



News Release

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CIMdata Acquires Collaborative Product Development Associates, LLC

CIMdata augments its management consulting capabilities by strengthening and expanding its research agenda, expertise, and market presence

ANN ARBOR, Michigan, 24 May 2011—CIMdata, Inc., the leading global Product Lifecycle Management (PLM) management consulting and research firm announces the acquisition of Collaborative Product Development Associates, LLC (CPDA), a well-known, leading provider of critical analyses of PLM activities. For nearly twenty-five years CPDA, and its predecessor D.H. Brown Associates, Inc., has been instrumental in providing organizations with in-depth, objective information for assessing technology, business goals, and implementation roadmaps to support engineering and manufacturing.

The synergistic combination of these companies represents the merger of two extremely knowledgeable organizations—CIMdata’s broad strategic PLM management consulting and CPDA’s deep expertise in emerging PLM domains complement one another exceptionally well. According to Peter A. Bilello, CIMdata’s President, “Key CPDA employees and events (e.g., the PLM Road Map conference and research Councils) will become an integral part of the merged organization’s offerings. In addition, all CPDA clients will have access to CIMdata’s full range of knowledge, expertise, and best-in-class PLM management consulting and educational services.”

Since the inception of PLM and software-based PLM solutions (e.g., product data management, computer-aided design, simulation & analysis, etc.) that enable this strategic business approach, the expansion in the depth and breadth of the market has been dramatic. To support this continuous expansion and serve their customers’ changing needs, firms like CIMdata and CPDA have consistently demonstrated their capacity to evolve and adapt with innovative services to PLM solution suppliers and deep expertise to industrial users of PLM. The acquisition of CPDA represents a merger of two strong organizations who have both played key roles in defining and developing the PLM industry. Both organizations have been able to prosper because of their thought leadership and their ability to strategically evolve their offerings as well as their market positioning.

“2011 marks CIMdata’s twenty-ninth year in operation, and this acquisition marks the next evolutionary step in CIMdata’s long and successful history of delivering PLM-focused management consulting and research services,” according to Mr. Bilello. He went on to state, “CPDA’s history is equally rich and impressive, dating back to D.H. Brown Associates. The CPDA team represents some of the most knowledgeable experts in the PLM industry today. They provide a wealth of intelligence and expertise that is deep and practical as well as forward looking and thought provoking. CPDA’s knowledge base, clients, industry leading PLM Road Map conference, and research activities dovetail with CIMdata’s

broad PLM perspective, and will significantly augment CIMdata's management consulting services and market intelligence research offerings. We are delighted and excited with the opportunities that lie ahead for CIMdata."

Commenting on the acquisition, Donald H. Brown, formerly Chairman of CPDA, who joins CIMdata as an Executive Consultant, stated, "I am excited to be joining forces with such an outstanding team. CPDA and CIMdata have both been leaders in the PLM industry, and through our combined organizations we blend our strengths to better serve an evolving industry. This creates an excellent opportunity for us to continue providing valuable consulting services, thought leadership, and research to the industry for years to come." Key CPDA employees have joined CIMdata and will support current and new research programs as well as all existing CIMdata and CPDA methodologies and services.

According to Alan Christman, CIMdata's Chairman, "This acquisition brings together two exceptionally influential PLM management consulting and research firms. As CIMdata enters its third decade of delivering globally recognized services, the merged organization is well suited to continue to deliver unsurpassed client support. We are very excited about the additional potential the combined organizations bring to our industrial and PLM solution supplier clients. There is no doubt that CIMdata will continue to evolve and thrive as the PLM industry changes."

The company continues to be managed by CIMdata's current board of Directors from its headquarters in Ann Arbor, Michigan, with subsidiaries and consulting resources spread around the world.

About CIMdata

CIMdata, an independent worldwide firm, provides strategic management consulting to maximize an enterprise's ability to design and deliver innovative products and services through the application of Product Lifecycle Management (PLM). CIMdata provides world-class knowledge, expertise, and best-practice methods on PLM. CIMdata also offers research, subscription services, publications, and education through international conferences. Visit <http://www.CIMdata.com> for more information.

About CPDA

Collaborative Product Development Associates (CPDA) is a provider of critical analyses for PLM decisions. CPDA offers in-depth, objective information for assessing technology and business goals. Coordinated by a group of experienced analysts, its cohesive suite of collaborative research programs leverages the efforts of top software designers and leading-edge users. CPDA's differentiation is its specific, deep, and pragmatic approach to the market, and a hands-on understanding of the technology required to drive successful implementations. CPDA's collaborative research programs include Design Creation and Validation, Design/Simulation Council, Mechatronics Council, Digital Manufacturing, and PLM Integration/Product Definition. Visit <http://www.CPD-Associates.com> for more information.