



## **lululemon Upgrades to Latest Version of PTC FlexPLM**

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*Process Improvement, Line Planning Support, and Supply Chain Management Among Benefits to Recent Upgrade*

NEEDHAM, Mass.--(BUSINESS WIRE)--Mar. 12, 2018-- [PTC](#) (NASDAQ: PTC) today announced that technical athletic apparel company lululemon has upgraded to the latest version of PTC FlexPLM<sup>®</sup> retailsoftware.

The upgrade delivers greater functionality and an improved user experience and enables further process efficiencies.

PTC FlexPLM offers comprehensive retail PLM capabilities, including line planning, specification management, merchandising, and other essential PLM capabilities for managing a retailer's complete assortment of products. Designed for retail's precise needs, PTC FlexPLM enables companies to achieve faster time-to-value and to develop more innovative products more quickly.

"We are thrilled to continue our long-standing collaboration with lululemon. At PTC, we understand that retail has become increasingly digital. To compete, retailers and brand owners need to transform their traditional processes in order to capitalize on new opportunities," said Eric Symon, general manager, retail, PTC.

### **Additional Resources**

- [PTC Retail PLM Software Solution Page](#)
- PTC Named Leader in Retail PLM in 2016 IDC MarketScape report: [Worldwide Retail Brand Product Innovation and PLM 2016 Vendor Assessment](#)
- Harvard Business Review: "[How Smart, Connected Products are Transforming Companies.](#)" authors PTC CEO Jim Heppelmann and Harvard Professor Michael Porter

### **About PTC (NASDAQ: PTC)**

PTC has the most robust Internet of Things technology in the world. In 1986 we revolutionized digital 3D design, and in 1998 were first to market with Internet-based PLM. Now our leading IoT and AR platform and field-proven solutions bring together the physical and digital worlds to reinvent the way you create, operate, and service products. With PTC, global manufacturers and an ecosystem of partners and developers can capitalize on the promise of the IoT today and drive the future of innovation.

[PTC.com@PTCBlogs](#)

The announcement of a customer's selection or deployment of PTC software is not necessarily indicative of the timing or amount of revenue therefrom or of PTC's overall revenue for any particular period.

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