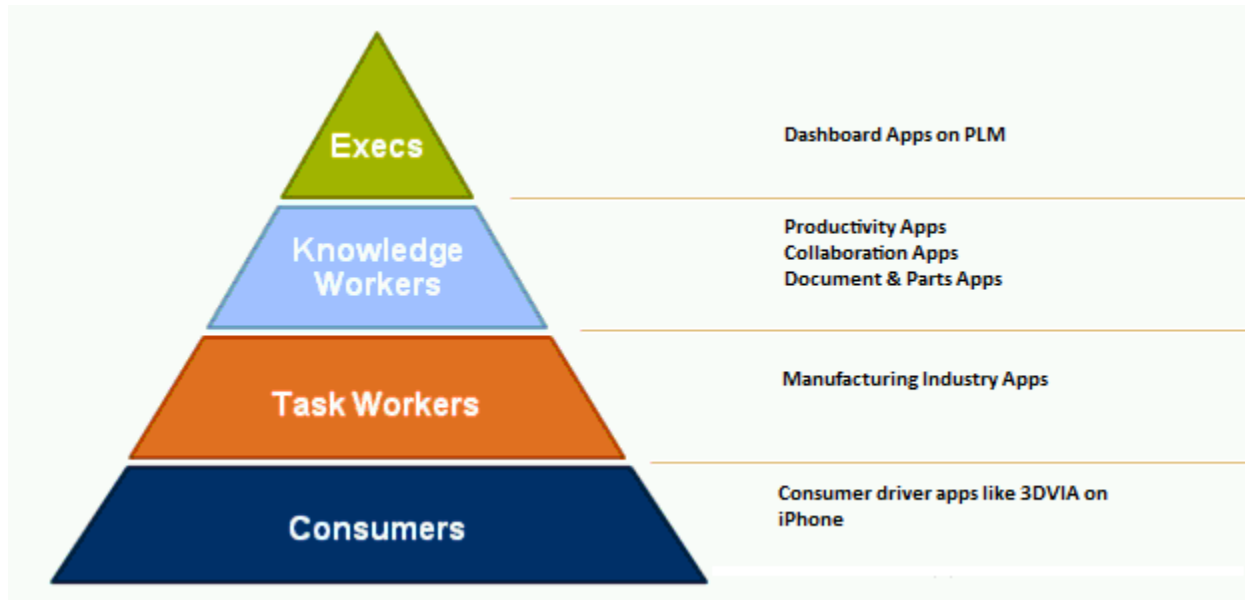


Where does the Mobile PLM users fit ?



Bottom of pyramid 'Consumers', this layer is predominately driven by consumers with apps driven by eCommerce, marketing or finance apps. In terms of PLM the apps which intent to bring design and end user close to each other and 3DVIA iPhone App is good example of consumer based mobile PLM apps.

Task workers which are driven by field service apps or apps which assist the users in performing the job greatly. The example of this kind of app in PLM environment would be more in Manufacturing location coupling with PLM environment. Though in near future there won't be much Apps in PLM environment.

Knowledge Worker, there are predominantly the focus area for mobile PLM users group who would use mobility in PLM for productivity improvement, reducing the design time, collaborating about the products and current Siemens Tce iPad app, Windchill, iPad app & Aras (Porchys) heterogeneous mobility solution of iPhone, iPad, Blackberry fits in.

Executive user: These are users in PLM typically managers and management of department, the area of app where focus would be on 'Dashboards' & other 'Management apps'. Porchys's Aras Dashboard functionality is one of example of the apps. These apps would be drivers for adoption of mobility in PLM in various organization.