DRIVEN-4

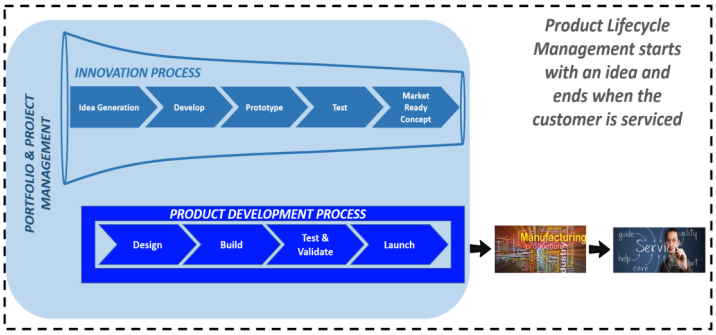
July 2017 Newsletter

Product Lifecycle Management— From Innovation to; Product Development, Manufacturing through to Service

One of the key decisions facing companies today is: "How do we enhance our capabilities to bringing new products to market with speed and agility?" When you ask this question, most people think that its an engineering or product development team issue. Well, at initial glance, they are correct. If you look at it holistically, you need to re-imagine how the company functions both independently within innovation, to product development, manufacturing and through to service. However, more importantly is how will the company work in an integrated harmonious fashion.

This is where, Product Lifecycle Management (PLM) comes to the forefront for enabling a company's speed and agility. PLM provides the life line for a company's product or service offering. If PLM is treated strategically, it will provide the company the strategic capabilities in terms of integrated processes, technology enablement and business information needed to make data driven decisions.

The first work that needs to be thought through is to understand what capabilities the company needs to deliver new products/ services to market efficiently. This work, of course, needs to reference the organization's strategic and tactical business goals and objectives. These capabilities then need to be decomposed into **"who"** the authoring department is, **"what"** and **"when"** is needed for the authoring department to be successful from any upstream and/or downstream departments. Then **"what", "how"** and **"when"** the authoring department needs to provide all downstream users/departments as the needed output for continued execution through the integrated process and organization.



Then you need to establish the correct measurements in each of these capabilities to ensure you achieve the desired result or understand **"where"** and **"what"** needs to be improved upon to get the needed results.

Now, that you understand the holistic goals and capabilities needed to drive speed and agility into the company's product/service offering, you can focus on creating an integrated product information and system environment. This is where all the strategic work—business goals, capabilities and creation of integrated processes becomes reality. This reality is created through the strategic and tactical deployment of PLM. This is done through the implementation of the PLM roadmap. First you need to establish the foundational building block capabilities, then followed by enhancing capabilities in terms of authoring tools, real time information visibility and process integrated data driven decision making. In doing so, enhancing a company's speed and agility by providing an integrated environment that improves each department's capabilities while improving the integrated execution capabilities of the organization as a whole.

Company's need to ensure the PLM vision encompasses **Manufacturing, Supplier Management** and **Service.** These are areas that most often, are either forgotten about or executed as stand alone capabilities. Which honestly, cripples the organization's speed and agility capabilities and creates redundant work and incremental cost.

This approach enhances our ability to justify not only the change needed but also the financial, speed and agility benefit through each implementation as well as the holistic return to the PLM investment.

In our experience, we've seen too many "one and done" implementations of PLM with the company either claiming short lived success and/or failure. These experiences bring into focus the need for a structured approach, organizational change management and investing the time needed to ensure understanding by all. This needs to happen prior to commencing on such a PLM journey.

We, at DRIVEN-4 have the experience, skills, people and approach to help you succeed in your journey!

Coming Next Month

PLM, IoT, Automation - The business world is changing; now what?

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