

The background of the slide features a serene sunset over a calm ocean. A sailboat with its sails up is positioned on the left side of the frame. The sun is low on the horizon, creating a warm orange and yellow glow that reflects on the water. The sky transitions from a deep blue at the top to a lighter orange near the horizon. On the far left, there is a vertical decorative border with a light blue, circuit-like or digital theme, consisting of lines and small circles.

B2B MARKETING PORTFOLIO

Carlos Melgarejo

SENIOR MARKETING SPECIALIST



B2B MARKETING CAMPAIGN


PLM FOR GREEN ENGINEERING & SUSTAINABILITY CAMPAIGN

ASSETS DEVELOPED:

- LANDING PAGE – WEB COPY
- CASE STUDIES
- CUSTOMER VIDEO TESTIMONIALS
- BLOGS

PLM FOR GREEN ENGINEERING LANDING PAGE

Asset developed: Web copy

 / Green Engineering

PLM for Green Engineering: Utilize Digital Thread Capabilities to Support Sustainability Initiatives

Base design and sourcing decisions on the impact they will have on your Co2 footprint

[Contact Us](#)

Control + click on image to access webpage

PLM FOR GREEN ENGINEERING SUPPORTING ASSETS

Assets developed: Case Studies



Electrolux



HP



Lifetime

Control + click on each box to access assets

Case study scripts available upon request.

PLM FOR GREEN ENGINEERING SUPPORTING ASSETS

Assets developed: Customer Video Testimonial



Vestas Sustainability Initiative

Control + click on the box to access asset

Video scripts available upon request.

PLM FOR GREEN ENGINEERING SUPPORTING ASSETS

Assets developed: Blogs



Sustainable Design



Sustainable Engineering



Sustainable Manufacturing

Control + click on each box to access assets

[Click here for more blog samples](#)

Blog scripts available upon request.

EXTRA ASSETS

[Vestas Digital Innovations | PTC](#) - I developed all the solution videos for this webpage

Long-form video stories – I scripted each of these customer testimonials:

- [Volvo Construction Equipment: Managing Complexity with Windchill Modular Platforms | PTC](#)
- [Lufthansa Technik Soars to New Heights in Manufacturing and Service by Implementing a Digital Thread | PTC](#)
- [Schaeffler: Building a Digital Thread for Mechatronic Design and Software Driven Innovation | PTC](#)

Blogs:

- [PLM in the Automotive Industry](#)
- [What is an Information Silo?](#)
- [5 Key Considerations When Selecting BOM Management Software](#)

SALES ENABLEMENT ASSETS

Value Roadmap Customer References

I developed all the copy and videos for a 36-customer reference deck, with each slide featuring a solution video. This deck was designed to empower the Sales team by showcasing how our product adds real value for customers. Sales representatives use it in meetings to illustrate how current customers leverage our solutions, highlighting the tangible benefits and value they gain.

I'm showing just a sample of it below.

MULTI-CAD DATA MANAGEMENT - CUSTOMER CASE STUDY

Value Realized: Lufthansa Technik

With 800 customers worldwide and 22,000 employees, Lufthansa Technik is the leading provider of aircraft maintenance, repair, overhaul, and modification services for civil aircraft, ranging from commercial to VIP and special mission aircraft. Holding international licenses for maintenance, design, and production, they offer tailored maintenance programs, modifications, completions, and conversions, as well as innovative cabin products, material pooling, and engine services.

[Learn More](#)

⚠️ CHALLENGES

Lufthansa Technik designs, customizes, and manufactures parts, and repairs airplanes, collaborating with numerous suppliers, partners, and customers. Operating in a multi-CAD environment, they receive CAD files from various sources and in different versions. Without an efficient system to manage this CAD data, their ability to deliver value during the design phase was limited. Sharing CAD data with suppliers and customers was challenging, restricting their solutions. They needed a way to integrate all CAD data into one system for better management and enhanced value delivery.

✅ SOLUTION

Lufthansa Technik leverages Windchill for multi-CAD data management, seamlessly integrating data from various CAD systems. This solution streamlines their product development process by providing a common interface for accessing and viewing data from different CAD systems. It enables data conversion and exchange without loss of information or quality, facilitates collaboration and communication with stakeholders using a unified data format and language, and allows for the control and tracking of changes and revisions across all CAD systems.

[What is Multi-CAD in PLM and Why Does it Matter?](#)

“Do we have the ability to integrate into different systems? How to integrate the customers? What are the customer interfaces? It's their chance to really have requirement engineering. We found that within the PTC portfolio of Windchill.”

Severin Todt

Senior Director of IT, Lufthansa Technik

CUSTOMER INSIGHTS – LUFTHANSA TECHNIK



CHANGE IMPACT ANALYSIS - CUSTOMER CASE STUDY

Value Realized: Schaeffler

Schaeffler, a leading German automotive supplier, manufactures high-precision components and systems for drivetrains, chassis applications, and bearing solutions. With 83,400 employees, Schaeffler generated sales of EUR 16.3 billion in 2023. They have embraced digitalization and sustainability strategies to better serve its customers.

[Learn more](#)

CHALLENGES

Schaeffler's extensive product portfolio includes electric drives and chassis for the highly regulated automotive sector, which demands exceptional safety and compliance standards. The development of high-precision applications and the shift to mechatronic, software-driven products, and requirements have increased product complexity. To manage this complexity and increase speed and efficiency, Schaeffler required a solution to identify potential product impacts with each design change, allowing them to address issues proactively and prevent costly waste of time and resources.

SOLUTION

Schaeffler implemented Windchill to effectively manage the high rate of product changes that always happen in the automotive industry. This solution enables them to track potential impacts of these changes, with features like suspect flag marking that allow users to monitor object changes, trace dependencies, and follow traces. Reports provide visibility into the locations of these flagged elements, helping to prevent costly waste of time and resources. Additionally, Schaeffler has reduced the complexity of their mechatronic systems, further streamlining their operations.

[Understanding Change Management in Windchill eBook](#)

"We can shorten iteration of development cycles. We are having, I would say, a cost reduction in just creating, or at first creating virtual prototypes, not always physical prototypes, and test them, and then destroy them."

Helmut Huprich

Head of Engineer Applications,
Schaeffler

CUSTOMER INSIGHTS – SCHAEFFLER

