

# WHY PTC CUSTOMERS PREFER TO SUBSCRIBE

Subscribing is not only a smart choice, it's a strategic one.



## FASTER INNOVATION CYCLES

The subscription model enables rollout of new products and enhancements across PTC's suite of offerings in shorter cycles. With compelling new subscription-only products and enhancements and shorter cycles customers extract value sooner and more frequently, and simpler deployments reduce disruption to existing workloads. All this ensures our products are at the leading edge of innovation so that our customers can be as well.



## SHARED COMMITMENT TO SUCCESS

Subscription expands our shared stake and commitment to our customer's success. PTC's growing Customer Success Program combines 25 years of experience, across 35 countries and 6 centers of excellence, with expert guidance to get value from your subscription on day 1. With smart connected support features, award-winning eSupport, eLearning, and proactive and preventive administration to boost productivity for everyone, subscribers are able to more quickly realize value from PTC offerings.



## FLEXIBILITY AND LOWER UPFRONT COSTS

Subscribing puts an end to the risk of shelfware by giving you the flexibility to access only what you need, when you need it. You can swap products and functionality as you grow or change your business. Subscribing offers the scalability to start small and grow with your business. And with lower upfront costs, you can test new technologies with lower commitments to experience the full potential of our integrated suite of offerings.



## CLOUD DEPLOYMENT OPTIONS

In addition to on-premise subscription, you have the option to outsource hardware, administration, maintenance, and support with cloud deployment for many of our offerings. PTC Cloud Services offer secure full stack cloud computing and unmatched expertise and support. Faster time-to-value with infrastructure ready in days, the ability to upgrade and add capacity on your schedule, and proactive maintenance and software upgrades amplify the value of Subscription.

## HOW TO BUY



For more information, visit: [PTC.com/subscription/](https://www.ptc.com/subscription/)

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