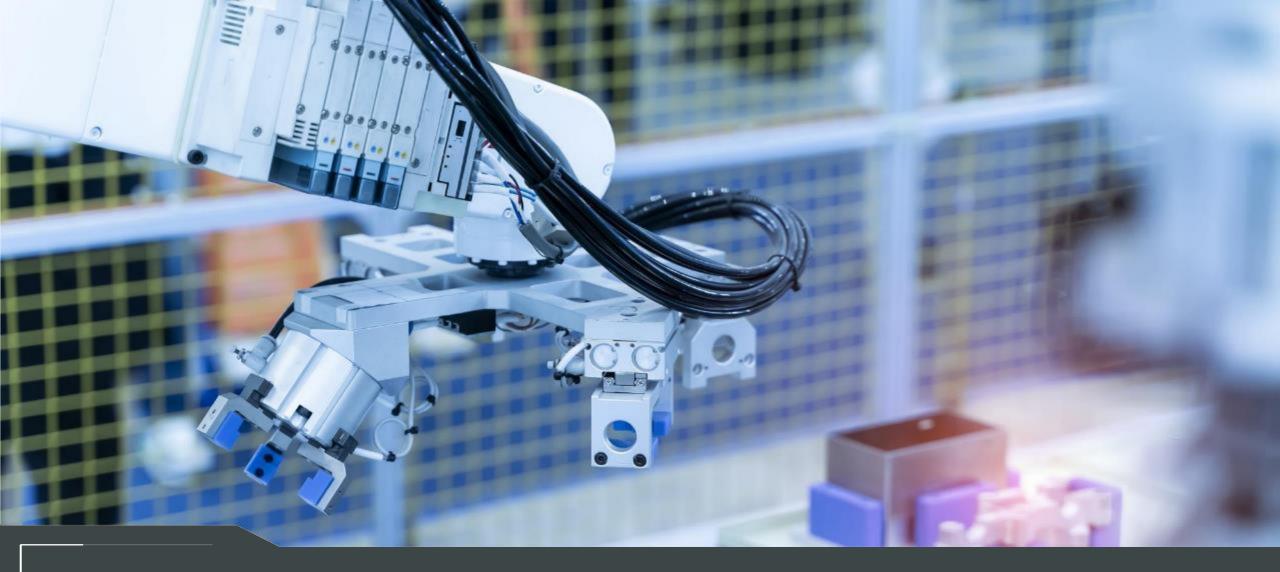


**SESSION ID: PL1116A** 

## A FIRESIDE CHAT: WHY PLM IS CRITICAL TO YOUR DIGITAL TRANSFORMATION

Scott Morris – PLM Manager, iRobot Amir Mazoochi- Research Product Development Technologist, Former Seagate Technology Mark Taber – PTC, Moderator





## TRANSFORMATION IS ESSENTIAL

Supply Chain Volatility and Component Impacts

Product Integrity and Performance

Outsource Readiness and Collaboration

Cybersecurity (IP Protection)



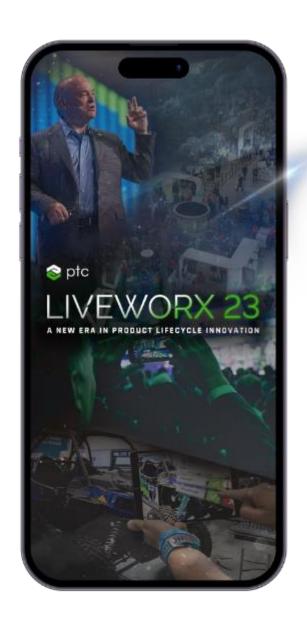
Scott Morris
PLM Manager
iRobot



Amir Mazoochi
Research Product
Development Technologist,
Former Seagate Technology



Mark Taber
VP Marketing
PTC



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