

# The CIMdata PLM Community

## Software & Service Provider *Gold* Membership

The CIMdata PLM 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 PLM 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.

### Gold Membership

Gold CIMdata PLM 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.
- **PLM Community Participation**—members are invited to participate in CIMdata's PLM 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 2019 Executive PLM Market Analysis Report** provides an overview of CIMdata's complete global analysis. Included are key charts on PLM market investment statistics through 2018, forecasts of investments for 2019 through 2023, and a 2018 performance summary for PLM solution providers.
  - **CIMdata 2019 PLM Industry Review and Trends Report** is mainly qualitative in nature and focuses on key issues facing the global PLM ecosystem of solution providers and end-user organizations. It highlights changes that occurred in 2018, what effects those changes may have in the short and medium terms, and what is on the horizon in the years to come.
  - **CIMdata 2019 PLM Market and Solution Provider Analysis Report** details measures of and forecasts for the overall PLM market and key segments, including Tools, cPDM, and Digital Manufacturing. The Tools section has additional details on sub-segments, including MCAD, NC, S&A, EDA, and AEC. It also includes CIMdata's estimates of PLM solution provider revenues in these segments and sub-segments for 2019 through 2023.
  - **CIMdata 2019 PLM Market Geographic Analysis Report** provides a view of the 2018 market results by major geography. CIMdata's 2019 through 2023 estimates and market forecasts for PLM and the major PLM market segments are provided for the Americas, EMEA, and Asia-Pacific. In addition, the report includes estimates and forecasts for the cPDM segment within specific European and Asia-Pacific countries and regions.
  - **CIMdata 2019 PLM Market Industry Analysis Report** provides a view of the 2018 market results by industry segment. CIMdata's 2019 through 2023 estimates and market forecasts for Mainstream PLM and cPDM are provided for eight different industry sectors: aerospace and defense; automotive and other transportation; high-tech electronics; fabrication and assembly; process-packaged goods; process; petrochemical; utilities; and construction, infrastructure, and shipbuilding.

- CIMdata's **PLM Benefits Appraisal Guide** presents a proven methodology for evaluating the costs and benefits an organization realizes from deployment of PLM solutions. It presents a rational approach to discovering and evaluating the benefits of PLM, the full program costs, and the metrics to be used to monitor and maximize the benefits received.
- 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 20% 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 10% off list price in addition to volume discounts for multiple participants.
- **PLM Certificate Program Attendance**—members receive their choice of two no-cost registrations for an employee or nominated customer to attend the first two days of a regularly scheduled public PLM Certificate Program. The registration is non-transferrable 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 class at an incremental cost.
- **CIMdata PLM Road Map™ Conference Presentations**—members receive conference presentations from each 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, a Lead Consultant, and an Executive Liaison 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.
- **Two Semi-Annual Executive Briefings**—during these one-day private briefings, 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 each 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 two Executive Briefing days as described above, which may require travel, members may alternatively request that CIMdata conduct a series of quarterly 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.
- **CIMdata Speaker Participation at a Member Event or Webinar**—CIMdata will speak at one member event or in a member-sponsored webinar to provide comments on a mutually agreeable aspect of the member's market or technology leadership. The content of the presentation or webinar will be based on existing materials or briefings provided to CIMdata, and as such shall not require any new research or extensive preparation.
- **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.
- **Two CIMdata Commentaries 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 opinions 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. Each commentary will be up to three pages in length and will jointly be published, distributed, and promoted.
- **Sales or Channel Partner Meeting Presentation**—CIMdata agrees to participate remotely in one business development meeting, channel partner meeting, or webinar by leading a one-hour training session on a PLM-related topic selected in consultation with the member.
- **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 one new product briefing received per quarter, 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 four 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 each 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 PLM 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.
- **Six 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 publications throughout their organization for internal use. Named 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 Gold Membership in the CIMdata PLM Community for Software and Service Providers is US\$40,000. Please note that the member is responsible for any CIMdata travel and related expenses incurred in support of delivering membership services.

## 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](http://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.