

Kick Start Your Journey to Digital Transformation

Maximize your competitiveness and ability to quickly sense and respond to market trends and supply chain opportunities

The Retail, Fashion, and Consumer Products industry is undergoing a massive transformation, fueled by the digital way consumers now buy products and a 'need for speed' — shortening the concept-to-consumer product lifecycle. With a focus on omni-channel delivery and improving the consumer experience, retailers and brands are challenged to deliver the right products to market, at the right time and at the right price – all of this in era when the supply chain is becoming more global and complex than ever.

PTC's Retail Transformation Journey

To address these business challenges and help brands and retailers succeed in today's fast-paced and ultra-competitive industry, PTC has developed a Retail Transformation Journey. This journey is a roadmap and framework for companies to implement digital transformational initiatives in step-by-step fashion, and achieve a profile that will lead to the ultimate goal of continuous product delivery, informed by the voice-of-the-customer, and delivered through highly-transparent and agile supply chains.

The Road to Retail Transformation Starts Here

By leveraging PTC's award-winning ThingWorx® Internet of Things (IoT) platform, PTC FlexPLM® - the leading Retail PLM solution and other applications, the road to complete connected retail transformation can be thought of as three distinct stages, building on each other in sequence:

“Journey-led transformations increase customer satisfaction by more than 20%” — (McKinsey & Company)

- 1. Understand:** Focus on gaining insights from your own processes, your enterprise data, and your own customers to make better assortment planning, product development, and supply chain decisions.
- 2. Advance:** Deliver differentiated products by gaining trend insights that inform product design decisions, compressing cycle times via leveraging digital design tools and processes effectively, and empowering trusted suppliers to do more on your behalf.
- 3. Outperform:** Shift to a season-less product delivery model, design and develop to detailed customer personas with personalized products, and enable full transparency with suppliers, to achieve a continuous fulfillment model to market.

Key Business Benefits

- A roadmap for digital transformation
- Deeper business insights and better access to data
- Improved design efficiency and shorter development cycle times
- An expert partner to guide and support you through the entire journey
- Improved collaboration across in-house and supply chain processes
- Actionable consumer insights into early decision making
- Revenue growth and margin improvements
- Better visibility to ensure products are delivered on-time and on-cost
- Risk mitigation via early identification of errors and potential delays

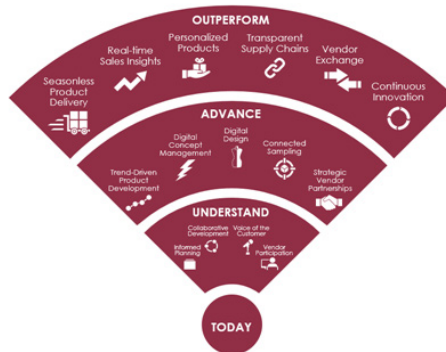
To learn more about PTC's Retail IoT Solution, email: retail@ptc.com.

Visit us at www.ptc.com/retail

PTC
140 Kendrick Street
Needham, MA 02494

Outcomes for Transformational Success

PTC has created specific business outcomes for each level of the Retail Transformation Journey to enable brands and retailers to overcome today's market pressures, drive innovation, quickly realize value and take their operations to the next level!



ptc® flexplm™

thingworx®

vuforia™

Summary of Business Outcomes

Understand

Informed Planning: Review Historical Sales Data When Planning Future Assortments

Collaborative Development: Execute Product Development that Integrates with Planning and Sourcing to Deliver On-Time and On-Cost

Voice of the Customer: Infuse Voice of the Customer During Product Development to Predict Winning Styles

Vendor Participation: Incorporate Vendors During the Development Process to Expose Risks Earlier

Advance

Trend-Driven Product Development: Use Trend Analysis and Consumer Personas to Predict Consumer Preferences & Plan On-Trend Product Lines

Digital Concept Management: Digitally Capture Ideas, Concepts & Trends, and Rapidly Iterate on Them with Other Stakeholders to Set Product, Material, and Seasonal Direction

Digital Design: Shift to digital tools & methods for design, development, and sampling

Connected Sampling: Manage Product & Material Samples by Exception and Automatically Track Sample Assets

Strategic Vendor Partnership: Empower Vendors to do More on Your Behalf so You Can Focus on Design & Innovation

Outperform

Seasonless Product Delivery: Continuously Deliver New On-Trend Products to Market Via Real-Time & Frequent Planning

Real-time Sales Insights: Track Consumer Behaviour and Sales Performance Across Markets and Channels

Personalized Products: Enable Responsive Product Development Inclusive of Consumer-Driven Design Through Personalization

Transparent Supply Chains: Execute Seamless & Anticipatory Supplier Production & Delivery to Market

Vendor Exchange: Exchange Product & Material Requirements with Vendors and Review Offerings that Satisfy Those Needs

Continuous Innovation: Maximize Value and Your Competitiveness Through Innovative Technologies

About PTC

PTC (NASDAQ: PTC) is a global technology provider of the leading IoT and AR platform and field-proven solutions that transform how companies create, operate and service products. PTC has the most robust Internet of Things technology in the world. In 1986 we revolutionized digital 3D design, and in 1998 we were first to market with Internet-based PLM. Now our leading IoT and AR platform and solutions bring together the physical and digital worlds to reinvent the way companies do business. With PTC, global manufacturers, retailers, brands and an ecosystem of partners and developers can capitalize on the promise of the IoT today and drive the future of innovation.