



Press Release

For Immediate Release

Polarion Software Introduces Strategic Initiative to Help Manufacturers Achieve Seamless ALM-PLM Integration

Company to Expand Product and Service Offering to Address Data and Process Integration Needs

STUTT GART, Germany/SAN FRANCISCO, Calif. -- May 2, 2014 -- Polarion Software today introduced a new strategic initiative to help enterprises more tightly integrate Application Lifecycle Management (ALM) and Product Lifecycle Management (PLM) systems.

The recent strategic investment of \$10 million ([Series A funding](#)) in Polarion Software is fueling this new initiative -- allowing the company to expand its technology and services offering. As a result, Polarion Software will now have a greater capacity to develop a tight integration between their leading enterprise ALM and PLM systems in order to support Polarion customers in their efforts to create a tightly integrated ALM-PLM ecosystem.

“Our customers are striving for tighter integration between ALM and PLM, featuring linked data and processes for seamless synchronization between systems -- this can be the answer to many of today’s manufacturing challenges such as threats to public safety and expensive product recalls,” said Stefano Rizzo, SVP of strategy and business development for Polarion Software. “We are thrilled to now be able to help more of our customers integrate their ALM and PLM systems, putting software development into the mechanical and Electrical engineering loop from end to end.”

“ALM and PLM are two systems that frequently require two individual and unique – but complementary processes,” added Rizzo. “Understanding the nuances of each of these systems and creating a way for both of them to work in harmony is crucial for forward-thinking enterprises.”

More About Polarion’s Approach to Integrating ALM and PLM:

In helping clients develop an integrated ALM-PLM system, Polarion Software works with companies to implement a common integration layer or backbone between PLM and ALM systems, considering workflow management, versioning, traceability and change management. Polarion’s approach calls for the following four step-process:

1. Creating an open common integration layer (used as a Product and Lifecycle Management -- PALM -- backbone) between PLM and ALM systems.
2. Synchronizing process support, collaboration, requirements management and test management disciplines to simultaneously cover software and hardware.
3. Introducing a broader definition of traceability in PLM to show the broad impact of change within the system as a whole.
4. Establishing a new, unified PALM platform to govern and manage the delivery of software intensive products.

“Working in collaboration with ALM vendors like Polarion, companies will be able to better address the current and future needs of software engineers – not to mention create an integrated ALM-PLM solution that is crucial for companies that want to keep pace with current product manufacturing and compliance requirements,” said Michael Azoff, Principal Analyst, Software Infrastructure Solutions at Ovum.

More information about Polarion’s ALM-PLM strategy is available by visiting the [Big M event website](#).



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About Polarion Software

Polarion Software is a leading provider of a 100 percent browser-based and unified platform for Requirements, Quality, and Application Lifecycle Management (ALM). The company helps global organizations in a wide range of industries from automotive to medical device and aerospace -- creators of products that people trust – achieve agility, traceability and compliance for their complex products. More than 2.5 million users worldwide rely on Polarion to fuel collaboration; integrate ALM and Product Lifecycle Management (PLM); and more efficiently bring their high-quality products to market. For more information, visit <http://www.polarion.com>.

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