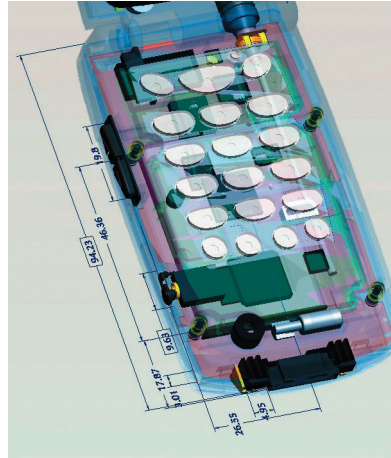


IBM platforms supporting PTC software help fine tune supply chain efficiency in the electronics industry



The electronics industry has made a long journey in the last 20 years. Short product lifecycles and intense competition continue to drive demand volatility, yet electronics firms today often find themselves saddled with rigid, high-cost IT structures and a mandate for profitability.

Electronics firms understand that effective product lifecycle management (PLM) correlates directly with business performance. This includes the ability to keep systems up and running, regardless of planned or unplanned downtime so collaboration with worldwide partners is possible. Fluctuating capacity demands can no longer be under constant watch, and optimized performance is critical to system efficiency.

To achieve the best total cost of ownership, a cost-effective PLM solution must provide a flexible environment that allocates frequently accessed or high-value data to higher performing—and consequently more expensive—IT resources

Highlights

- *IBM @server® pSeries® servers with IBM POWER™ processors are designed for scalability, security and reliability, and can help companies using PTC's Windchill® Product Lifecycle Management (PLM) solutions lower the total cost of system ownership*
- *PTC® Pro/ENGINEER® Wildfire™ design software on 64-bit IBM® IntelliStation® workstations enables designers to quickly and accurately produce the kinds of highly detailed models that 32-bit platforms are unable to process*
- *IBM named "PTC Strategic Partner of the Year" for 2005*

while archiving less valuable information to less costly resources. In addition, simplifying IT administration and operation can help reduce labor burdens and increase staff productivity.

The value of sharing data is greatest when that data helps generate revenue. To gain competitive advantage, electronics companies need the ability to rapidly deploy new products and be the first to market with innovative offerings. Product launch windows are now measured in weeks, rather than months. Downward price pressures are forcing companies to find high components at better prices from more responsive suppliers. And environmental regulations require every aspect of the process to be monitored and reported. Therefore, the ability to deliver information across the supply chain in real-time gives enterprises immediate access to a wealth of market intelligence that is vital to new product development.

PTC and IBM streamline product development

PTC, the Product Development Company™, has been designing PLM products for more than 20 years. More than 40,000 manufacturing companies worldwide are using PTC software, including Pro/ENGINEER for 3D computer-aided design and Windchill Product Lifecycle Management and Arbortext dynamic publishing solutions.

Through extensive experience derived from years of collaboration, IBM and PTC can help electronics manufacturers design and implement Windchill PLM infrastructures tailored to meet the challenges of a modern global supply network. IBM is a major provider of high-performance computing capabilities designed to support analysis and simulation workloads and collaborative work environments. Deploying PTC software on an IBM platform can help electronics companies manage the complexities and costs of rapid design cycles, while ensuring compliance to increasingly complex environmental regulations, minimizing time to market and lowering system expenditures.

IBM IntelliStation workstations pack a unique 64-bit punch

Through extensive collaboration, IBM and PTC have succeeded in porting, tuning and optimizing Pro/ENGINEER software for 64-bit computing on IBM IntelliStation A Pro and M Pro systems. The result is a highly detailed design environment that enables design engineers to create larger, more accurate design models than ever before. IBM worked with PTC by dedicating resources to ensure the optimum performance of PTC software on IBM hardware.

The IntelliStation A Pro and M Pro use the Microsoft® Windows® or Linux® operating systems and can help designers using Pro/ENGINEER in 32- and 64-bit mode with single- or dual-processor configurations. Together, IBM and PTC can help customers dramatically improve production cycle times by enabling design engineers to model larger, more intensive data sets while reducing error rates.

IBM @server pSeries servers provide a flexible, scalable and powerful platform

IBM @server pSeries servers are designed to handle the rapid growth and high-performance needs of collaborative Windchill PLM environments. Recent TPC-C industry benchmarks¹ indicate that IBM pSeries servers offer almost twice the performance per processor than rival systems. The TPC-C benchmark continues to be a popular yardstick for comparing the online transaction processing performance of various hardware and software configurations. By requiring fewer actual processors, companies can reduce the number of necessary software licenses, thereby reducing the total cost of system ownership.

In addition to providing exceptional processing power, pSeries servers help companies improve IT utilization through advanced POWER virtualization capabilities. IBM Virtualization Engine™ capabilities include dynamic logical partitioning, IBM Micro-Partitioning™, virtual I/O, cross-partition workload management and shared processor pools. These features enable companies to manage heterogeneous environments across the enterprise and leverage existing and evolving virtualization capabilities.

IBM xSeries servers offer cost-effective growth

PTC software running on IBM eServer xSeries® and IBM @server

BladeCenter® systems provides companies with a leading, high-performance Windchill PLM environment in a highly scalable, pay-as-you-grow infrastructure. IBM xSeries systems offer mainframe-inspired capabilities, including 64-bit dual-core processing and high availability through leading data management and hot-swap features. By combining these leading system innovations with industry-standard components, xSeries servers can help companies build a cost-effective, flexible IT infrastructure for a competitive advantage.

The IBM TotalStorage DS Family simplifies storage infrastructure

The IBM TotalStorage® DS Family of storage servers provides an integrated, holistic approach to managing and accessing data, regardless of the application used to create it or where the data is stored within the enterprise. TotalStorage systems are based on open standards that allow businesses to maximize existing investments while expanding the choices for storage infrastructures. IBM TotalStorage SAN Volume Controller and TotalStorage SAN File System software enable the virtualization of heterogeneous storage resources, further lowering the total cost of ownership.

In addition, TotalStorage systems can help companies simplify data management while increasing the ability to respond to changing demands. By including features such as Capacity Upgrade on Demand, priority I/O queuing and policy-based SAN file system data management, TotalStorage systems can help reduce complexity, increase performance and lower IT management costs.

IBM TotalStorage Network Attached Storage products aid collaboration

IBM TotalStorage network-attached storage (NAS) systems and gateways provide the building blocks for networked storage. Design engineers in

companies using TotalStorage systems are able to securely collaborate on design data across large, distributed storage infrastructures from multiple sites. By facilitating remote collaboration, companies can significantly reduce design cycle times, improve design accuracy and lower costs.

IBM platforms promote innovation

As electronic goods manufacturers rely more on virtual prototyping and testing, IBM platforms provide a broad range of capabilities to support product development, design and innovation across a distributed IT infrastructure. These capabilities include leading hardware with 64-bit processing for top-quality design to meet cost targets, advanced visualization for improved collaboration and a high-performance platform for quick and accurate modeling. IBM platforms running PTC solutions can help companies streamline design environments, effectively managing product lifecycles from inception to end of life. While short product lifecycles and intense competition continue to drive demand volatility, a flexible infrastructure that can help electronics companies stay competitive by keeping up with market challenges and rapidly changing environments.

For more information

To learn more about IBM @server systems, please contact your IBM representative or IBM Business Partner, or visit:

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- ibm.com/storage
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¹ Source: Transaction Processing Performance Council. "Top Ten TPC-C Results by Performance." www.tpc.org