

## **PTC Acquires NetIDEAS, Inc.**

### *Frequently Asked Questions*

On September 10, 2013, PTC (Nasdaq: PMTC) announced it acquired NetIDEAS, Inc. (NetIDEAS) a leading provider of software hosting and technical consulting services, specializing in the areas of product development and product lifecycle management (PLM).

**Q: Who is PTC?**

**A:** PTC (Nasdaq: PMTC) enables manufacturers, operators and service providers to achieve sustained product and service advantage. The company's technology solutions help customers transform the way they create and service products across the entire product lifecycle – from concept and design to sourcing and service. Founded in 1985, PTC employs approximately 6,000 professionals and serves more than 27,000 businesses in rapidly-evolving, globally distributed manufacturing industries worldwide.

**Q: Who is NetIDEAS?**

**A:** NetIDEAS, located in Marlton, NJ, was co-founded by Ashok Ahuja, Tom Rassmann and Joe Iannacone. Tom & Joe were part of a team of Product Lifecycle Management (PLM) experts from the Aerospace and Defense industry. The company has had years of experience in managing and deploying complex enterprise applications. Companies from various industries are able to use these applications to accelerate innovation, time-to-market, and revenue by collaboratively developing, managing and leveraging product-related intellectual property throughout the enterprise. NetIDEAS was a privately held company that received a capital infusion in 2000. The funding was led by Ashok Ahuja, Chairman and CEO of NetIDEAS, Inc. and President of ICOR Corporation and by Ashok's technology fund - ICOR Capital, L. P.

**Q: What is Product Lifecycle Management (PLM)?**

**A:** PLM is a driver of successful product development, and a strategic contributor to business value across an enterprise. PLM helps product manufacturers manage complex, cross-functional processes, coordinating the efforts of distributed teams to consistently and efficiently create the best possible products.

**Q: Why did PTC acquire NetIDEAS?**

**A:** Since 2000, NetIDEAS has served as PTC's preferred hosting solution provider, offering PTC Windchill solutions in a hosted environment to customers across a wide range of industries. In June, NetIDEAS added PTC Windchill Quality Solutions to its portfolio of PTC hosted solutions.

The acquisition of NetIDEAS is the next logical step in a decade-long relationship, which will now enable NetIDEAS to complement PTC's existing product lifecycle management (PLM) solutions by leveraging PTC's commitment to enabling access to the web that, in turn, allows for multiple deployment paths to maximum technology value.



**Q: How does this acquisition benefit NetIDEAS customers?**

**A:** The same company NetIDEAS customers have come to trust to help with PLM deployments will now be able to deliver even more value across the full product and service lifecycle of solutions. The combination of PTC and NetIDEAS will result in a larger, stronger, more global company with broader technical and customer support resources to provide uninterrupted support for critical product and service operations.

**Q: How does this acquisition benefit PTC customers?**

**A:** The acquisition of NetIDEAS will complement PTC's existing product lifecycle management (PLM) solutions by providing customers with multiple deployment options to accelerate innovation, time to market and revenue.

**Q: Will there be an impact to the current service provided by NetIDEAS**

**A:** The NetIDEAS Team will continue to provide the current service with no impact.

**Q: What PTC products are currently hosted? What products will be hosted?**

**A:** Currently, PTC Windchill is hosted by NetIDEAS. This acquisition complements the managed services business that was acquired with Servigistics. Our offerings will include PTC Service Parts Management, PTC Service Parts Pricing, PTC FlexPLM and PTC Windchill.

**Q: Where is the NetIDEAS data center?**

**A:** The NetIDEAS infrastructure is co-located in with SunGard Data Systems.

**Q: How is the hosting solution priced?**

**A:** The hosting solution is priced based on a per user price.

**Q: Will this transaction result in cost reductions, layoffs or facility closings?**

**A:** No layoffs or facility closings are planned at this time.

**Q: Who should PTC and NetIDEAS customers or partners contact if they have questions about the acquisition?**

**A:** PTC and NetIDEAS customers and partners should contact their current PTC or NetIDEAS account teams with any questions or concerns. There will be ongoing communications throughout the integration period. You can also learn more about the acquisition at [www.ptc.com/company/netideas](http://www.ptc.com/company/netideas).