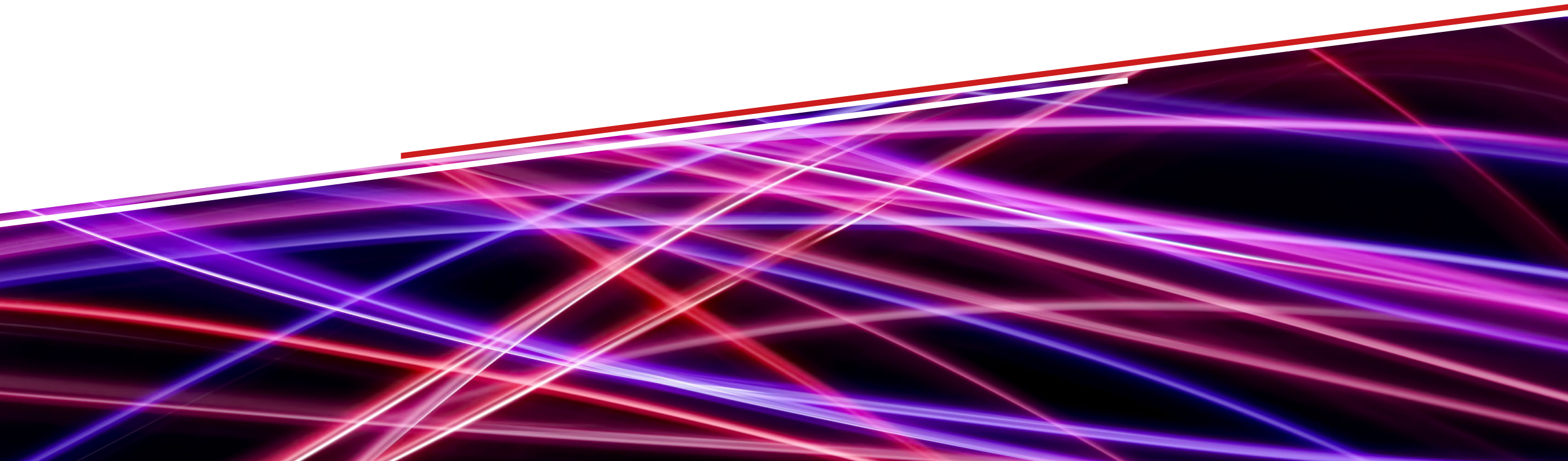


ACE 2024

Microsoft

Roger Brown

3/5/2024



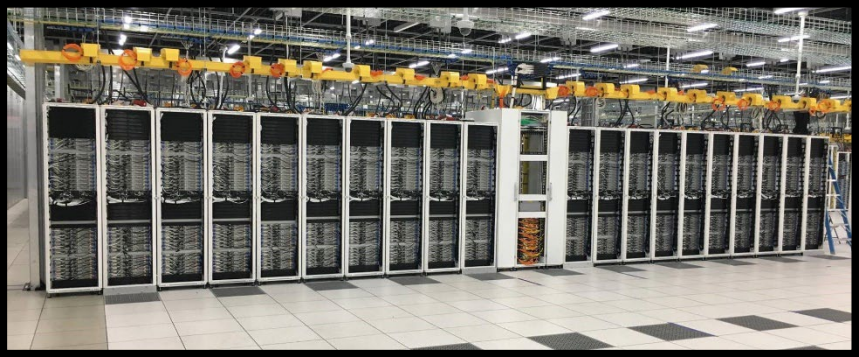
1. Hardware @ Microsoft and PLM History
2. Platform Landscape
3. Enabling Cloud Hardware Scalability
4. Copilot in Product Development

Hardware @ Microsoft and PLM History

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Hardware @ Microsoft

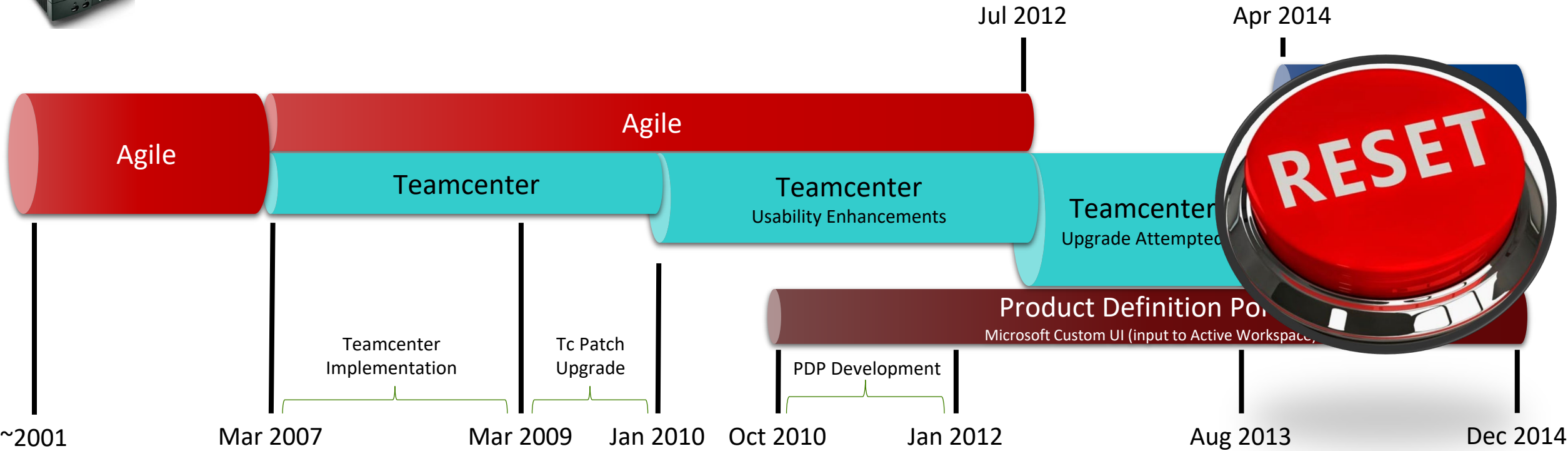
Cloud+AI: Azure and HoloLens



Devices: Surface and XBOX



Microsoft's PLM history



Aras/Microsoft upgrades

Aras V11
service pack 2
Initial go live!

Aras V11
service pack 11
12 integrations

Aras V12
service pack 2
21 integrations
**New Aras
user interface!**

Aras V12
service pack 18
25 + integrations
Enabled us, 5 months later,
to migrate Aras onto **PaaS!**



Aras V11
service pack 8
7 integrations
Our **first upgrade!**

Aras V11
service pack 15
15 integrations

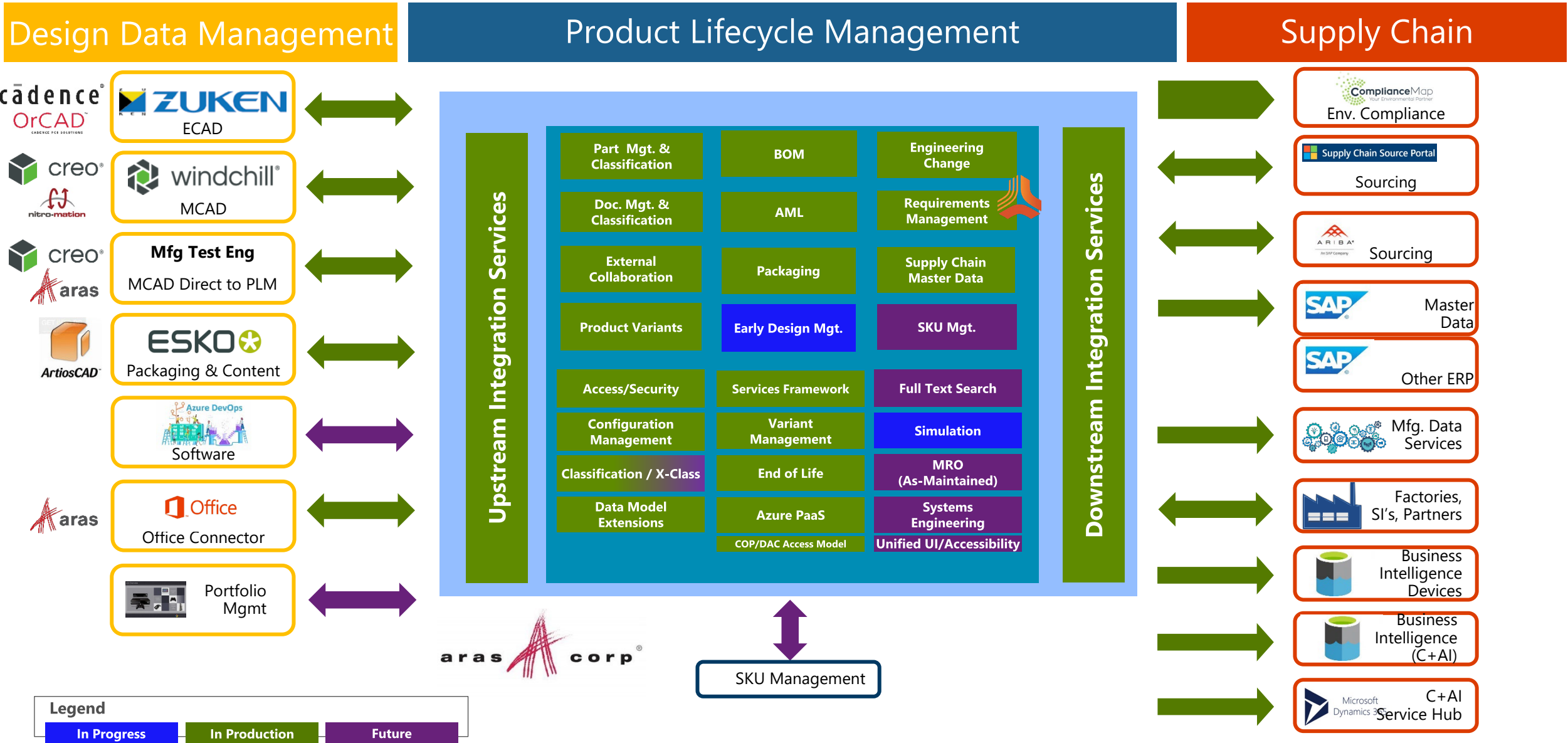
Aras V12
service pack 10
25 + integrations
300 + external partners
5000 + active users

Aras Release
R22
In Progress

Platform Landscape

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Platform Landscape



Cloud Hardware Scalability

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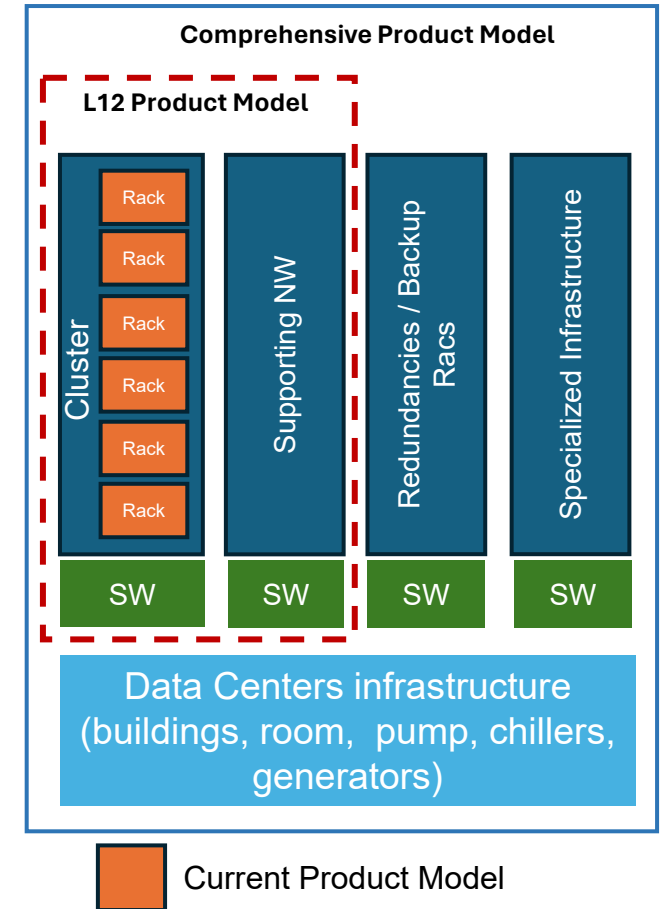
Configurable Product Model

Need for a flexible product model that expands multiple levels and provides agility to respond to technological, compliance and supply chain complexities

The current product model is too rigid and focused on the L11 Rack Assembly.

Resulting in

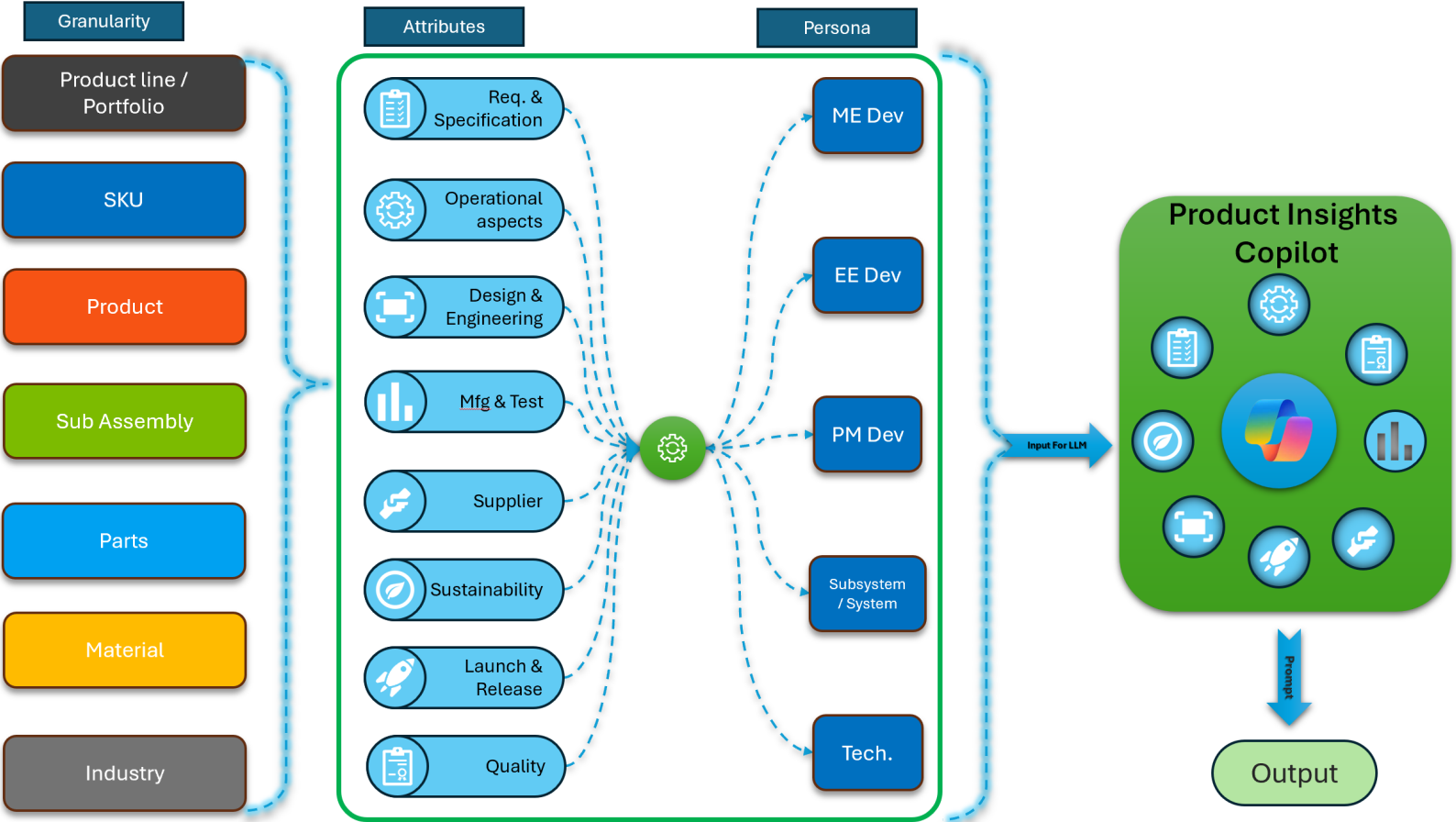
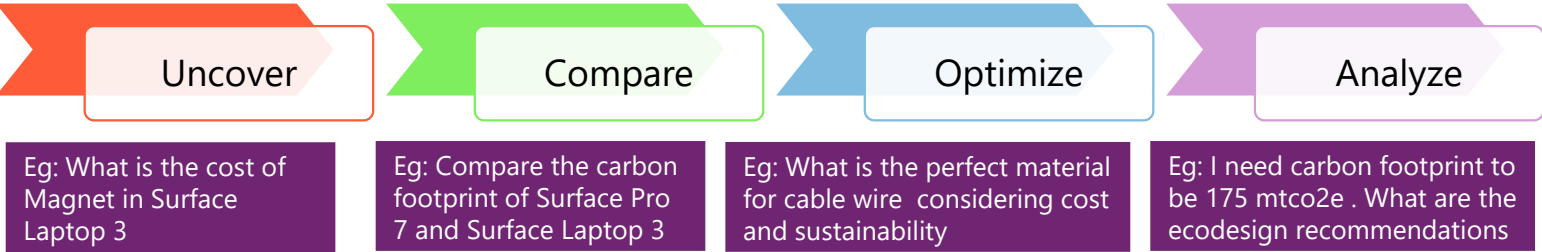
- Lack of flexibility to adapt quickly to external forces
- Insufficient visibility through the ecosystem to plan, forecast and land clusters at Data Centers
- Lack of source of truth for cluster design



Copilot in Product Development

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Product Insights Copilot



- Key Goals**
- Shift Left - Leverage available data earlier in the dev process
 - Better Decisions - Allow easier access to complex data sets
 - Improve Efficiency – Reduce non-value adding activities for engineers