

Business & Decision Joins the PTC Channel Advantage Program as an Enterprise Solution Partner

PHOENIX, Ariz., Jan. 13 (SEND2PRESS NEWSWIRE) – As part of its ongoing focus in the Industrial Equipment Manufacturing Industry, Business & Decision, international Consultant and Systems Integrator (CSI), is delighted to announce a partnership with the PTC, Product Development Company®. This collaboration will enable Business & Decision to expand upon the solution footprint of its core ERP offerings and ensure a fully integrated business solution is delivered to clients.

The PTC's Winchill PLM solution, which is integrated to the Microsoft Dynamics AX platform, (as well as numerous other platforms) completes the integrated solution offering that Business & Decision offers to the IEM industry. This solution combined with industry specific functionality from Microsoft and Business & Decision's extensive industry knowledge, systems integration expertise, CRM and BI capabilities, provides Business & Decision's customers with a comprehensive solution and a capable partner to help support their changing business needs.

Sylvain Thauvette, Business & Decision's CEO for North America, comments: "B&D has 15 years of experience in the IEM industry and believes that by partnering with the PTC we can continue to deliver high value solutions to our customers across ERP platforms. The capabilities of the PTC's product range and B&D's industry know how will be a winning combination."

About Business & Decision:

Business & Decision is an international Consulting and Systems Integration (CSI) company. It is a leader in Business Intelligence (BI) and Customer Relationship Management (CRM), and a major player in e-Business, Enterprise Information Management (EIM), Enterprise Solutions as well as Management Consulting. Business & Decision contributes to the success of customer projects by driving maximum business performance. The company has a reputation for functional and technological expertise and has forged partnerships with all of the key technology vendors.

Located in 19 countries, Business & Decision currently employs more than 2600 people worldwide.

Additional information is available at www.businessdecision.com .

About the PTC:

PTC (NASDAQ: PMTC), The Product Development Company®, develops, markets and supports product development software solutions and related services that help companies achieve their product development strategies and optimize their processes. Using the company's tightly integrated CAD and enterprise PLM solutions, organizations are better able to create and manage product

information throughout the lifecycle for optimal product development success.

Additional information is available at www.ptc.com .

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