The CIMdata Community
Software & Service Provider 

The CIMdata Community program offers a broad portfolio of professional services with a deep set of deliverables to the world’s leading Product Lifecycle Management (PLM) software and service providers. An annual membership enables better-informed business decisions and timely strategic planning by providing market research, industry analysis, customer insights, and strategic counsel about the global PLM market as well as the market segments in which our members operate (i.e., PDM, CAD, CAM, CAE/simulation & analysis, portfolio management, digital manufacturing, visualization, and many others). Membership in the CIMdata Community empowers a close ongoing working relationship with CIMdata that amplifies and enriches the effectiveness of member organizations and their finite resources in rapidly expanding and increasingly competitive global markets.

Silver Membership

Silver CIMdata Community members receive the following set of Generalized and Personalized deliverables:

Generalized Deliverables

- **PLM Late-Breaking News**—a daily newsletter that provides breaking news on PLM market activity, product announcements, industry events, financial investments, solution providers, and industrial users, along with CIMdata’s latest commentaries providing insight and analysis.

- **PLM Industry Summary**—a weekly compilation of news that is the most comprehensive and longest running digest focused exclusively on the PLM industry. Extensive archives of industry news and product announcements are maintained online at CIMdata.com.

- **Market Update Webcasts**—these members-only broadcasts provide CIMdata’s insights on notable developments in the many technology market segments within PLM, along with updates on CIMdata research and member support resources.

- **CIMdata Community Participation**—members are invited to participate in CIMdata’s CIMdata Community, which includes the ability to add content or comment in CIMdata’s social media channels as well as to engage CIMdata personnel and other community members. Members may be selected periodically throughout the year to participate in opinion polls or leadership interviews that can provide additional visibility and recognition.

- **Research Reports**—members receive the following CIMdata publications:
  - CIMdata 2020 Executive PLM Market Analysis Report provides an overview of CIMdata’s complete global PLM market analysis. It includes key charts on PLM market investment statistics through 2019, forecasts of investments for 2020 through 2024, and a 2019 performance summary for PLM solution and services providers.
  - Periodic special topical research reports that address timely issues and trends within the PLM industry.
  - Whitepapers and commentaries published frequently during the year.

- **Publications Discount**—members receive 15% off the list price when purchasing additional CIMdata research reports and publications not included in the membership.

- **PLM Certificate Program Discounts**—the CIMdata PLM Certificate program is an assessment-based PLM training class for industrial companies, software providers, consulting services firms, value added resellers, and system integrators. Members enjoy special rates of 15% off list price in addition to volume discounts for multiple participants.

- **PLM Certificate Program Attendance**—members receive one no-cost registration for their choice of an employee or nominated customer to attend a two-day PLM Fundamentals for Solution Providers Short Course. The registration is non-transferable and is subject to the availability of space for the desired class. CIMdata requests that the attending student provide a short statement as to the value of the class for their organization. Attendees may upgrade to the full five-day Standard PLM Certificate of Leadership course at an incremental cost.

- **CIMdata PLM Basics E-Learning course**—members receive attendance to PLM Basics e-Learning course for one student.

- **CIMdata PLM Road Map™ Conference Presentations**—members receive conference presentations from one of CIMdata’s PLM Road Map events held within the membership year.
Personalized Deliverables

- **Assigned Member Support Team**—each member is assigned a Client Relationship Manager and a Lead Consultant, who collectively serve as the member support team.

- **Membership Planning Work Session**—during this two-hour web meeting, CIMdata’s support team will meet with the member’s designated representatives in a collaborative session to plan the membership year, review deliverables, confirm Named Users, explore topics for commentaries and executive briefings, and schedule future activities.

- **Executive Briefing**—during this one-day private briefing, members are asked to provide a confidential update of their PLM-related strategies, products, services, partnerships, marketing initiatives, customer successes, or any other topics that are of timely importance to review with CIMdata market analysts and consultants, in order to receive CIMdata’s objective analyses and recommendations. An agenda with requested topics, participants, and outcomes will be developed collaboratively and agreed to no less than thirty days in advance of the scheduled briefing date. A minimum of two senior-level CIMdata consultants will participate in the briefing along with CIMdata’s Client Relationship Manager. If travel is required, travel expenses of all CIMdata participants are to be provided for by the member.

- **Optional Market Strategy Consulting Sessions**—instead of the Executive Briefing day as described above, which may require travel, members may alternatively request that CIMdata conduct semi-annual PLM market strategy consulting sessions held by web meeting throughout the membership year. Each strategy session of up to four hours in length will focus on a market opportunity, strategy scenario, or competitive challenge identified by the member that CIMdata consultants will help to vet, validate, and enrich. A minimum of two senior-level CIMdata consultants will participate in each consulting session along with CIMdata’s Client Relationship Manager. No travel is expected as the work sessions will be hosted as a web-based meeting.

- **PLM Market Research Support**—the member’s authorized Named Users have direct access to CIMdata’s research analysts, along with unpublished market data and intelligence, to discuss issues and questions as they occur during the year. This support includes brief telephone and email discussions.

- **One CIMdata Commentary Per Year**—commentaries are CIMdata-authored papers on mutually agreed upon topics that provide CIMdata’s independent review of the member’s PLM market position, solution offering, technology thought leadership, or customer successes. CIMdata will present commentary and opinion on why the selected topic is noteworthy to the prospects, customers, targeted industries, or larger market in which members compete for mindshare. The objective, topic, theme, outline, and promotional plan of the commentary shall be developed in collaboration with the member and summarized in a half-page specification for joint review and approval. The commentary will be up to three pages in length and will jointly be published, distributed, and promoted.

- **Invited Presentation at a CIMdata Event**—members may nominate a customer as a speaker or panelist to participate in a CIMdata event or conference during the membership year, including CIMdata’s PLM Road Map conferences.

- **Product Announcement Quotes**—for new product briefings received twice yearly, CIMdata upon request will issue a public quote that may be published in the member’s websites, social media content, or press releases.

- **PLM Market & Industry Forum Participation**—members receive a total of two free registrations valid at either the North American or European CIMdata PLM Market & Industry Forums held each year. The Forums, with attendance restricted to PLM software and service providers, offers CIMdata’s annual state-of-the-market perspective on the PLM economy, including insights from our work with industrial clients, and issues of importance to the short- and long-term success of our members. Forums are also held in India, Japan and China that members can attend for an additional fee.

- **CIMdata PLM Road Map Participation**—members receive two registrations to attend one CIMdata PLM Road Map conference held within the membership year. Two PLM Road Map events are held each year; North America in the Spring and EMEA in the Fall.

- **Member Web Dossier and Promotion**—each member is profiled and promoted on CIMdata’s website, CIMdata.com, which has become the leading web resource for industrial companies learning about PLM or performing research on prospective software and service providers. A comprehensive directory of PLM-related software and service providers along with their product offerings, news, and events is maintained on CIMdata.com. Membership includes the creation and hosting of a CIMdata-curated member dossier that includes a company profile, products and services by market segment and keywords, news announcements, events, and links to CIMdata publications and research referencing the member. The dossier will be constructed to attract and amplify web-based searches for the benefit of CIMdata Community members.

- **Your Event Listings**—your events are listed in CIMdata’s Late-Breaking News and PLM Industry Summary, and they are posted in the PLM events calendar on CIMdata’s Web site.

- **Three Named Users**—Named Users are designated contacts who receive direct mailing of the Late-Breaking News and other publications, and who are authorized to access CIMdata’s PLM Market Research Support. Additional Named Users may be added for a fee.

- **Corporate License**—members receive a worldwide license to distribute CIMdata-provided news and authorized
Name Users may forward or post these to colleagues within their company. This license does not imply nor include any right to perform language translation of CIMdata copyrighted materials as any translation must be performed, approved, and released by CIMdata.

**Membership Cost**

The fee for a twelve-month Silver Membership in the CIMdata Community for Software and Service Providers is US$20,000. Please note that the member is responsible for any CIMdata travel and related expenses incurred in support of delivering membership services.

**Membership Upgrade**

Silver members may upgrade their membership to a Gold or Platinum Memberships in the CIMdata Community at any time, thus receiving expanded benefits. The cost for an upgrade will be provided upon request and will be prorated for that part of the previous Silver membership year that has elapsed.

**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 over thirty 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 solution providers 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 providers, 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 Drive, Ann Arbor, MI 48108, USA. Tel: +1 734.668.9922. Fax: +1 734.668.1957; or at Oogststraat 20, 6004 CV Weert, The Netherlands. Tel: +31 (0) 495.533.666.