

PTC Orbit

Turn AI-powered asset intelligence into business action

PTC Orbit is an asset intelligence solution for manufacturers that unifies fragmented product datasets across enterprise systems, such as ERP, PLM, MES, CRM, and FSM for a single view of customers' assets.

As the industry's first GenAI-driven asset intelligence solution, Orbit supercharges engineering, manufacturing and service insights to speed decisions across functional lines. Corporate-wide initiatives benefit from decisive actions that impact product design, development, production, sales and service for superior business outcomes.

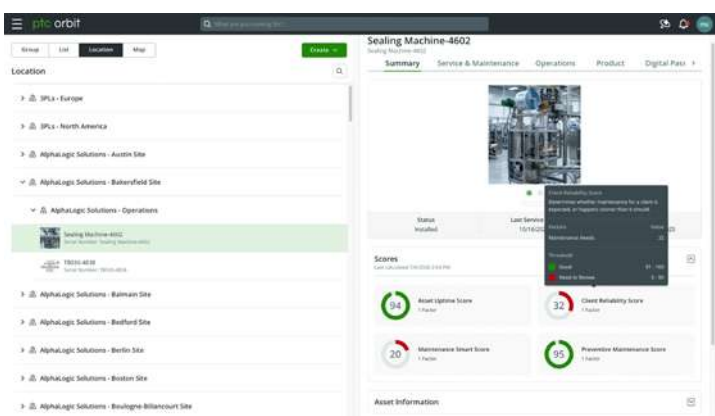
Strategic questions PTC Orbit answers:

- Which assets in my installed base are the highest risk for churn?
- Where should I focus on my next upgrade campaign to maximize revenue?
- Which product designs are driving the most field failures?
- How well are we maintaining critical assets vs. our contractual commitments?
- Where are my biggest coverage gaps across the installed base?

Features that drive asset-centric decision-making:

Unified Asset Intelligence

An asset data foundation unified from cross-functional enterprise systems. A single, trusted asset record cleansed, enriched and aggregated for a consistent measure of performance across the installed base.



Analyze and score every asset for immediate action

Value delivered:

- Improves data accuracy and availability for AI-driven decision-making
- Enables consistent, corporate-wide asset identities
- Increases time to value for cross-functional initiatives
- Provides a scalable foundation for AI-powered analytics and applications

Capabilities:

- Out-of-the-box data pipelines with pre-built connectors to ServiceMax and Windchill
- Automated data matching for unifying asset records
- AI-enabled data de-duplication, cleansing and validation
- Configurable asset views by location, product hierarchy and more
- Data enrichment via AI-power asset scoring system



Installed Base Monetization

The combination of unified asset intelligence with data enrichment and AI-driven insights to target campaigns that enable marketing, sales and service teams to scale precise upsell and cross-sell opportunities.

Value delivered:

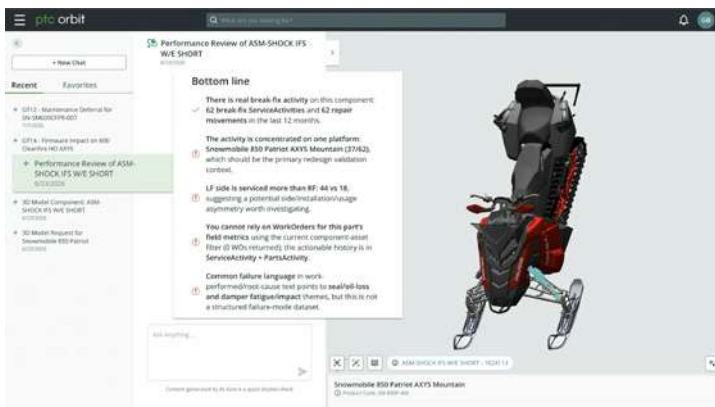
- Identifies revenue opportunities with greater accuracy
- Increases service contract attachment, renewal, and upsell rates
- Highlights coverage gaps, finds under-served assets and improves campaign targeting
- Enables proactive customer engagement

Capabilities:

- Asset scoring based on multiple dimensions (e.g., replacement score based on age, health and risk factors)
- Natural language (NLP)-driven campaign builder
- Integration to field service management systems

Closed-loop Engineering

The connection between product design and real-world asset performance enabled by product structure (BOM) and installed base comparison information — analyzed with AI for a continuous understanding of how products operate in the field.



Field failure data becomes next-gen design guidance, instantly

Value delivered:

- Speeds quality issue identification
- Enables faster root cause analysis
- Improves product reliability
- Enhances collaboration between engineering and service teams

Capabilities:

- BOM visualization and comparison across product lifecycle stages (as-designed, as-built, and as-maintained)
- Asset views for parts lists
- AI-enabled asset scoring for reliability
- 3D Creo Viewer for product structure exploration
- Part identification and location within installed base
- AI-powered field-to-design insights and recommendations

Service Operations Planning

A set of asset intelligence capabilities to forecast demand, align workforce capability and optimize service delivery, so maintenance activities, resources, parts and people are more accurately assessed across planned and unplanned service work.

Value delivered:

- Improves demand forecasting accuracy
- Optimizes workforce utilization
- Enables preemptive maintenance planning based on historic asset condition
- Reduces total cost to serve

Capabilities:

- Maintenance data adapter for system integration workflows
- Maintenance effectiveness scores based on on-time and completed maintenance
- Maintenance performance and cost dashboard with AI-driven filtering
- AI-powered forecast builder with configurable forecast criteria



Why PTC Orbit:

Most solutions today address only one aspect of the asset data problem—data warehousing, data unification, analytics, or cross-functional insights. PTC Orbit unifies asset information across systems. It delivers more than any one solution on the market today: an asset data foundation, AI-first analysis and targeted applications—eliminating ongoing investments in disconnected tools and brittle, custom-built integrations.

PTC Orbit helps replace fragile, custom-built analytics environments with a ready-to-use solution built with decades of experience across hundreds of asset-centric manufacturers.

- **Unify by design, not by project:** Consolidate siloed systems across PLM, ERP, IoT, and service with built-in identity mapping and asset models that don't require IT-led governance projects
- **From data to action:** Go beyond aggregation and business intelligence — AI-powered demand forecasting, automated service campaigns, and engineering-grade installed base visibility, all built in
- **AI that already knows your assets:** Accurate, asset-specific answers from day one — no knowledge layer for your team to build or maintain

About PTC (NASDAQ: PTC)

PTC unleashes industrial innovation with award-winning, market-proven solutions that enable companies to differentiate their products and services, improve operational excellence, and increase workforce productivity. With PTC, and its partner ecosystem, manufacturers can capitalize on the promise of today's new technology to drive digital transformation.

