



BY 2026
65%

of Global 2000 OEMs will mine their service interactions and work order data in real time to make better product development decisions and achieve quality targets. (IDC)

Why Service leaders should have a strategic partnership with Engineering

An asset-centric approach that connects service and product data drives top line growth, bottom-line profitability and accelerates delivery on sustainability objectives.



Service leaders are now driving recurring revenue models and growth opportunities for industrial manufacturers.



In industrial digital transformation, there's a premium on a line of sight into the entire product lifecycle, from when it is designed to when it goes into operations. If you start the discussion of service at the engineering and design level, you can design of serviceability, sustainability, even profitability.

Sumair Dutta

Vice President, Product Marketing ServiceMax/PTC



PTC is the only company actively bringing these components together, delivering valuable competitive advantages and incremental improvements for manufacturers.

As service transformation matures, the next logical step for service leaders is collaboration with engineering

Connecting product lifecycle management data from engineering with data from service lifecycle management creates a bi-directional digital thread running all the way from design and engineering to configuration and service.

For service leaders, closer collaboration with engineering unlocks competitive advantages, such as enhanced parts planning, more efficient service resolution and improved asset availability and readiness for customers.

For engineering, working in partnership with service accelerates product development, improves quality and reliability and makes it easier to manage complex change.

Find out more at servicemax.com/digital-thread

