

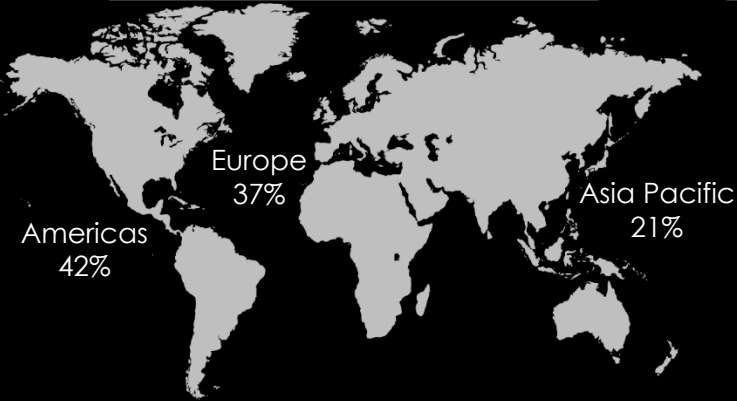
PHYSICAL & DIGITAL CONVERGENCE IN THE SMART FACTORY

Jason Dietrich
SVP, Smart Connected Operations



PTC IS A GLOBAL SOFTWARE TECHNOLOGY COMPANY

GEOGRAPHIC COVERAGE



BRANDS

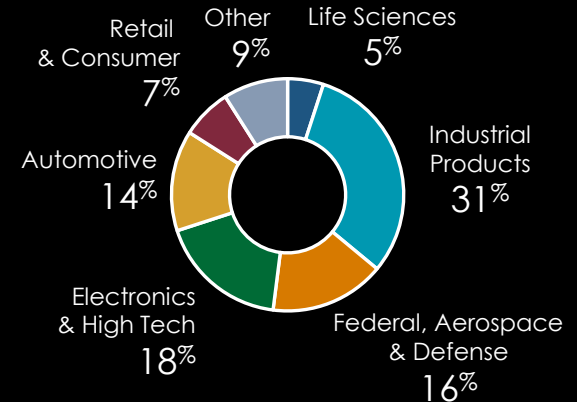


-  thingworx[®]
-  creo[®]
-  vuforia[®]
-  windchill[®]
-  kepureware[®]
-  integrity[®]
-  servigistics[®]

NEW HQ: BOSTON SEAPORT



REVENUE BY VERTICAL



FAST FACTS

\$1.17B	\$989M	\$856M	68%	30,000	750	6,000	1,800
FY17 total revenue	FY17 software revenue	FY17 recurring software revenue	FY17 new software bookings subscription	active customers	partners	employees	universities

WAVES OF IT-DRIVEN COMPETITION



1800s

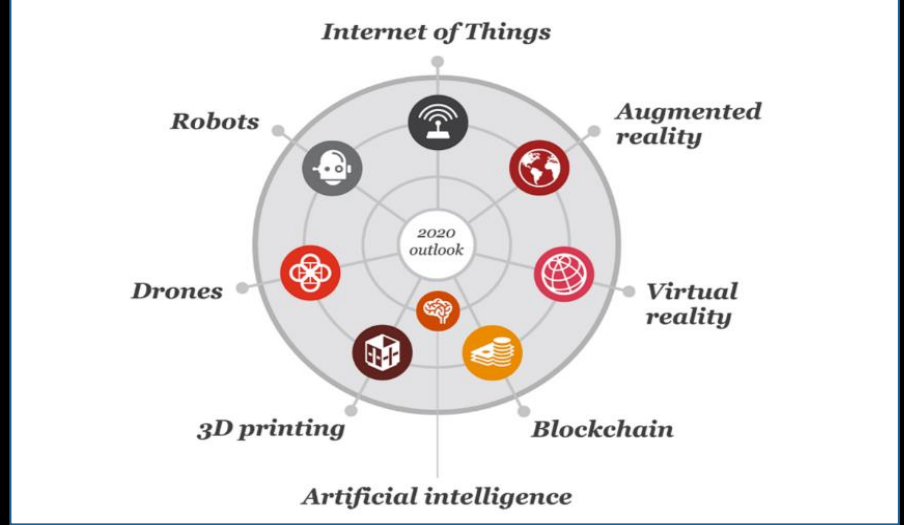
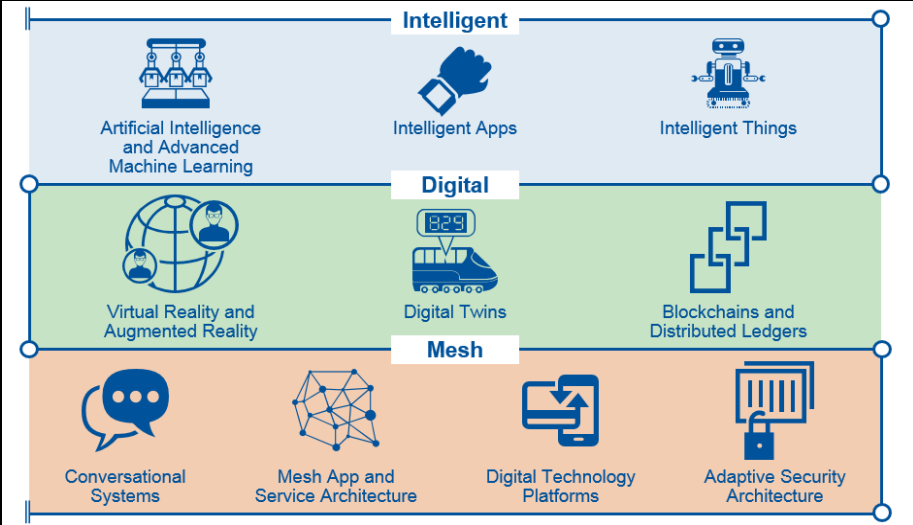
1960s

1990s

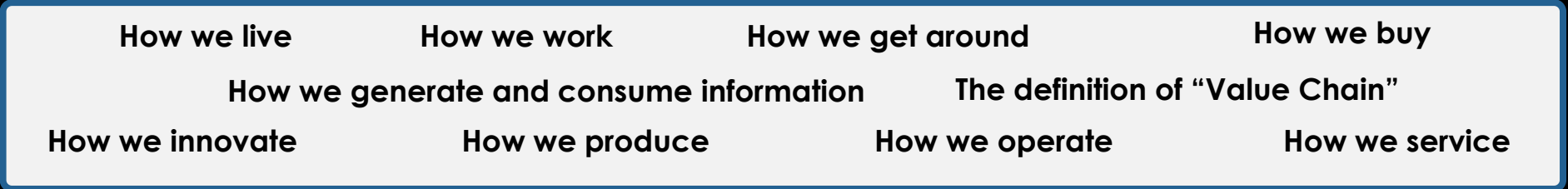
2010s

1800s Mechanical Products & Manual Processes	1960s Value Chain Automation	1990s Value Chain Dispersion and Integration	2010s Smart, Connected Products (IoT)	2010s Augmented Reality (AR)
<p>Products are mechanical/electrical and information processing is performed manually</p>	<p>IT automates processes and information collection of activities in the value chain</p>	<p>The internet enables coordination and integration across the value-chain, across geography, and with customers and business partners</p>	<p>IT is embedded in products themselves, expanding the way products create value and shifting the nature of competition</p>	<p>Digital information is delivered to people in 3D and in context, changing how humans interact with smart products and environments</p>

TECHNOLOGY - FROM A PLACE TO A PACE

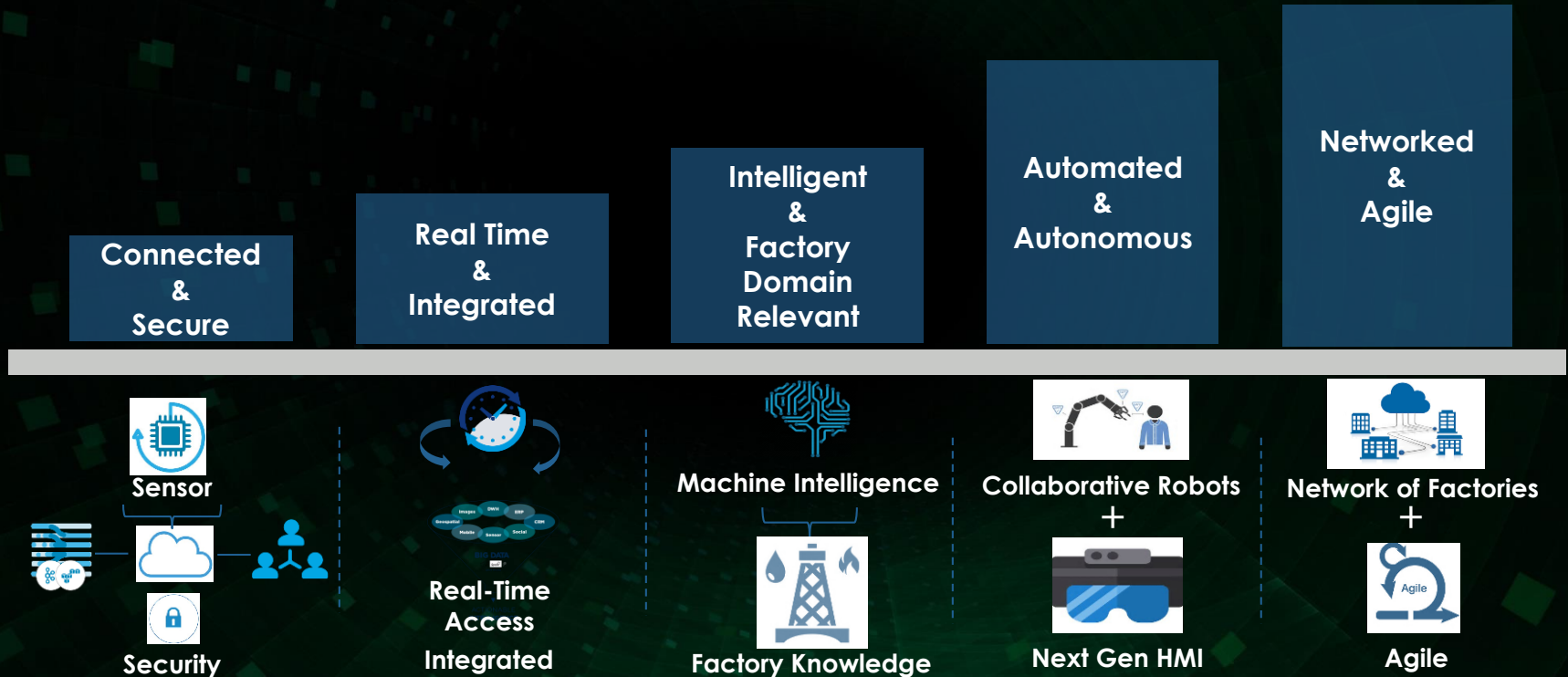


Everything Is Changing - At an Exponential Rate



KEY CHARACTERISTICS OF A SMART FACTORY

Smart Factory Stage of Maturity



THE BIG 4....

1



INDUSTRIAL IOT AND ANALYTICS drive IT/OT convergence across the value chain and increases automation and productivity up to 25%

3

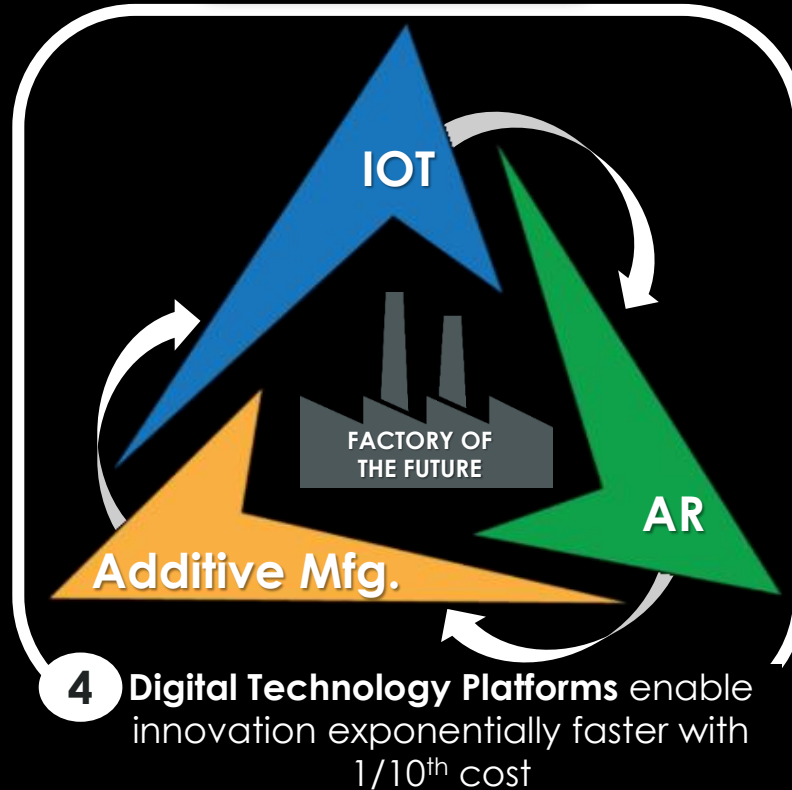


ADDITIVE MANUFACTURING radically transforms engineering, manufacturing and supply chain processes

2



AUGMENTED REALITY makes human labor 30-50% more efficient



SELECT SMART FACTORY USE CASES





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Management Briefing Seminars

The Smart Factory