birlasoft

BROCHURE

Make PLM the Engine of Innovation, Speed, & Intelligent Growth

Helping manufacturers connect every product decision from concept to customer - with confidence, clarity, and measurable business value.



The Opportunity

Turn Product Complexity into Connected Confidence

Leading manufacturers are turning PLM into the heartbeat of product innovation - connecting engineering, manufacturing, quality, service, and AI so teams can move from idea to market with greater speed, confidence, and control.

Birlasoft helps organizations create one trusted digital thread across people, processes, platforms, and product data - turning PLM investments into visible business momentum.

With engineering depth, proven PLM execution, reusable accelerators, cloud modernization, managed services, and AI-powered intelligence, we help manufacturers simplify complexity and build lifecycle ecosystems that are ready for growth.

Why Act Now - The Digital Thread Advantage will Not Wait

The opportunity window is open now. Manufacturers that modernize PLM today will be better positioned to launch faster, govern product data with confidence, and turn AI from aspiration into advantage.

- Shorter innovation cycles demand connected product data.
- AI needs trusted lifecycle data to deliver meaningful impact.
- Traceability expectations are rising across quality, compliance, and sustainability.
- Acting now prevents complexity from becoming harder and costlier to unwind.

Speed, Trust, and Control Across the Product Lifecycle

Speed to market. Trusted product truth. Lower transformation risk. Practical AI advantage.

Birlasoft connects PLM, CAD, ERP, MES, ALM, quality, supplier, and service data into a digital thread that leaders can trust and teams can use every day.

Outcomes that convert interest into action:

- Launch faster by reducing friction across engineering, manufacturing, quality, and service.
- Give leaders one trusted view of product data, change impact, compliance, and release readiness.
- Modernize with less risk using proven migration frameworks, accelerators, and disciplined execution.
- Use AI where it matters most - change intelligence, BOM analytics, workflow automation, and

Proven PLM Strength that Helps Deals Move Forward

Credibility	300+ xLM consultants, 145+ global customers, 25+ years of PLM experience, and global Centres of Excellence.
Execution	Migration, cloud, integration, support, and managed services capabilities backed by reusable frameworks.
Acceleration	iLink™, CADi™, SmartAMS™, Migration Factory, ProdWeaver, and Birlasoft Cogito.
Differentiation	Engineering-first consulting plus AI-enabled digital thread intelligence.

Transformation Playbook

Five Moves that Build Momentum and Unlock Value

Moves	What It Delivers
Modernize	Simpler, cloud-ready PLM foundations with lower technical debt.
Connect	A trusted digital thread across PLM, CAD, ERP, MES, ALM, quality, supplier, and service systems.
Optimize	More productive teams, fewer support bottlenecks, and better user experience.
Intelligently Operate	AI-enabled decisions for change impact, BOM insights, workflows, planning, and lifecycle knowledge.
Scale	Global rollout, M&A, divestiture, consolidation, and continuous transformation support.

Accelerators and Platforms

Faster Path from Interest to Value

Accelerators : iLink™, CADi™, SmartAMS™, Migration Factory, ProdWeaver, and Birlasoft Cogito help compress assessment, integration, migration, support, and AI enablement timelines.

Platforms : PTC Windchill, Siemens Teamcenter, Integrity/ALM ecosystems, AWS, Microsoft Azure, and Google Cloud Platform.

Proof that Builds Buyer Confidence

300+ xLM Consultant	**145+** Global Customers	**25+** Years of PLM Experience	**40+** Migration Consultant
3 Center of Excellence	**Up to 30%** cost reduction potential		

Value Delivered

Automotive OEM	Windchill modernization, cloud migration, role-based applications, and approximately $450K annual OPEX reduction against a $200K target.
Automotive Parts Manufacturer	Reduced migration risk and accelerated Teamcenter-to-Windchill harmonization.
Industrial Products Manufacturer	Integrated acquired engineering data into Windchill with minimal business disruption.
Medical Technology Leader	Modernized Windchill, streamlined compliance workflows, and strengthened cloud-enabled engineering operations.

Let's Move

FROM **PLM Discussion** TO **Business Case** and

FROM **Business Case** TO **Measurable Transformation**

Start with a PLM & Digital Thread Value Assessment

a focused workshop to identify value hotspots, prioritize use cases, quantify impact, and define the next-best actions for modernization, integration, migration, support optimization, and AI enablement.

The output is a clear transformation roadmap that leaders can fund, teams can execute, and stakeholders can measure - helping convert PLM interest into pipeline, proposals, and growth.

Accelerate Impact

Birlasoft combines the power of domain, enterprise, and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion-dollar diversified CKA Birla Group, Birlasoft with its 11,500+ professionals, is committed to continuing the Group's 170 year heritage of building sustainable communities.

contactus@birlasoft.com | birlasoft.com

RESOURCES

Copyright © 2026. Birlasoft and its logo(s) are trademarks of Birlasoft All rights reserved.
All other logo(s) used are trademarks of their respective owners.