmented stacks & file-based handoffs limit cross-team work  
→ slow change propagation, rework, longer engineering cycles.
- **Cultural cost:** Steep learning curves and low perceived value for juniors  
→ churn risk, longer ramp-up, rising support tickets.



STRATEGIC  
HYPOTHESIS:



“Systems must adapt  
to people, not people  
to systems”

# PLM THAT ADAPTS TO PEOPLE



**UX & generational fit:**  
mobile-ready, touch/web-first, intuitive flows; systems adapt to people → higher adoption across cohorts.



**Collaboration & knowledge:**  
real-time cross-discipline work; structured capture & search → know-how retained, faster onboarding.



**Integration & flexibility:** open, scalable architecture; APIs + hybrid deployment → fewer silos, quicker change.

**STRATEGIC RESULT:**  
PLM that adapts to people ensures adoption, preserves knowledge, and sustains productivity.



# JOIN THE COLLABORATION CAFÉ

Is your PLM ready for today's  
workforce, or tomorrow's  
competitive landscape?

PLM Adoption Deep-Dive  
(Collaboration Café)

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Resources in the Online Café

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