

Product Data Management in the PTC Cloud: It's time to make your data work for you

The Challenge with Inefficient Data Management

Product data management (PDM) is typically an engineering role responsible for the management, release and sharing of product data – typically 3D models and 2D drawings.

Without effective PDM, product designers face daily challenges that distract them from productively engaging in key design activities. This translates into time wasted searching for product information, recreating designs, updating systems, and responding to requests.

To make things worse, today's manufacturing environment is becoming more challenging. Multiple CAD tools may be in use, product data is growing in volume and complexity, and teams are more distributed with a greater need for collaboration.

The Acceptance of Data Administration

In many instances, product designers may have accepted data administration as a part of their daily responsibilities. Whether they know it or not, the absence of a data management system comes with a price:

- Greater rework and a loss of productivity
- Longer NPI cycles, project delays
- Lack of version control
- Unidentified systems of record
- Challenges with data translation
- Lost or stolen IP and limited security



The average engineer
loses 25% of their time
to data management."

[PDM Buyer's Guide – Ensuring Maximum Value from PDM](#),
Tech-Clarity

These challenges exist – and are exasperated because product designers are often the source of information for non-engineering teams. These stakeholders rely on engineers to begin their own manufacturing processes, yet it is difficult for engineers to communicate real-time product information without the proper tools. The consequences are likely more severe than teams realize, including quality related costs, loss of productivity, and barriers to collaboration and innovation.

Manage, Share, and Review Product Information with PDM in the PTC Cloud

PTC makes data management easy with a single view to the latest multi-CAD and product data. Product designers can securely share more consumable data with non-engineering stakeholders through role-based, self-service applications, 3D visualization and augmented reality technology. Based on Windchill software and now available in the PTC Cloud, PTC's PDM solution removes the burden of data administration and lets product designers get back to what they do best – design.

Manage

- Tight integration with Microsoft Office, desktop, and MCAD tools (Creo, Creo Elements/Direct Modeling, Creo Elements/Direct Drafting, SolidWorks, AutoCAD, Inventor)
- Ability to understand, capture, and manage CAD data relationships and dependencies
- File version/iteration control
- Workflow-driven review/release
- Simple search/reuse

Share

- ThingWorx Navigate role-based, self-service access to product data
- Controlled and secure project spaces for design collaboration
- Managed concurrent design environment
- Easy web access from desktop and mobile tools

Review

- Simplified CAD/document review, compare, and release process
- Automated publishing of lightweight 3D/2D product data for non-CAD users
- Traceability and history of online markups, redlining, and validation
- Life-sized review of 3-D designs through augmented reality

PTC Cloud

- Dedicated Software-as-a-Service (SaaS) instance
- PTC-owned updates and upgrades
- Proven, world-class performance and reliability
- Secure collaboration with industry-standard data protection

What an Extra Day a Week Means for Engineers

By allowing the PDM system to do the work, engineering is recouping a large percentage of their time spent on non-value adding administrative tasks. By adopting a SaaS deployment, teams will have their PDM system up and running quickly with less downtime and greater confidence in the secure sharing of product information.

Right-Sized PDM Systems

New PDM systems with the right capabilities are starting to emerge. They provide important functionality that help engineers recoup productivity, including multi-CAD data management, in-context collaboration, cloud-based access, and flexible integrations.

[Recovering from the Trends Eroding Engineering Productivity](#), Lifecycle Insights

Additional benefits will be seen throughout the business. Product development costs will decrease due to greater engineering productivity, efficiency, and ecosystem collaboration. Product quality will increase as a result of reduced errors and rework, and faster throughputs.

The best part? Engineers will have more time for design and development, leading to greater product innovation, and in the end... happier engineers.

Ready to get started? Visit [PTC.com/PDM](https://www.ptc.com/PDM) today.

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