



PTC Navigate Fuels Windchill Sales, Helps Company Outpace PLM Market Growth

PTC Windchill Users Enthusiastically Adopt PTC Navigate to Improve Collaboration with Continuous Access to Contextual Product Data

NEEDHAM, Mass. – October 26, 2016 — [PTC](#) (NASDAQ: PTC) today announced that its newest technology offering for the product lifecycle management (PLM) market – its PTC Navigate™ application – has quickly become the fastest growing new product line in the company's history. In its first nine months on the market, PTC sold more than 70,000 seats of PTC Navigate, helping the company outpace PLM market growth in its just completed fiscal year 2016, based on bookings. PTC Navigate is the first example of how PTC is leveraging its ThingWorx® Internet of Things (IoT) platform technology to completely redefine the competitive landscape in the PLM market.

"PTC's investment in its PLM technology, including PTC Navigate, is making a strong impact on usability and adoption of PTC's PLM offerings," said Stan Przybylinski, vice president of research, CIMdata. "Adoption of the Navigate apps by over 70,000 users is an impressive start. This technology should continue to expand Windchill usage at existing customers and has been a draw to attract new customers to Windchill as well."

PTC Navigate is an innovative new set of applications that allows stakeholders across the company to access and use product data sourced from multiple systems of record in a simple, modern, role-based interface. Leveraged with PTC's award-winning Windchill® system for smart, connected PLM, PTC Navigate apps break down silos in the product lifecycle with simple and easy Universal Data Access (UDA).

PTC Navigate enables customers to dramatically increase productivity and collaboration by radically simplifying data access. Users have contextual, up-to-date, and accurate product data from systems of record without complex user experiences, lengthy training, inflexible integration projects, or long-term customizations. Using PTC's ThingWorx® IoT platform technology, PTC Navigate apps can also include live operational data from smart, connected products.

"PTC Navigate makes it possible to disseminate product information to everybody who requires it, not only specialists," said Olaf Kramer, director, IT-engineering, Bosch Rexroth. "Using PTC Navigate as part of a new group of Information Apps enables employees to easily access the information they need in close context to their daily work."

"Since the launch of Windchill 11 and PTC Navigate, we have seen tremendous momentum and adoption in the market as companies embrace an IoT strategy and increase technology investments to support the digital engineering journey," said Kevin Wrenn, divisional general manager, PLM segment, PTC. "Companies are looking to drive innovation and new value for their customers by transforming the product development process with IoT, and we are excited to be supporting our customers through this journey."



Visit <http://www.ptc.com/navigate> for more information and to download the Navigate View Trial.

Additional Resources

- [PTC Navigate](#)
- [Windchill 11](#)
- Harvard Business Review: "[How Smart, Connected Products are Transforming Companies,](#)" authors PTC CEO Jim Heppelmann and Harvard Professor Michael Porter

About PTC (NASDAQ: PTC)

PTC has the most robust Internet of Things technology in the world. In 1986 we revolutionized digital 3D design. Now our leading IoT and AR platform and field-proven solutions bring together the physical and digital worlds to reinvent the way you create, operate, and service products. With PTC, global manufacturers and an ecosystem of partners and developers can capitalize on the promise of the IoT today and drive the future of innovation.

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About our Bookings Measure and Forward-Looking Statements

The introduction and adoption of a PTC product is not necessarily indicative of the amount of revenue therefrom for any period or that the rate of adoption will be maintained or increase in future periods or will drive adoption of associated solutions.

Our bookings measure is the annualized contract value of new subscription bookings multiplied by a conversion factor of 2 plus perpetual license revenue for the period.

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