



PTC's DXO team successfully implemented a more effective process for managing demand center requests, improving efficiency and providing greater visibility into program assets throughout the demand program lifecycle.

**100%**

Adoption rate of streamlined request and tracking process



## Challenge

When PTC's centralized global demand center called the Digital Experience Optimization (DXO) team expanded its capabilities, it needed to continuously add new processes and evolve existing ones to keep up with business demands, which had resulted in **complex and redundant process flows**. This resulted in frustration, inefficiency, and time loss.



## Solution

The DXO team **consulted SiriusDecisions' research** on the steps involved in successfully **implementing an efficient demand center** and were able to design a streamlined process. They selected a single request management and tracking tool that would solve for the inefficiency issues and rolled out a new request and tracking process.



## Result

The new process has achieved an **approval rating of more than 70%**. The associated new working practices **significantly increased efficiency**, saving more than five days' worth of effort every quarter since implementation. Now with a now has a single source of reference for requests across all systems and tasks, they can respond more effectively.