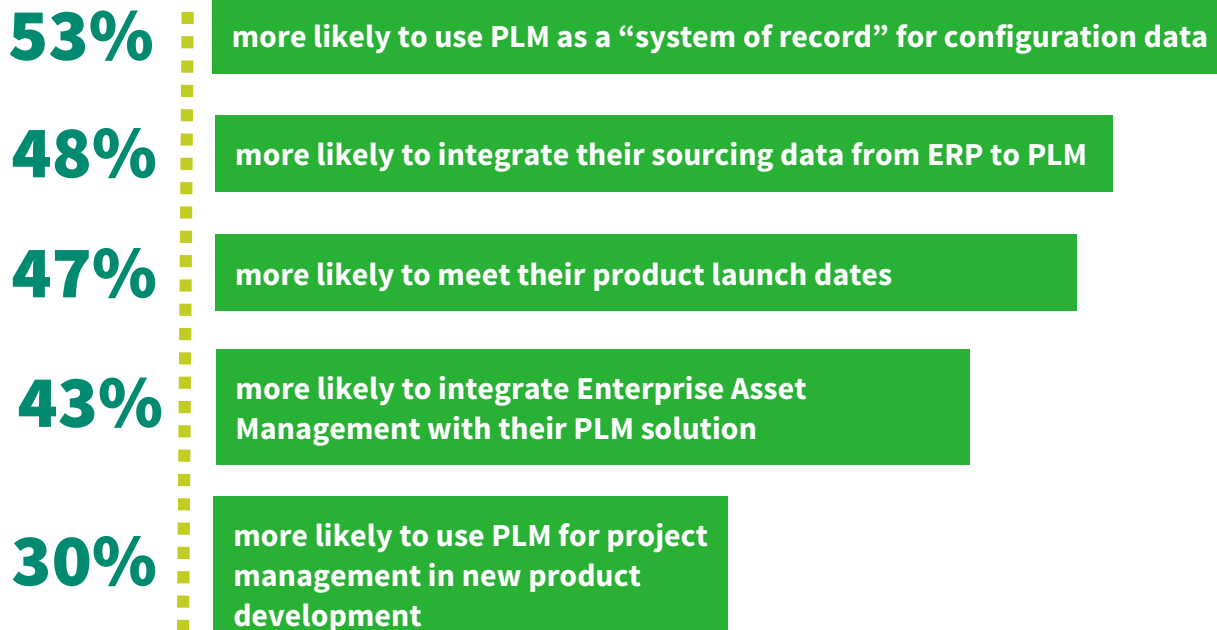


THE PRODUCT DEVELOPMENT PROCESS IN BEST-IN-CLASS COMPANIES

Consumers want more functionality at a fraction of the cost. How do companies deliver this? They provide higher complexity products on short timelines and a tight budget. To successfully achieve the balance of meeting specifications while also delivering on time, Best-in-Class companies implement an advanced PLM software solution that can handle the level of complexity required by today's market.



Best-in-Class companies are:



**as compared to
All Others.**



Read the full report: [Streamline Product Development Through Optimized Product Lifecycle Management \(PLM\)](#), January 2016, Aberdeen Group

The bottom line: The rapid increase in product complexity, combined with shortened delivery schedules and high-quality requirements, gives rise to big challenges in today's product market. Traditional product development processes keep many problems hidden until it is too late. This approach doesn't provide businesses with the necessary visibility to confidently plan product development. An advanced PLM software solution provides companies with the capabilities to innovate quickly and meet shortened deadlines, while maintaining a high level of quality under cost.