PTC®
the product development company®

Top 5 reasons you need to adopt the latest software

PTC, your product development partner, is focused on delivering additional benefits in each new release of your software to help you gain productivity, compete in your marketplace, and drive increased value from your initial software investment. It's what we do.

The decision to adopt new software releases should be part of an overall plan tied to achieving product development goals and allocating appropriate budget over time. According to Forrester Research, evaluating when to upgrade should include: the benefit of feature enhancements, ability to migrate to future releases, technology obsolescence risks, additional costs for maintaining older releases and customization reduction.[1]

PTC's Maintenance Support entitlements can help you evaluate the benefits of specific software releases and provide upgrade and migration assistance. These entitlements include expert Technical Support help, online documentation and web-based support tools.

As you'll see, the decision is less about whether to update and much more about when to update. These are the top five reasons you need to adopt the latest release of your software:

1. Combat cyberspace threats

2. Eliminate unnecessary customizations

3. Maximize uptime and efficiencies with improved supportability

4. Ensure compatibility with other updated technologies

5. Innovate to stay ahead of your competition

FORRESTER®

Consider four alternatives to level out the upgrade cost spike

"Get on the latest release, and stay current. Under this scenario, commit to stay current on the latest releases of the software, consuming each release once it is determined to be stable. Determine the frequency of new release, and budget the upgrades as operating expense over the course of multiple years, if necessary—thereby avoiding the debate of whether or not to upgrade."

Forrester Research, Inc. June, 2010

1. Combat cyberspace threats

Reduce vulnerabilities

Security updates alone could be the most significant reason to keep your software current. As technology is exposed to the Internet, across the enterprise, your databases that store all of your product details are increasingly exposed to security threats.

PTC provides customers with the latest protection against these growing threats. Our Application Development Security Officer contracted a third-party company to scan our programs and develop continuous security updates to keep data protected. We then provide "isolated" Security Updates that can be deployed independently from other maintenance releases. With each new maintenance and major software release, Security Updates are included for your related technologies such as operating systems, Internet browsers and hardware.

1 Forrester Research, Inc. Application Upgrades: How to Make Upgrade Decisions When Business Value Proves Elusive, June, 2010.

2. Eliminate unnecessary customizations

IT professionals agree that customizations must be avoided at all cost. Deploying the available out-of-the-box functionality is a strategy many of PTC's largest customers have adopted. PTC helps customers reduce the cost to support these customizations by continuously enhancing and adding functionality in each new release to replace typical customizations. Pitney Bowes was able to reduce their customizations by 65% by upgrading from Windchill 6.2.6 to Windchill PDMLink 9.1.

Pitney Bowes

Reduced Total Customizations by 65%

Pitney Bowes improved performance, leveraged out-of-the-box functionality, and improved vendor supportability by upgrading to Windchill® PDMLink® from a heavily customized Windchill 6.2.6 instance.
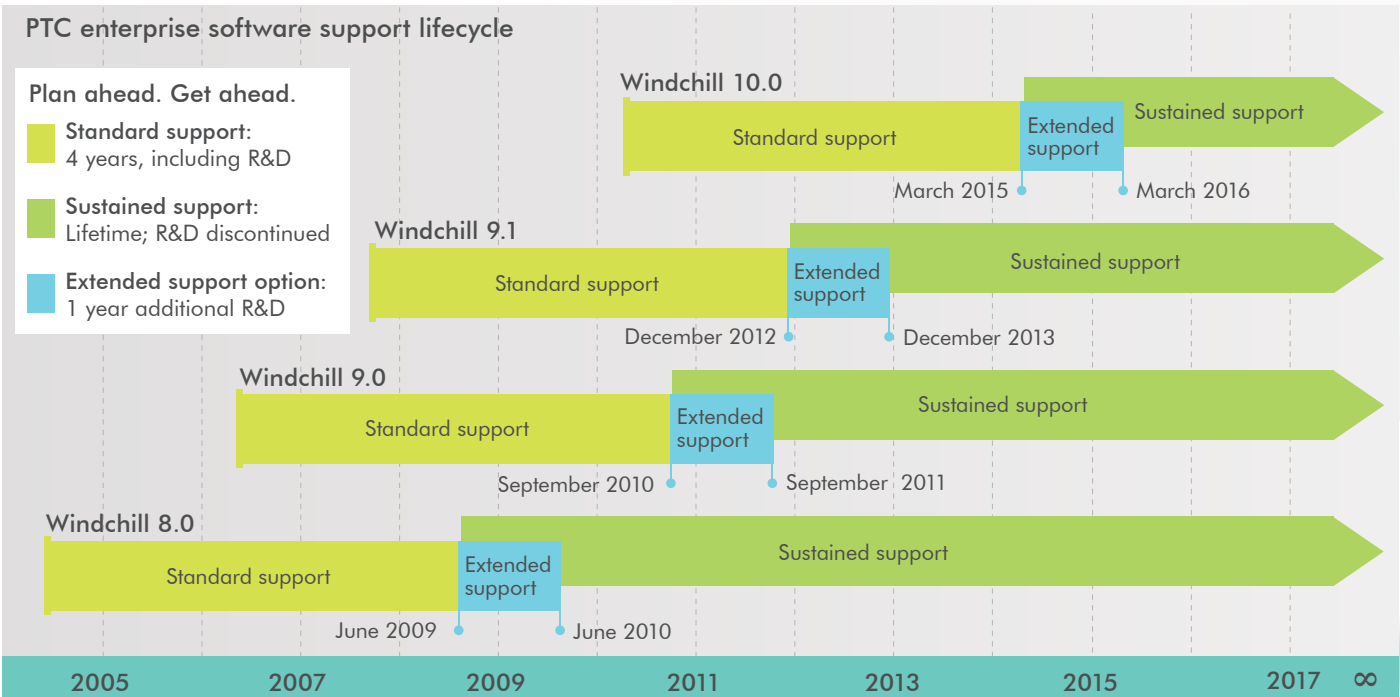
3. Supportability is optimized, so you maximize uptime and efficiencies

As a practical matter, a specific version of software can only be supported by R&D for so long. At PTC, we provide our Maintenance Support customers with a predictable support plan for each release, so you can proactively schedule and plan your upgrades knowing that you'll have the technical support you need during the process. But, at some point, the technical expertise diminishes and the supportability of your software is transitioned into the newer releases.

Faster diagnosis, reduced IT costs

As a practical matter, older software versions used in production become a cost burden for a customer's IT department, as they try to keep up with technology changes throughout the IT infrastructure. Older applications require more attention, more time to support, and more workarounds, as related technology is deployed, upgraded and integrated.

If the older application is more difficult to support, that delay in diagnosis and resolution can create inefficiencies for the software users as they struggle to complete their tasks. In the end, dealying upgrading may prove much more costly than a well-planned and timely upgrade program.

PTC enterprise software support lifecycle

Plan ahead. Get ahead.

Standard support:
4 years, including R&D

Sustained support:
Lifetime; R&D discontinued

Extended support option:
1 year additional R&D

Windchill 10.0
Standard support — Extended support — Sustained support
March 2015 — March 2016

Windchill 9.1
Standard support — Extended support — Sustained support
December 2012 — December 2013

Windchill 9.0
Standard support — Extended support — Sustained support
September 2010 — September 2011

Windchill 8.0
Standard support — Extended support — Sustained support
June 2009 — June 2010

2005   2007   2009   2011   2013   2015   2017   ∞

For more specific details, please visit the PTC Product Release Calendar: http://www.ptc.com/cs/product_calendar/PTC_Product_Calendar.htm

4. Ensure compatibility with other updated technologies

Technology continues to improve at rapid rates, but also creates a complex environment. We recognize that, to keep your software compatible, you need to update your Windchill software with the latest maintenance releases.

PTC delivered 140 Maintenance releases in 2010 alone. There are an additional 14 Security-only updates available for Windchill. In addition to PTC application enhancements, our customers rely on the interoperability between their PTC applications and other technologies to maintain compatibility. For example, there are over 2,200 documents in the PTC Knowledgebase specifically related to Oracle: reference documents, technical points of interested, suggested techniques and issue resolutions. These documents help customers maintain compatibility and plan for future requirements.

5. Innovate to stay ahead of your competition

PTC customers who take advantage of new releases, for both business benefits and IT benefits, gain a competitive edge by increasing innovation, speeding time-to-market, decreasing product development costs, and reducing the burden of IT administration.

Raytheon

"Frequent Maintenance releases ensure that I'm always using the most up-to-date enhanced features and experiencing full compatibility for all my PTC software products."

Robert Towler-Peel, Sr. Mechanical Engineer, Raytheon

BAE SYSTEMS

"Being able to see when maintenance releases are going to become available, the compatibility of those releases, which versions are going to be compatible with which versions...that's very important to us."

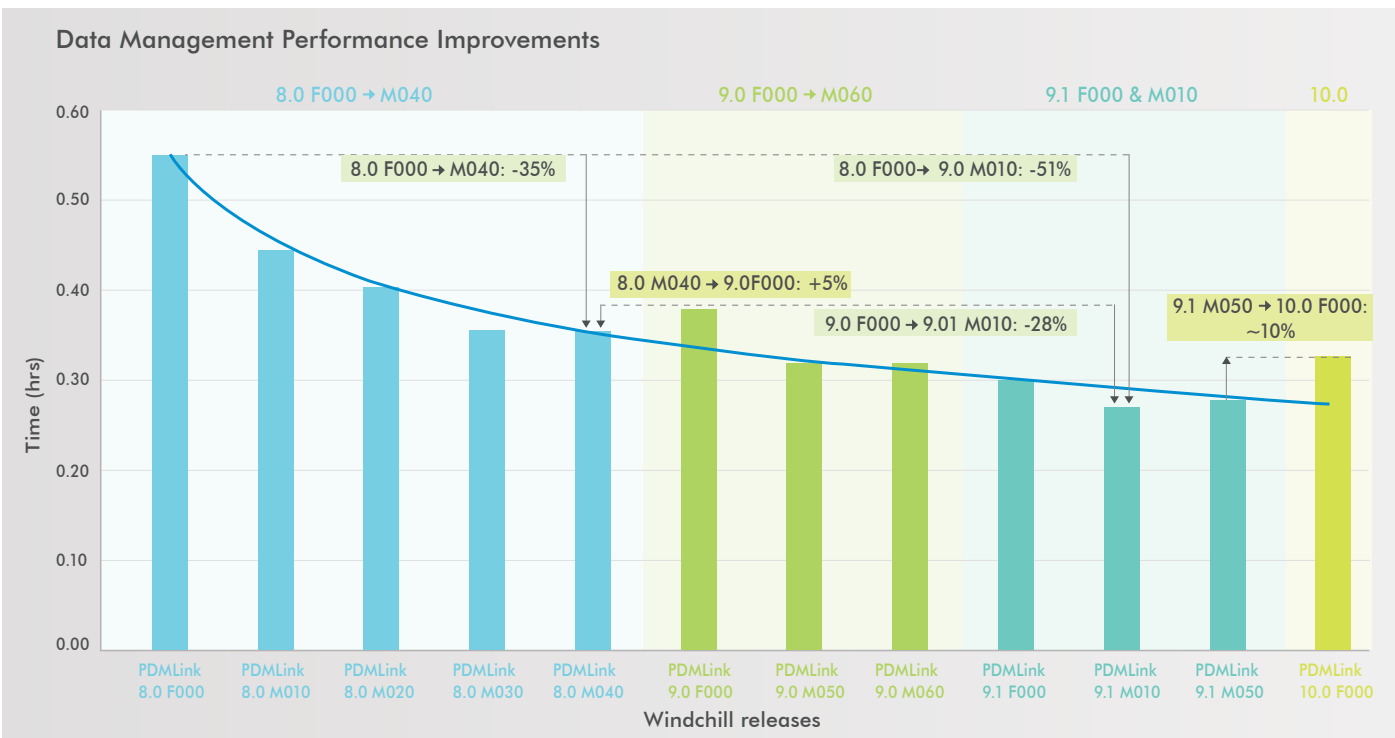Stan Balish, PTC Software Adminstrator, BAE Systems

Figure 1: Version-to-version hours reduced based on LAN performance for Pro/ENGINEER® and Creo Elements/Pro™ data management tasks.

New, powerful features improve productivity and time-to-market

PTC Windchill and Creo™ customers have improved their productivity with the latest release.

For example, we measure the performance of each new Windchill release relative to the time it takes for an MCAD engineer to apply a typical set of processes using data management.

As the chart displays, new Windchill releases and maintenance releases have continuously decreased the time an engineer spends performing these tasks. The results prove that adopting the next release saves time and money.

For example, in Windchill 9.1, PTC introduced enhancements to address efficiency and productivity through streamlined engineering processes:

- Meet customer-specific product requirements without increasing costs or lengthening delivery schedules by quickly defining and validating product variations.

- Increase design efficiency with enhanced CAD data management and with functionality to export objects within the workspace, view just the latest revision, and copy assembly structures in the workspace (e.g., update the parent).

- More quickly execute product configuration changes with browser-based product structure editing; flexible part numbering policies and serialization; improved effectivity propagation; and improvements for handling alternate and substitute parts.

What does PTC do to help companies take advantage of new releases?

With the latest release of Windchill, Windchill 10.0, PTC has focused on several areas of improvement to make the adoption of this significant release easier for our customers. These include improved upgrade reliability, reduced complexity, decreased downtime, and new data migration traceability. As described below, PTC has also designed specific tools and organized personnel to focus on helping customers upgrade.

Microsoft®

"By updating Pro/ENGINEER, Microsoft revised the design process, delivering higher quality surfaces on a shorter timeline."

Dedicated R&D team

- 90 people focused on upgrade and migration performance

- Includes "upgrade response" team connected to Technical Support

Upgrade and migration tools

- Enhanced Bulk Migrator tool for Windchill 10.0

    - For Windchill System Consolidation

    - For Legacy System Consolidation/Replacement

- New traceability of product data before/after upgrade

- Windchill upgrade and Migration Technical Support Resources Web Site

- Improved Windchill 10.0 Upgrade Manager

    - Streamlined Process

    - Improved UI feedback

    - Improved Performance

Technical Support specialists

- Specially trained experts in upgrades and migrations

    - Already resulted in 42% improvement in time-to-resolution

- Technical Support Account Manager Service for qualified customers helps plan and execute