



AI in PLM Research Report

Actionable Research Results: AI in PLM: Adoption, Investment & Readiness

Understanding the State of AI in PLM: Adoption, Investment, and Readiness

The CIMdata *AI in PLM: Adoption, Investment, and Readiness* Study benchmarks how artificial intelligence is being adopted, delivered, and experienced across the Product Lifecycle Management ecosystem. It captures the state of the market as of early 2026 from three perspectives: industrial companies, software providers, and service providers, and quantifies where they view the market differently.

The report provides an evidence-based reference for AI strategy, product planning, and procurement decisions about AI in the PLM domain. Findings are sourced to specific survey questions and documented respondent populations.

About the Research

The study looked at AI use and expectations in to support product development in PLM environments.

- Three independent cohorts of respondents: industrial companies, software providers, and service providers.
- Global participation across industries, company sizes, and roles in the AI lifecycle.
- Fielded in the first quarter of 2026.
- Independent CIMdata research and analysis.

What You'll Learn

The *AI in PLM: Adoption, Investment, and Readiness* report covers AI strategy, product roadmaps, and procurement decisions, with cohort-by-cohort data and side-by-side cross-cohort comparisons. A sample of the insights reported in each section are provided below.

About Industrial Companies

- Where industrial companies are in their AI journey, and how that varies by industry, company size, and adoption timing.
- What is blocking deployment: data quality, integration, governance, organizational readiness, and skills.
- What industrial companies want from AI solutions: capabilities, integration, pricing model, and sourcing approach.
- Concerns industrial companies have about AI solution providers, and what would move them from interest to purchase.

About PLM Software Providers

- How software providers are positioning AI in their PLM-related products and roadmaps.
- Where providers are investing in AI development: embedded assistants, agentic workflows, autonomous capabilities.
- How providers are pricing and packaging AI features, and which monetization approaches are gaining traction.

- What providers believe about industrial-company readiness, and how that compares to what those companies say about themselves

About Service Providers

- Where service providers are seeing demand for AI and what types of AI engagements they are delivering.
- The most common implementation challenges encountered in client engagements.
- How service providers assess client readiness across data, organization, skills, and governance dimensions.
- The revenue impact AI services are having on service provider businesses.

Cross-Cohort Gap Analysis

- Where the three cohorts agree on the direction of the AI-in-PLM market.
- Where they sharply disagree: validation confidence, integration priority, workforce productivity expectations, standardization timelines.
- What the gaps imply for procurement decisions, product roadmaps, and go-to-market strategy.

What's in the Package

A single purchase of the *AI in PLM: Adoption, Investment, and Readiness* report delivers four companion deliverables, licensed for internal use across the purchasing organization.

- **Full Report:** the complete analytical report with methodology, an 11-question cross-cohort gap analysis, and dedicated findings chapters for each of the three cohorts.
- **Executive Summary:** ten key findings written for senior decision-makers, roughly a 15-minute read.
- **Respondent Executive Summary:** originally prepared for and distributed to survey

respondents who opted to receive a copy. This is included in the package because it presents the findings through a different lens than the Executive Summary and is suitable for sharing with internal teams or broader audiences.

- **Four chart decks:** editable PowerPoint decks containing the full chart library across the three cohorts and the cross-cohort gap analysis. The decks include charts that are referenced but not reproduced in the Full Report, formatted for direct reuse in internal presentations.

Who Should Read This Report

- **Industrial companies:** heads of digital engineering, CTOs, R&D operations leaders, and PLM owners benchmarking their own AI maturity.
- **Software providers:** product management; AI strategy, marketing, and sales leaders calibrating roadmaps, positioning, and pricing against industrial-company reality.
- **Service providers:** AI practice leaders building or scaling AI offerings in the product development domain.
- **Industry analysts, investors, and consultants:** tracking the AI in PLM market or evaluating providers.

Decisions This Report Informs

Buyers use this research to support concrete decisions. Common applications include:

Industrial companies

- Building AI investment cases with peer-benchmark data.
- Evaluating AI solution provider claims against broader market evidence.
- Identifying internal readiness gaps before launching a major AI initiative.

- Briefing leadership on what peers are doing and where the ecosystem is heading.

Software providers

- Prioritizing AI roadmap investments against actual demand signals from industrial companies.
- Calibrating sales positioning, pricing models, and go-to-market messaging.
- Identifying where competitors are over-claiming and where industrial companies are unconvinced.
- Briefing executives and boards on market direction with sourced external evidence.

Service providers

- Scoping AI practice investments and staffing plans.
- Building client-readiness assessments and engagement methodologies.
- Setting realistic expectations with clients early in the sales cycle.
- Identifying high-demand application areas to build capability around.

What Makes This Research Different

A number of aspects of the *AI in PLM: Adoption, Investment, and Readiness* report make it particularly valuable.

Multi-cohort design

The study covers all three cohorts of the AI in PLM ecosystem with the same set of comparable questions. The cross-cohort gap analysis is possible because the data is structured for direct comparison across the cohorts.

Sourced findings

Each resulting value in the report carries a chart reference code, a respondent count, and a citation to the underlying survey question.

Independent analysis

CIMdata is a strategic management consulting firm with over forty years of experience in product lifecycle management. The analysis and interpretation in the report reflect CIMdata's independent perspectives and experience working across all three cohorts.

Price

The *AI in PLM: Adoption, Investment, and Readiness* Report package costs: US\$9,995

Includes the complete research package described above with a site license for internal use within the purchasing organization. Multi-license and enterprise arrangements are available on request. To order, request a sample chart, or arrange a briefing, contact info@CIMdata.com.

About CIMdata

CIMdata, a global strategic management consulting firm, provides services designed to maximize an enterprise's ability to design, deliver, and support innovative products and services. For more than forty years, CIMdata has provided industrial organizations, providers of digital technologies and services, and investment firms with world-class insight, expertise, and sustainable best-practice methods on a broad set of product lifecycle management (PLM) topics and the digital transformation they enable. CIMdata also offers research, subscription services, publications, and education through certificate programs and international conferences. To learn more, visit www.CIMdata.com or email info@CIMdata.com.