

CIMdata

Supporting the drive toward market success in the evolving digital world

Making sense of today and expanding the possibilities of tomorrow

We enable providers of product lifecycle management (PLM) and digital transformation focused solutions to realize and maximize their opportunities while they navigate complex market challenges, including:

- The imperative to transform people, processes & technologies
- The need for faster, better, cheaper
- Evolving capabilities & needs
- Changing digital requirements
- Dynamic business conditions facing their customers & competitors
- Escalating environmental & social requirements
- More diverse stakeholder interests & demands





Strategic Support

Strategic plan reviews
 Business planning
 M&A support
 Partner identification & evaluation
 Market updates & opportunity analysis
 Competitive positioning
 Regional market support

Product & Program Management

Market planning
 Go-to-market, segmentation & expansion plans
 Competitive assessments
 Pricing & packaging evaluation
 Messaging reviews
 Custom research
 Product briefings

Product & Program Development

Competitive assessments
 Architecture, functional, gap & SWOT analyses
 Product roadmapping
 Technology partner assessments

Sales & Marketing

Marketing materials, program & product reviews
 Case studies & customer insight
 Field training & support
 ROI consulting
 Product launch support
 Event support
 Education

Channel Services

Channel performance assessment
 Identifying & correcting impediments
 Targeted training & coaching
 Monitoring changes & results

What sets us apart

- An independent, global perspective: we work with industrial & solution provider clients on six continents
- Deep relationships with industrial companies & PLM & digital transformation solution providers around the world
- Our approach—business-driven, client-focused
- Consulting experience driven by research expertise—the best approach for PLM excellence
- Methodology that incorporates best-practice learning & emerging technology, refined for over four decades
- Unrivaled team of senior-level industry leaders