

# PTC Release ArborText Integration

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## IMERGE Consulting, Inc

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PTC (Needham, MA) has launched the enhanced Windchill® 8.0 content management system which features integration with ArborText XML authoring software. PTC, the Product Lifecycle Management (PLM) and Enterprise Content Management (ECM) solutions provider, acquired ArborText in July of last year and PTC developers have worked to leverage the synergies between the two companies.

Tom Shoemaker, Director of Product Marketing at PTC states, "Customers will now be able to provide richer, more tailored and up-to-date publications through the integration of the two products. This results in documented savings, especially for technical publication applications like maintenance manuals, Standard Operating Procedures and other publications that include rich engineering data."

The integration of PTC's content management software with ArborText allows users to implement a seamless XML authoring and content management solution that handles CAD (computer-aided design) and other large graphics files easily providing more appealing, detailed publications. It streamlines enterprise content creation and publishing, particularly for manufacturers as it can incorporate mechanical and electrical CAD data. The publications can be output to the web, CD, DVD or other common formats. The result is faster editing and publishing time, improved quality and control of content and a reduction in time used searching for content. The integrated system ensures that publications are current and the benefits of the integrated system are quantifiable. "Our new system adds value to information," says Stanley Davis, Electronic Publications Project Leader at US Airways. "Instant online viewing for editing and feedback dramatically improved process times."

Shoemaker adds, "Uniquely, this integration introduces workflow-driven process automation to speed document review and approval, optimize change management, and trigger the delivery of audience-specific publications in the appropriate format."

The Windchill® 8.0 integration with ArborText XML authoring and dynamic publishing software combines collaborative product development with information and process control for a complete PLM solution. Each of the products has approximately 1,700 installations. Some common customers of the two include Toyota, Deere & Co., and the Swedish Flygt division of ITT, which manufactures pump and fluid control equipment.

PTC, originally Parametric Technology Corporation, has traditionally been successful in the manufacturing marketplace. Now, with the ArborText integration, plans are to also market to other vertical segments such as financial services and life sciences.

PTC customers will more easily be able to implement change control and configuration management applications with the new integrated content management and XML authoring solution. But if an existing content management system (such as Documentum or Oracle) is installed and operating satisfactorily, a customer may select the ArborText XML authoring piece which has custom APIs allowing integration with foreign systems.

PTC will formally launch the PTC/ArborText solution at the PTC Global Media and Analyst Event June 5-6. The event, held at the Gaylord Texan Resort and Conference Center, will feature case studies from Nike, golf manufacturer PING and communications provider Alcatel. It will provide the opportunity to learn about the importance of connecting a content strategy with an engineering product development process.