



## Media Release

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For Immediate Release

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## Recent Industry Research Supports Geometric's roadmap for PLM integration

**Mumbai, India, May 08, 2008:** [Geometric Limited](#) (BSE: 532312, NSE: GEOMETRIC) a leader in Product Lifecycle Management (PLM) services and technologies, and the Aberdeen Group, a Harte-Hanks Company (NYSE: HHS) today announced the release of a report 'Integrating the PLM Ecosystem'. This report provides companies a guide to the best approaches for integrating disparate PLM applications within the enterprise and the extended PLM ecosystem, thereby deriving maximum value from their investments.

Announcing the launch, Mr. Jim Brown, Vice President and Group Director, Global Product Innovation, Engineering and Manufacturing, Aberdeen Group said, "Our report analyzes the current level of PLM integration across organizations within the PLM suite as well as with the relevant enterprise-wide applications like ERP, Quality Management Systems, and others. The results indicate that PLM is maturing from its original role as an engineering tool to become a key foundation in the enterprise system environment, therefore increasing the need for companies to adopt PLM and integrate their PLM ecosystem"

"Globalization and the imperatives of innovation are driving engineering and manufacturing companies to move toward fully integrated PLM systems in order to enable seamless collaboration and information management. It is clear that there is no panacea for integration, and companies have to contend with a high degree of heterogeneity in their enterprise systems. Specialist solution providers like Geometric, with a well defined suite of innovative interoperability and integration solutions targeted at this problem, can help companies achieve their goals in product realization," said Dr. Ravi Gopinath, CEO and Managing Director, Geometric Limited.

The Aberdeen Group surveyed over 270 manufacturers about their PLM integration plans, and evaluated them based on six key performance criteria: product launch dates, product revenue targets, product cost targets, product development budget, quality targets and life cycle cost targets. Based on these qualifiers, the companies were classified into three categories: Best-in-Class, Industry Average and Laggards, to determine the modus operandi for efficiencies in product realization.

According to the report, the need for integrating within the PLM suite and externally with the enterprise applications is primarily driven by pressures of streamlining the PLM process, while reducing the product's time-to-market. While effectively releasing the product for manufacturing is the most common reasons for integration, the Best-in-Class companies are increasing their focus to include quality management, sourcing and costing function into PLM. They are expanding the scope of PLM to manage all product data making it the primary System of Record (SOR).

For a complimentary copy of the report, please visit  
<http://www.aberdeen.com/link/sponsor.asp?spid=30411176&cid=4646>

### **About Geometric**

Geometric is a specialist in the domain of engineering solutions, services and technologies. Its portfolio of Global Engineering services and Digital Technology solutions for Product Lifecycle Management (PLM) enables companies to formulate, implement, and execute global engineering and manufacturing strategies aimed at achieving greater efficiencies in the product realization lifecycle.

Headquartered in Mumbai, India, Geometric was incorporated in 1994 and is listed on the Bombay and National Stock Exchanges. The company recorded consolidated revenues of 4.86 Billion Rupees (121.6 Million US Dollars) for the year ended March 2008. It employs close to 3000 people across 10 global delivery locations in the US, France, Romania, India, and China. Geometric is assessed at SEI CMMI Level 5 for its software services and ISO 9001:2000 certified for engineering operations. For further details, please visit [www.geometricglobal.com](http://www.geometricglobal.com).

### **About Aberdeen Group, a Harte-Hanks Company**

Aberdeen is a leading provider of fact-based research and market intelligence that delivers demonstrable results. Having benchmarked more than 30,000 companies in the past two years, Aberdeen is uniquely positioned to educate users to action: driving market awareness, creating demand, enabling sales, and delivering meaningful return-on-investment analysis. As the trusted advisor to the global technology markets, corporations turn to Aberdeen™ for insights that drive decisions.

As a Harte-Hanks Company, Aberdeen plays a key role of putting content in context for the global direct and targeted marketing company. Aberdeen's analytical and independent view of the "customer optimization" process of Harte-Hanks (Information – Opportunity – Insight – Engagement – Interaction) extends the client value and accentuates the strategic role Harte-Hanks brings to the market. For additional information, visit Aberdeen <http://www.aberdeen.com> or call (617) 723-7890, or to learn more about Harte-Hanks, call (800) 456-9748 or go to <http://www.harte-hanks.com>.

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