

**Topic:** Market  
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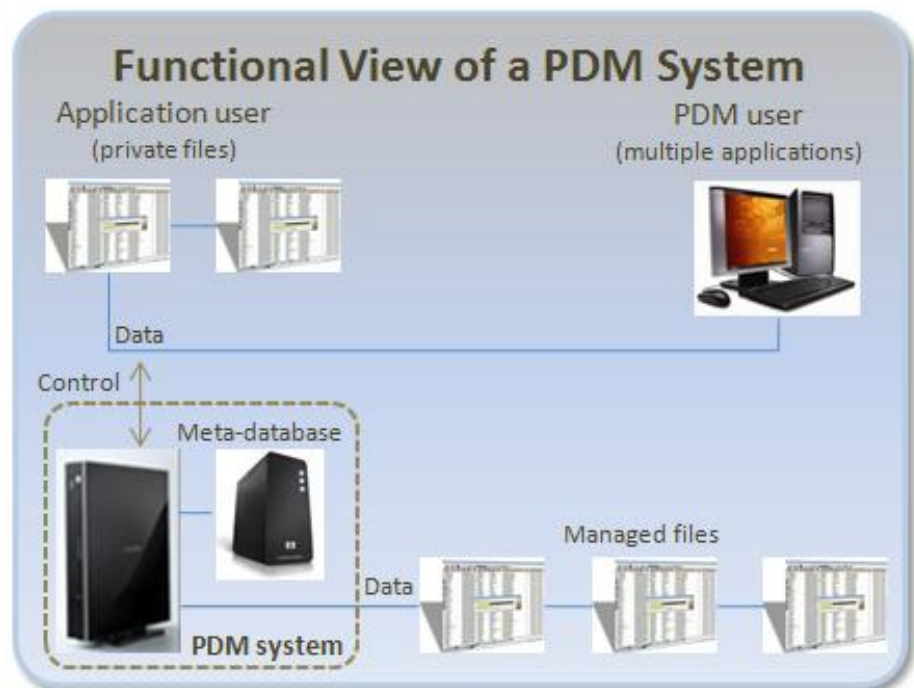
## An Insight into the Current PDM Market

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A product data manager (PDM) is a software tool to help businesses organise product data and development by combining the functions of documents, technical data, engineering data, and image managers to control all the data and information required to design, manufacture, support, and maintain products.

In today's dynamic business environment it is vital for manufacturers to be able to efficiently control the entire production process from the initial outset to the final delivery. Moreover, as the different stages of production usually take place in various parts of the world the PDM solutions must be able to fluently work remotely over a LAN or WAN to provide a clear structure for documents and files including configurations, part definitions, CAD drawings, images, manufacturing process plans, NC part programs, and multimedia annotations.

Growing demand for data management solutions as well as the growing amount of exchangeable data creates an opportunity for software vendors to provide unique PDM tools that would satisfy the needs of businesses ranging from small companies to large multinational corporations across the globe.



### Current PDM market and examples of solutions available

According to the key industry experts such as Daratech, Cambashi, IDC or CIMdata the current PDM market is estimated to be worth somewhere between \$0.6bn to \$2.8bn. The figure ranges according to different definitions of the PDM market used by industry commentators. For example some experts combine PDM and PLM solutions while others would also include content data management (CDM) tools. The following paragraphs introduce a few of the leading PDM vendors and their solutions according to Business Advantage, the CAD/CAM specialists.

### Siemens PLM Software: Teamcenter



Developed mainly for the manufacturing sector and launched on June 2009 as a single unified platform for product lifecycle management, Teamcenter 8 offers an integrated suite with the capability to increase productivity, working with Microsoft Office, and with support for IBM software including Information Management (DB2), WebSphere Application Server (WAS), Tivoli Access Manger, Tivoli Storage Manager, and Rational ClearCase.

### Dassault Systèmes SolidWorks Corporation: Enterprise PDM



Designed for the 3D Product Development organisations Enterprise PDM enables the control, management and share of growing volumes of diverse design data generated by automated CAD tools. Enterprise PDM is developed for the small to medium size manufacturers with focus on ease of implementation. It fully integrates with Windows Explorer and supports Microsoft SQL Server 2008.

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**Bentley: ProjectWise**

The latest version, ProjectWise V8i, is an engineering project team collaboration system which is able to fully integrate with Microsoft Office SharePoint Server 2007. ProjectWise V8i includes an integrated suite of desktop and server software for content management, content publishing, design review and asset lifecycle management. Bentley's ProjectWise PDM solution focuses on all company sizes and is customisable to the needs of a particular client in terms of price, features, implementation and scalability.

**EMC Corporation: Documentum**

Documentum ECM 6.5 is a high-market PDM solution to address the needs of large enterprises in a global market through a wide reseller network. It is an enterprise content management solution which lays the foundation for scalable Web 2.0 management. It is particularly used in industries such as infrastructure and manufacturing.

**SynergisSoftware: Adept**

Adept is an engineering document management software offered in two versions, Adept Desktop and Adept Explorer, to accommodate the needs of a variety of users. It integrates with the world's most popular CAD and business programs, including AutoCAD, Autodesk Inventor, SolidWorks, MicroStation, and Microsoft Office 2007. The latest version Adept 8.1 addresses the needs particularly in the manufacturing, infrastructure and architecture industries.

### BlueCielo ECM Solutions: InnoCielo TeamWork



InnoCielo TeamWork 2009 is a content management add-on for engineering workgroups released in July 2009. It was specifically brought to market to support the AutoCAD 2010 product family including AutoCAD 2010 and Inventor 2010. The InnoCielo TeamWork was developed as a high tier PDM solution for large global enterprises which is reflected by a higher price in comparison with other solutions available in the market.

### PDM trends and developments

With growing demand for PDM solutions from companies of different sizes the PDM vendors will be required to tailor the functions and capabilities to the clients' specific needs to offer a unique product management solution.

According to leading PDM solutions vendors, although the majority (85%) of PDM solutions are currently implemented in North America and Europe, with more and more production being shifted to Asia, Eastern Europe and South America, there are opportunities emerging for PDM vendors to target small and medium sized companies in these markets.

Furthermore, in the current unfavourable economic climate with tighter IT budgets, businesses are expected to justify their IT expenditure more carefully and consequently look for the most suitable PDM solutions with price being a major determining factor.

In the next few years PDM vendors will face a growing demand from clients to reduce prices on the one hand, and to offer improved functionality and capability such as integration with all data formats, full scalability or workflow support on the other.

Moreover, increasing amounts of exchanged data over disparate parts of the world will raise security issues. PDM solutions will require better protection tools for data files used by internal staff as well as external partners. Improved authorisation for files access with enforced permission such as two level access control - item-level and document-level - will enable control over who has the right to access and/or modify files.



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### Conclusion

Despite the growing demand for PDM solutions the pace of PDM adoption within the next few years is expected to slow down. One reason is the global economic downturn and another reason is the competition from other enterprise software solutions such as enterprise resource planning (ERP), customer relationship management CRM or more sophisticated product lifecycle management (PLM) applications.

With the manufacturing and infrastructure sectors being the main PDM markets, the PDM solutions vendors believe there is expected to be a growing demand from other industries such as the civil sector or the geospatial industry. In order for PDM vendors to sustain, or even gain, their market share they will need to provide customisable PDM solutions that will be suitable even for niche markets.

In terms of technical features and capabilities, apart from data security the main focus will be on integration with various types of data such as CAD files (.dwg, .dgn, .dxf), Microsoft Office files (.doc, .xls) and database files (.db, .dbf) and their faster sharing and moving among teams in different geographical areas. Many vendors are solving this problem by offering integration servers to their PDM solution package.

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