OVERCOMING PRODUCTS DIGITAL TRANSFORMATION CHALLENGES

VIDEO TRANSCRIPT

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When customers describe the transformation that they're going through, or the digital transformation that their products are going through, we're often talking about challenges that they have meeting their market demands. Those demands might be highly configurable products or having an evergreen product – a product that's ever-changing and something that they need to enable in the field, based on the customer's requirements over time, or even the very experience of the product. Can they have customers, for instance self-service those products?

And so, they come to PTC and we help enable them in a number of different ways. One is to help the engineering organization with the technology needed to not only design that product in 3D, but manage all of the different configurations that they may have. We help them with IOT technology – give that product a voice, a way to talk back to them in such a way that you can get out ahead of the issues before customers call you, upset about the product and actually helping you even evolve that much further. And lastly, just giving a new digital experience whether it's through augmented reality or through IOT capabilities.

And so, we provide a technology basis for all of that to happen. But our customers often are looking for assistance and trying to figure out what that first critical step is in bringing this all together. Historically they have a variety of different tools. They're very good at deploying the point solutions that it takes to actually solve individual key challenges. But now one of the most opportune moments and digital transformation and engineering organization, is to look for guidance and help in bringing these technologies together and companies like Accenture are at the forefront of helping companies really bring that overall vision and strategy together for their products.