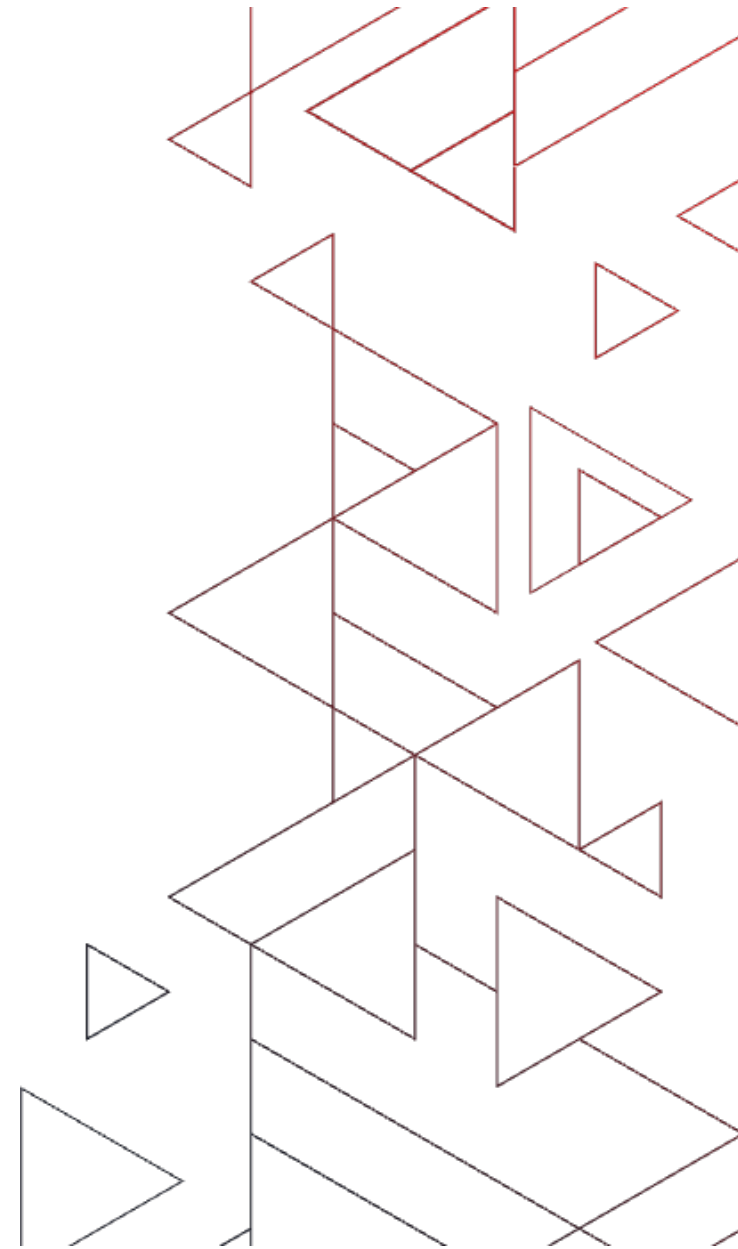




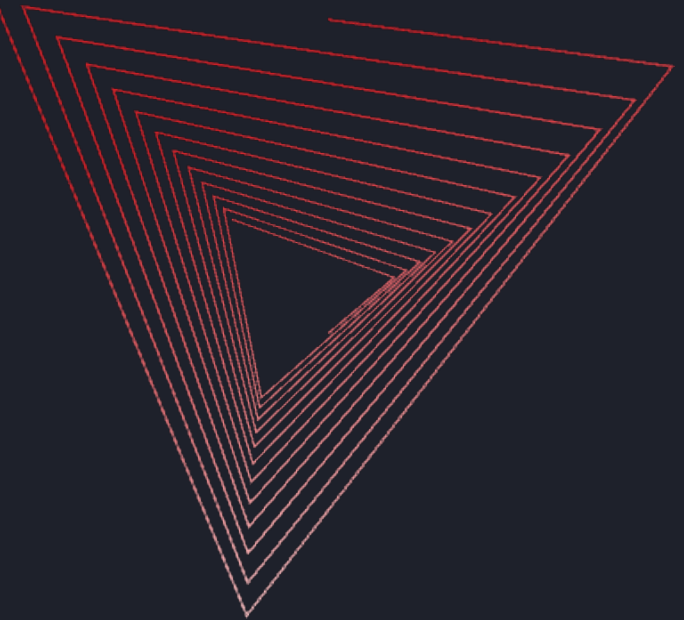
Introduction to the Aras Effect

Josh Epstein – Chief Marketing Officer





INTRODUCTION TO THE ARAS EFFECT



Digital Capability Drives Agility.

Product organizations must navigate cascades of regulatory changes, sustainability goals, supply chain disruptions, global competition, economic cycles, and new business models.

Digitalization is a key enabler.



of product executives say digitization is fundamental to navigating uncertainty

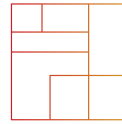
2024 Aras Global Insights Survey

TRANSFORMATIVE TECHNOLOGIES

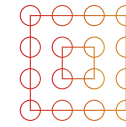
- Software-defined Business Processes
- Workflow Automation
- Cloud Technologies
- Collaboration Across Value Chains
- Advanced Simulation
- Analytics and Data Science
- Digital Twins
- Digital Threads
- Generative AI

The Reality

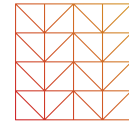
The majority of product-driven organizations struggle with capturing the potential of digital transformation.



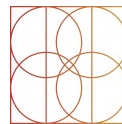
**MONOLITHIC
APPLICATIONS**



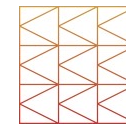
**DISCONNECTED
DIGITAL THREAD**



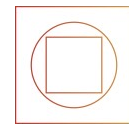
**COMPLICATED
TO ADAPT**



**DIFFICULT TO
LEVERAGE CLOUD**



**COMPLEX TO
UPGRADE**



**NO VIABLE PLAN
TO SCALE AI**

Changing the Paradigm

The Aras vision is to change the way people work together to make things.

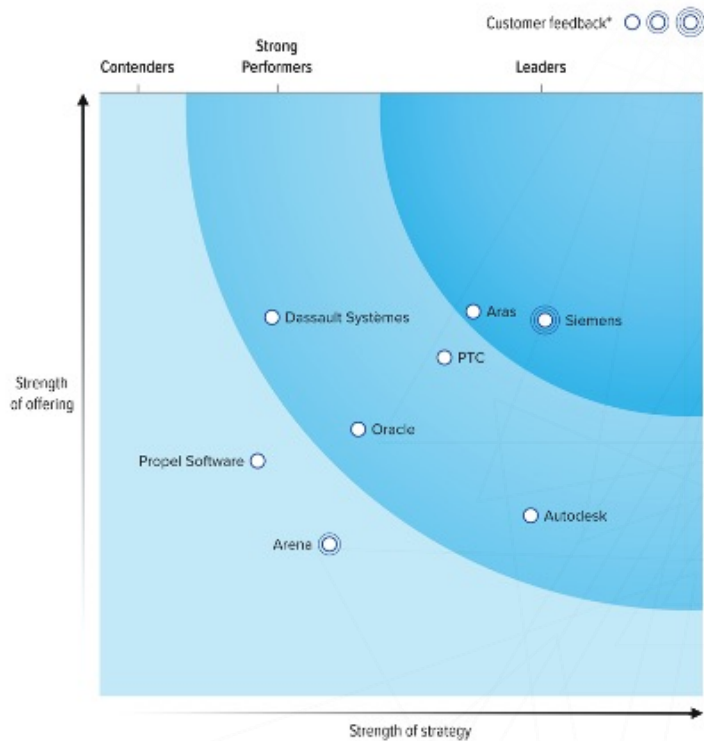
Aras is a **digital thread platform for delivering PLM and engineering AI solutions** that empower our community to embrace what makes them unique, to overcome new challenges, and to seize opportunity.



A Recognized Leader in Digital Thread and PLM

THE FORRESTER WAVE™

Product Lifecycle Management Platforms For Discrete Manufacturers
Q3 2025



RECOGNIZED AS A LEADER by Industry Analysts

Aras named a PLM
LEADER
in 2025 Forrester Wave
For Discrete Manufacturers

FORRESTER

Aras positioned as technology
LEADER
in 2025 SPARK Matrix
for PLM

QKS Group

Aras is a Mindshare
LEADER
for 2023

CIMdata

Aras recognized with
IDC's 2025 SaaS Customer
Satisfaction Award for PLM

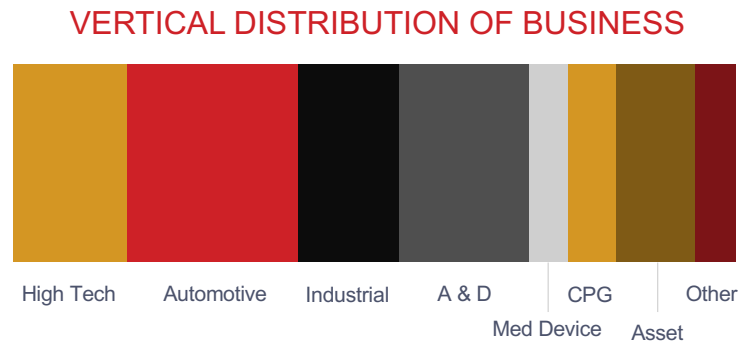
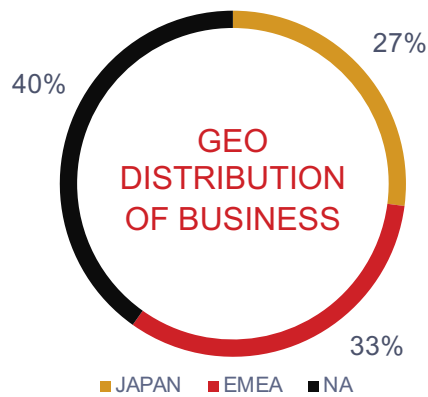
IDC

Aras Innovator is an
INNOVATION LEADER
for Discrete PLM

ABIresearch

Aras at a Glance

Aras delivers an open and adaptable platform for building PLM and digital thread solutions that empowers digital engineering and product teams to unlock innovation across their organizations.



800
EMPLOYEES

500+
CUSTOMERS

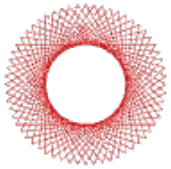
1.6M+
USERS



ANDOVER, MA USA | TOKYO | MUNICH | LYON | LONDON | POLAND | NETHERLANDS | SWEDEN | DENMARK

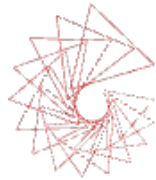
ARAS EFFECT

Why Aras?



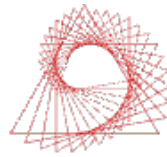
Connection

Streamline collaboration, decision making, and traceability with a hyper-connected digital thread



Openness

Gain the agility of an open digital engineering ecosystem



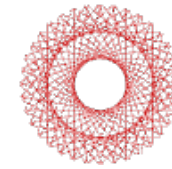
Adaptability

Build adaptable PLM solutions that fit your unique needs and can evolve with your business



Scalability

Leverage the power of the cloud on your terms

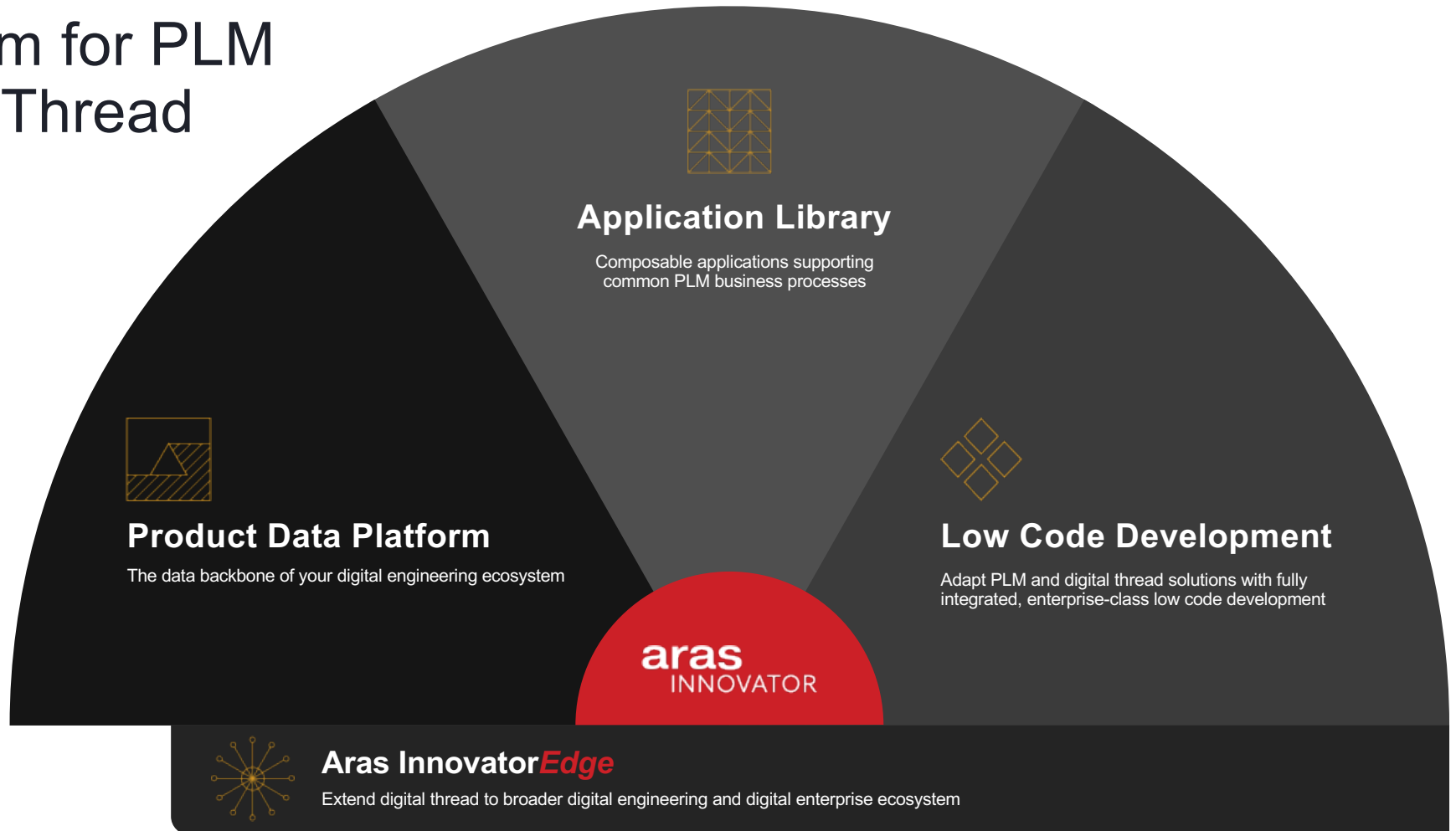


Community

Join a community focused on collaborative innovation

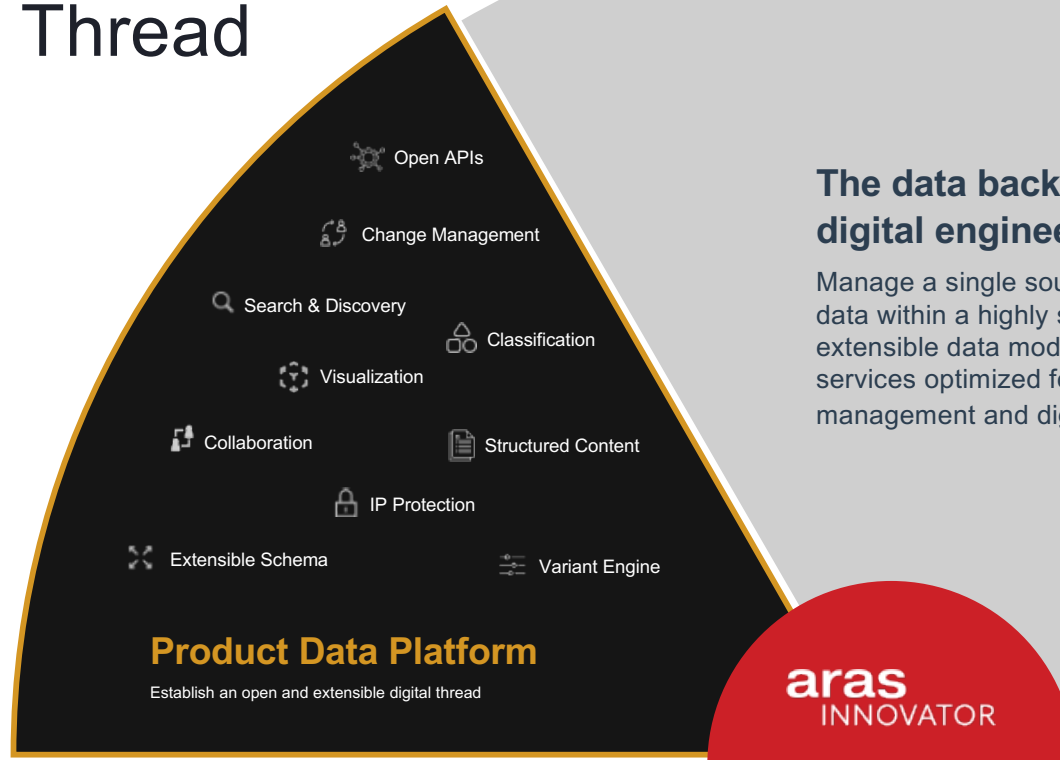
ARAS INNOVATOR

A Platform for PLM + Digital Thread



ARAS INNOVATOR

A Platform for PLM + Digital Thread

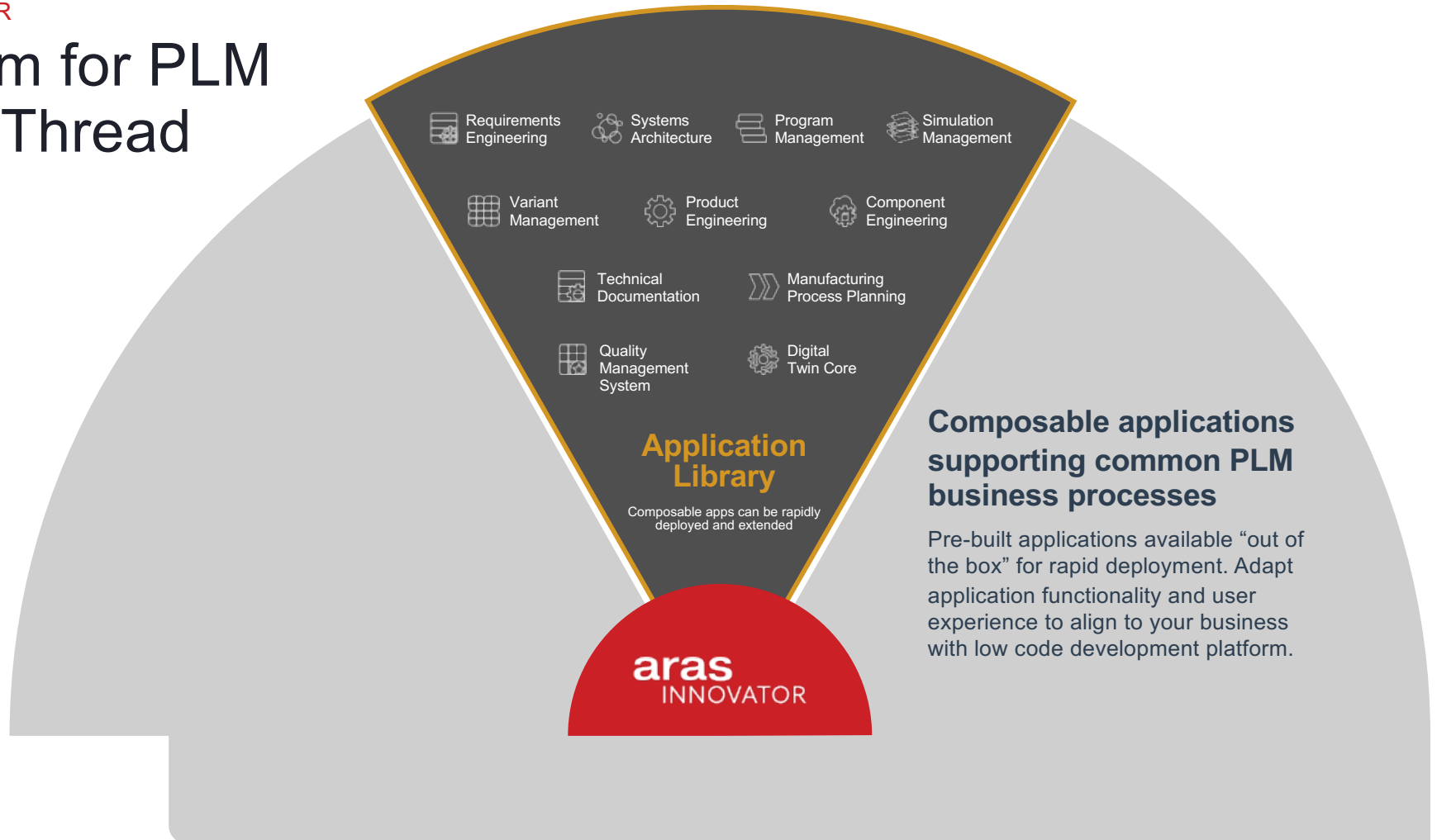


The data backbone of your digital engineering ecosystem

Manage a single source of truth for product data within a highly scalable data platform with extensible data model and powerful data services optimized for product lifecycle management and digital thread.

ARAS INNOVATOR

A Platform for PLM + Digital Thread



ARAS INNOVATOR

A Platform for PLM + Digital Thread

Adapt PLM and digital thread solutions with fully integrated, enterprise-class low code development

The industry's only fully-integrated low code development platform supporting rapid application development. Adapt Aras applications to fit needs of your business. Build and maintain new applications internally, with partners, or with Aras professional services.

Visualization

Form Design

Reporting

Collaboration

Data Modeling

DevOps

Workflow

Low Code Development

Rapid application development with enterprise class CI/CD

aras
INNOVATOR

ARAS INNOVATOR

A Platform for PLM + Digital Thread

Extend digital thread and PLM to digital enterprise and engineering AI

Governed data exchange, new
collaboration channels, scalable
integration of AI into PLM and digital
engineering.

aras
INNOVATOR

Aras InnovatorEdge



Enterprise Apps



Federated data



Developers



AI Agents



xCAD



Supply Chain



Task Apps



AI Services

An Entire Community Focused on your Innovation and Success.

We take community seriously. Community events and online resources connect our customers, our partners, and our technical teams in the spirit of openness and transparency.

Our community literally shapes the future of Aras.



Unlocking Innovation with World's Leading Brands

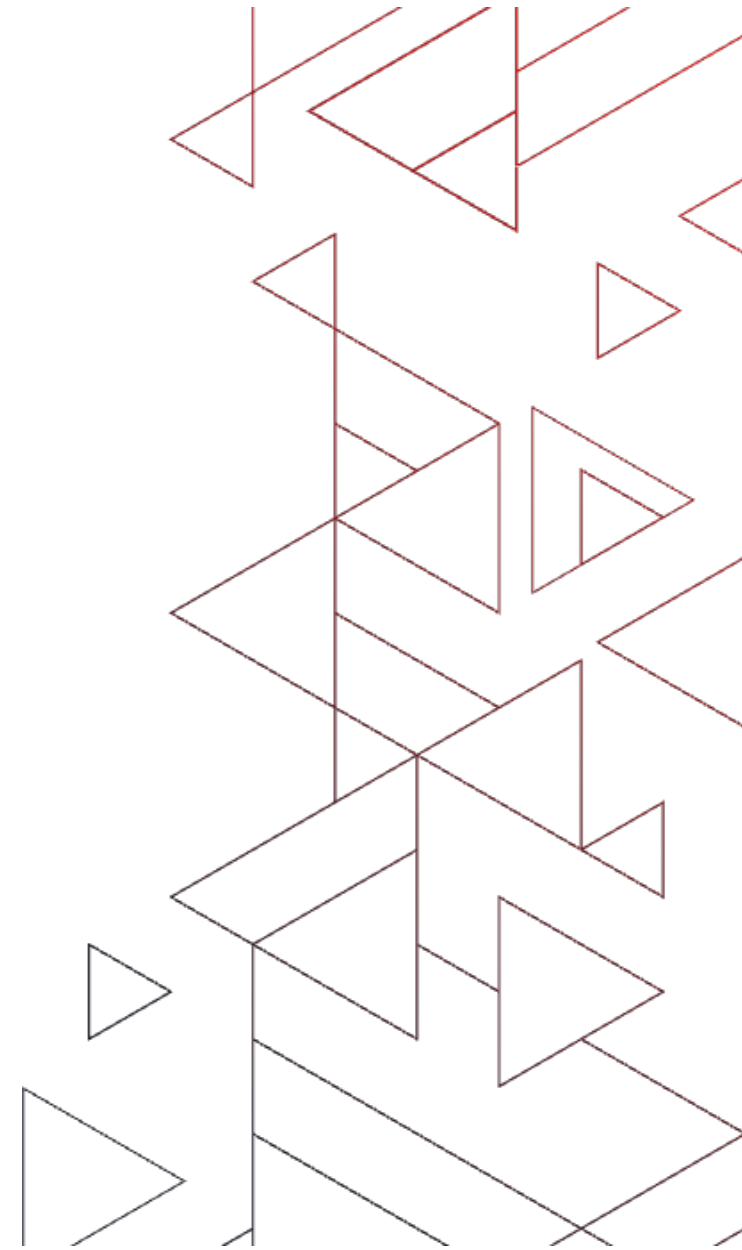


1.6M+ Users in Over 50 Countries Across Every Industry



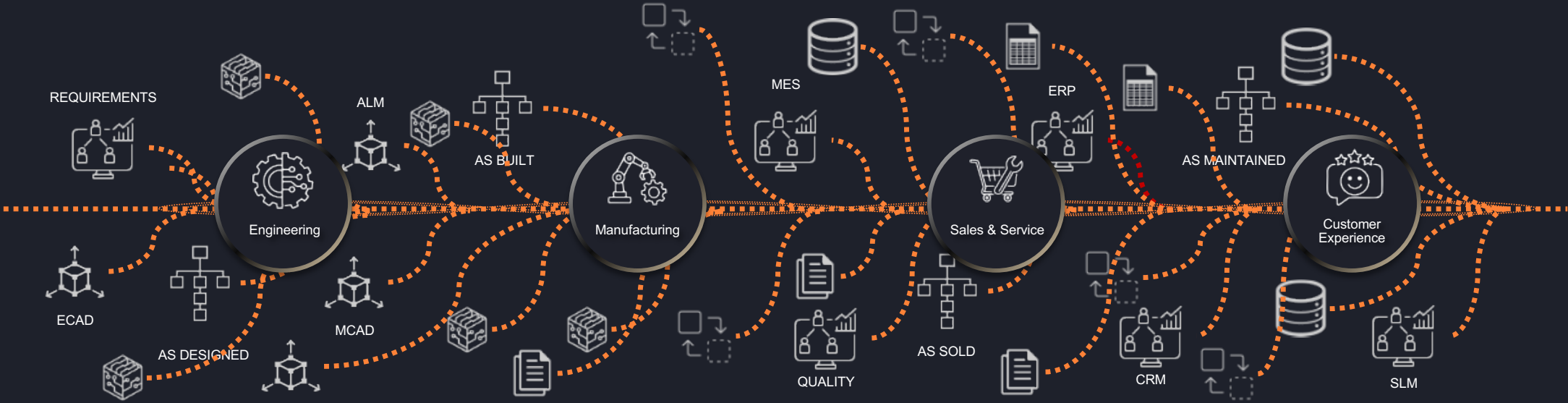
The AI-powered Digital Thread

Rob McAveney – Chief Technology Officer

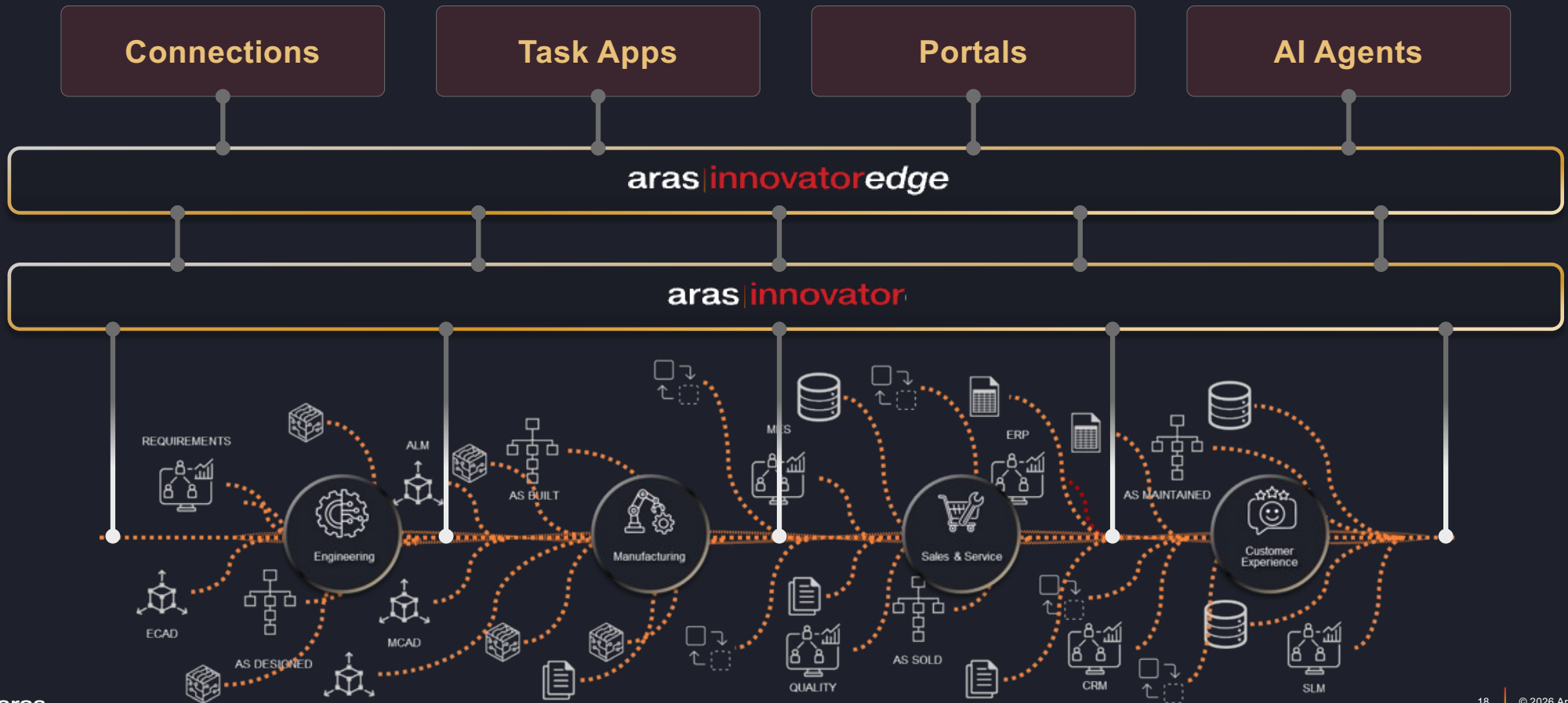


Activating the Digital Thread

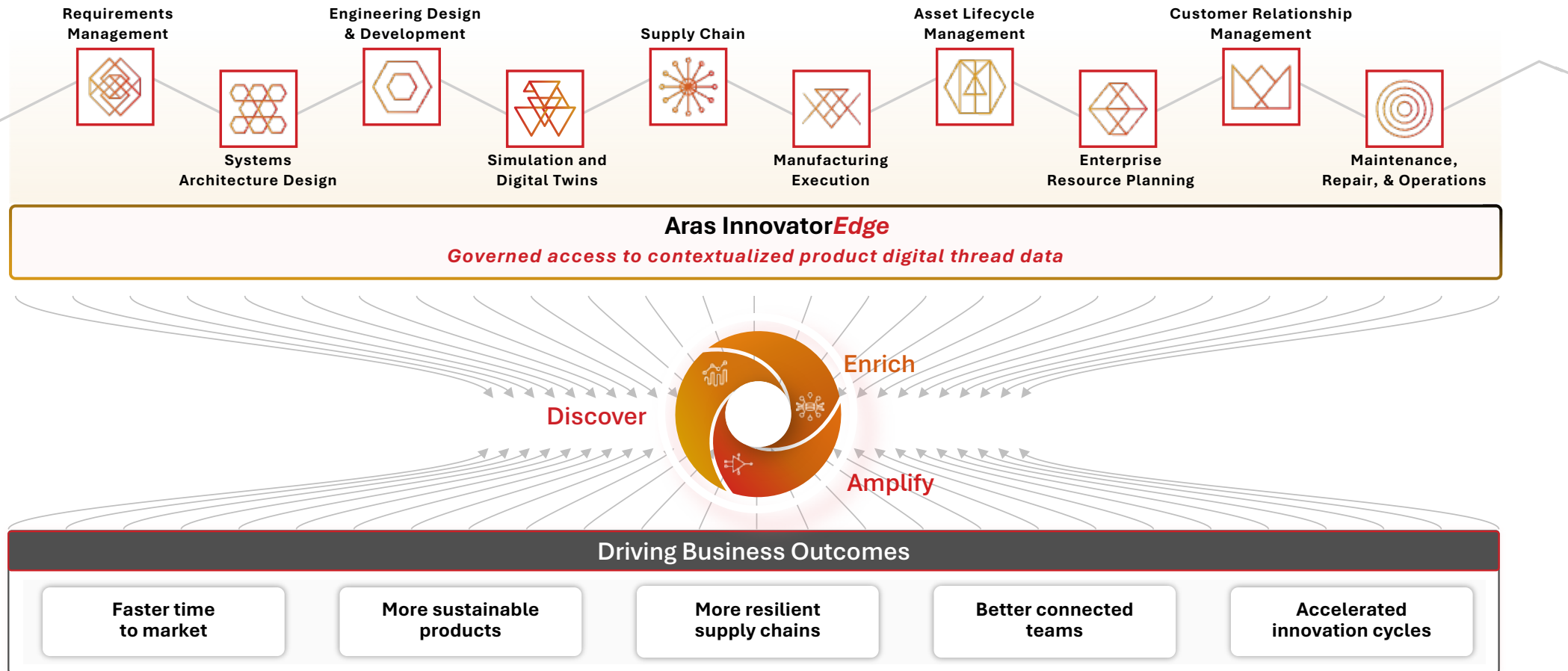
ARAS ENABLES CONNECTIONS ACROSS THE PRODUCT LIFECYCLE



InnovatorEdge



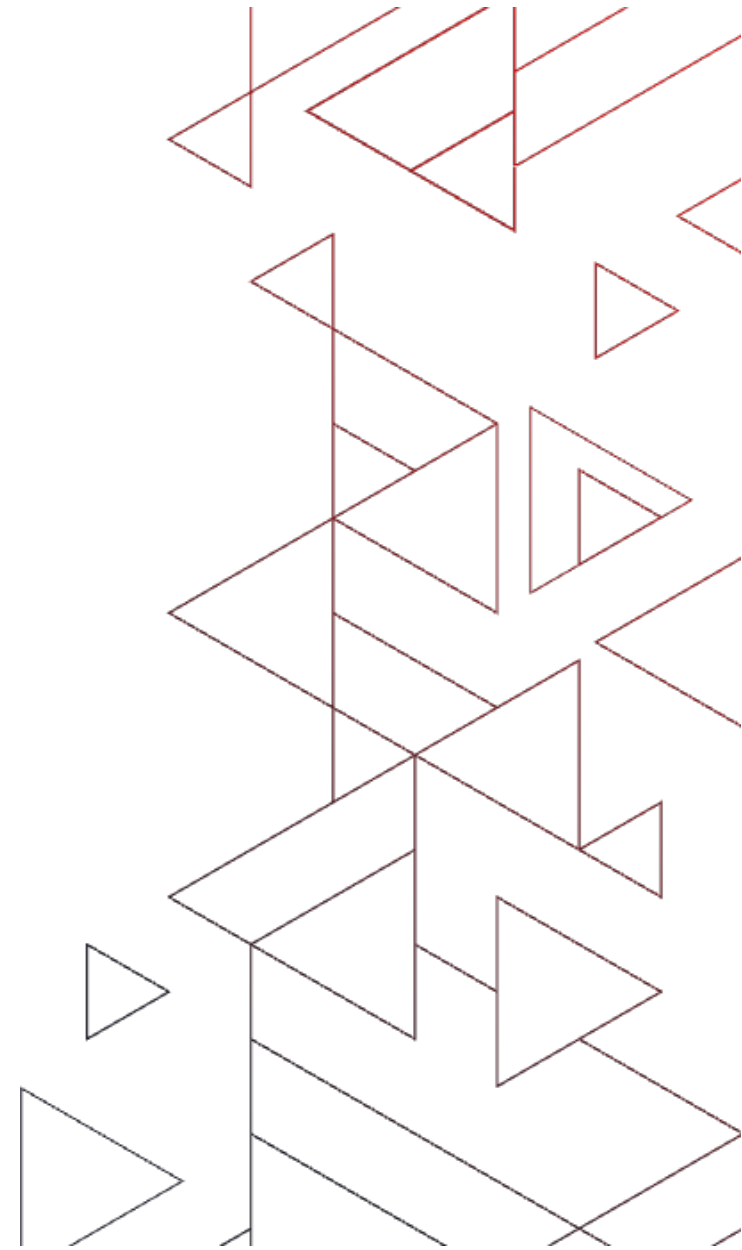
Aras Enables AI Use Cases Across the Digital Thread





Build with Aras

John Sperling – VP of Ecosystem Solution Development



Aras Global Alliances

*Helping
Partners to
Sell,
Service
and
Build
with Aras*



SELL

Drive Growth and Expand Market Reach

Sell Partners (**VARs & Referral Partners**) focus on bringing Aras Innovator to market, helping customers identify value, adopt the platform, and grow their investment over time.



SERVICE

Deliver Expertise That Drives Customer Success

Service Partners (**SIs & Management Consultants**) help customers design, deploy, and optimize their PLM and digital thread solutions, ensuring measurable business outcomes.



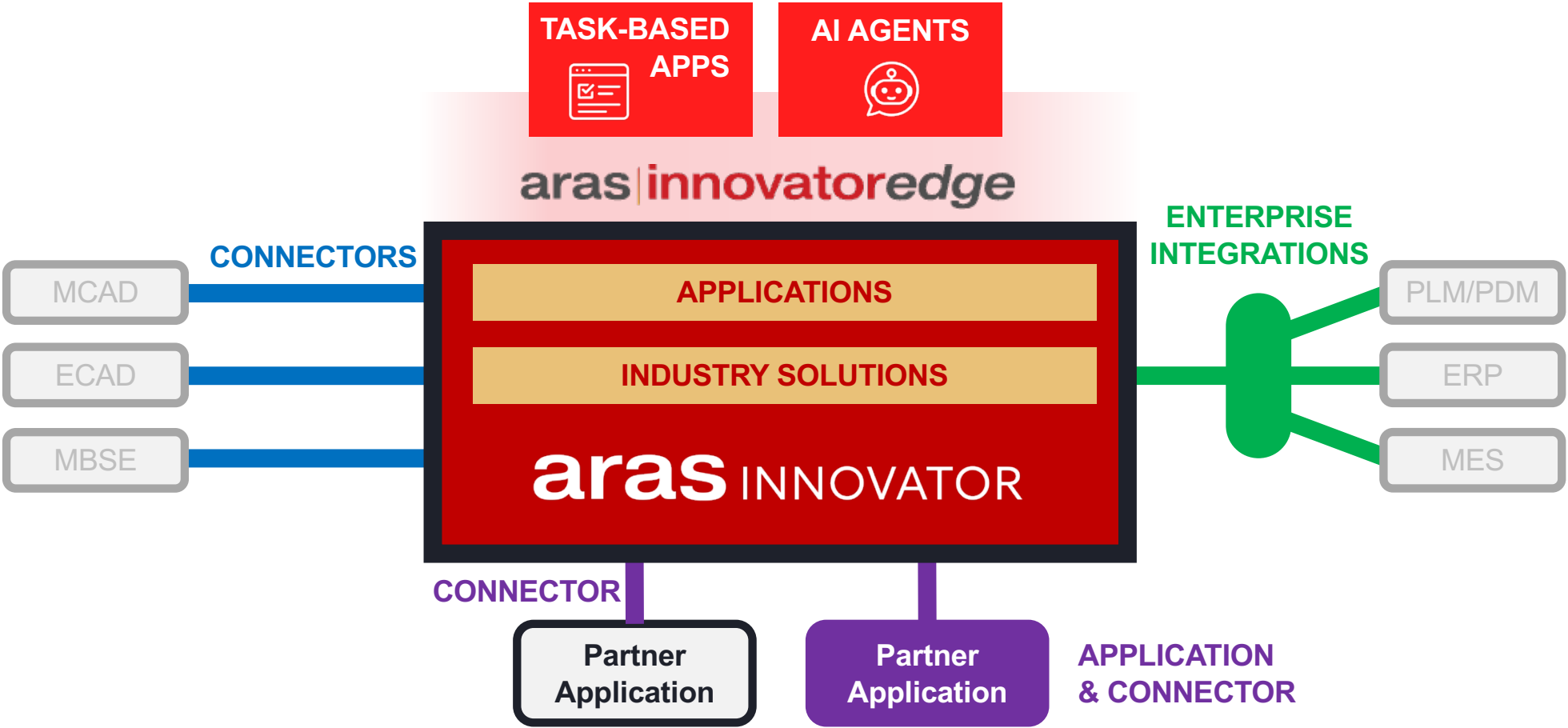
BUILD

Innovate, Extend, and Differentiate with Aras

Build Partners (**ISVs & OEMs**) create new solutions that extend the Aras Innovator platform or embed it into industry-specific offerings.



What you can Build with Aras



Aras Marketplace

Over 120 Add-on Solutions from 30 companies

The screenshot displays the Aras Marketplace website interface. At the top left is the Aras logo. To the right, there is a search bar with the phone number 1.877.957.1261 and navigation links for PLATFORM, SOLUTIONS, RESOURCES, and CONNECT. A 'TRY NOW' button is also present. Below the navigation is a dark banner with the text 'aras MARKETPLACE'. The main content area features a welcome message: 'Welcome to the Aras Marketplace' and 'Expand your Aras environment with custom apps and integrations to your favorite tools'. Below this is a filter dropdown set to 'All Categories' and a search bar with a 'SEARCH' button. The page displays six product cards in a 2x3 grid:

- 3DEXPERIENCE CATIA V6 Integration**
By T-Systems International GmbH
The 3DEXPERIENCE CATIA V6 Integration (ACI) connects the 3DEXPERIENCE Product Structure to Aras Innovator. It operates asynchronously in the background, supporting coexistence, cross-system collaboration, and migration scenarios.
- XPLM Altium Designer Connector**
By XPLM
This connector seamlessly integrates Altium Designer design data into Aras Innovator. Benefit from design management and BOM upload, automatic output creation, and component data synchronization.
- Aras - SAP Integration by PDM WebConnector**
By T-Systems International GmbH
The Aras - SAP Integration is a flexible and powerful solution for the seamless process and data integration of your company. It provides a bi-directional, full-sized synchronization between SAP and Aras Innovator based on the PDM WebConnector® technology.
- Aras CM2 Community Project**
By Aras Labs
The Aras CM2 Community Project package adds to and modifies the base PLM application to provide 4 Star Certified CM2 capabilities.
- Aras Component Engineering**
By Aras Corporation
Simplifies selection and lifecycle management of electronic and commercial components by integrating real-time data on compliance, availability, and obsolescence.
- Aras Digital Twin Core**
By Aras Corporation
Manages real-time digital representations of physical assets, linking operational data to as-designed and as-maintained configurations across the lifecycle.

A small circular logo with the letter 'B' is visible in the bottom left corner of the screenshot.

Journey of an ISV Partner

I want to build and sell an add-on to Aras

