PLM for the Rest of Us

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PLM started in auto/aero
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Now broadly applicable
Need to get control!

Business realities
• Faster cycle time
• No spare resources
• Reinventing costs more
• i-device expectations
...

Data realities
• Too much information!
• Time wasted, looking
• Which is right?
• Structured & unstructured
...

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Three imperatives

Strategic: Do the right things
Tactical: Do things right
Operational: Get the right things done
- and know that things are OK!
What is PLM?

Technologies & practices whose goal is to

- Increase Revenue
- Reduce Costs
- Involve Enterprise
What is PLM?

Product Data

Hooks to Enterprise

Process
The benefits are real

- Greater visibility & control
- Better communication
- Reduced time to market
- Fewer/better iterations
- Lower prototype costs
- Easier compliance

-- and far beyond design/engineering/manufacturing
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Where to start?

1. Is PLM for us?

- Why are we considering this?
- Do we need more than PDM?
- Do we want to solve business problems outside design/engineering/manufacturing?
- Do we have the organizational will?
- How will we measure success?
Where to start?

2. How do we evaluate our options?

More, *better* options than ever before

- Process-focused or data-focused?
- Templates or custom?
- Same as corporate, partner or main customer?
- Specific functional need? Industry focus?

Evaluate based on your needs
Where to start?

3. How do we make the case for investing?

- Smoother communication?
- Better internal controls?
- Improved product quality?
- Planned innovation?
- Faster time to market?
Internal controls

• Fewer manual, ad hoc processes --> fewer errors
• Better visibility --> easier oversight, compliance
• Gather, systematize --> changing workforce
• Improved efficiency --> lower costs

Benefit = Avoided cost due to poor communication
- Cost of Implementation
Product quality

• Fewer warranty issues --> lower cost, risk
• Improved communication --> faster cycle time
• Better control over supply chain --> lower costs
• Higher customer satisfaction --> loyalty

Benefit = Avoided warranty exposure
   + Lower parts, other costs
   - Cost of Implementation
Planned innovation

- Standardized process --> more repeatable
- Involve more stakeholders --> anticipate issues
- Close loop w/ requirements --> meet market need
- Find opportunities --> beat competition

Benefit = Profit from new product intros
- Cost of Implementation
Faster time to market

- First mover --> first revenue (may not be profit)
- Tight control over supply chain --> rapid response
- Targeted product iterations --> faster cycles
- Delivering on schedule --> virtuous cycle

Benefit = Profit from first mover advantage
+ Lower parts cost – speed penalty
- Cost of Implementation
Making the case

Benefit = Impact - Cost
Making the case

4. OK, Now what?

• Manage, communicate, engage
• Plan, involve all stakeholders
• Don’t try to fix too much, too fast
• Quantify success & publicize it
• Go for as much out-of-the-box as possible
PLM for the rest of us

- PLM’s benefits are real, vary for each implementation
- Making the case depends on the objective
- New licensing models offer attractive pricing
- The time is right -- cloud, devices, role-based access...