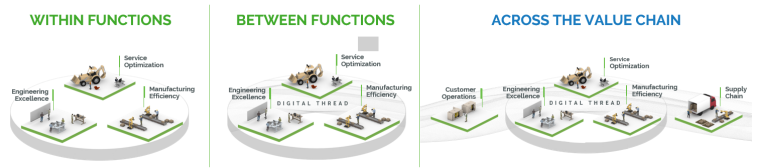## Going from PDM to PLM to drive your Digital Transformation

Going from Product Data Management, which typically encompasses managing Computer Aided Design (CAD) information within the Engineering department to Enterprise Product Lifecycle Management that encompasses managing all the product information throughout the enterprise is a

WITHIN FUNCTIONS   BETWEEN FUNCTIONS   ACROSS THE VALUE CHAIN

journey. The goal is to increase the organization's value through new product innovation, product enhancements and/or radically improving your customer's experience. When you think of achieving the concept of "Digital Transformation" an organization must take into account at least three impacts that need to occur in order to make the transformation worth the effort, time and investment. These 3 areas of transformation are:
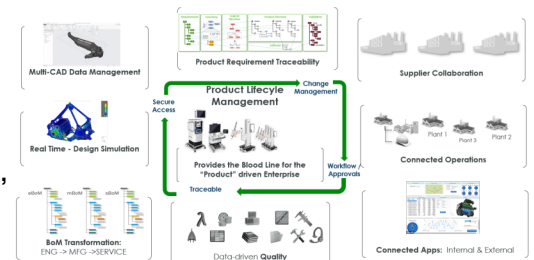
♦ **Process Transformation**: This encompasses the way an organization executes its business activities. The primary goal is to make internal processes less cumbersome, and more efficient and transparent.

♦ **Organizational/Cultural Transformation**: When going through a significant change, the impact to the employees and how they embrace and embed these changes to their everyday work responsibilities and activities needs to be understood, aligned and embraced by the employees. If not, the resulting resistance, pushback and inefficiencies can create the opposite impact to what was intended with the digital transformation.

♦ **Technology Transformation**: Technology by either swapping current technology or the addition of new innovative technology to either enhance or provide new capabilities is the digital aspect of the transformation.

To achieve the desired result, organizations' need to:

♦ Understand all the details of how the business currently operates. Have you ever heard the saying: "If it isn't broken don't change it?" Interesting concept, as there is so much tribal knowledge on how works gets accomplished in every company. If you don't get to understand this and harvest this great asset, it is virtually impossible to actually implement a "new way of work" that will be better than the current method and utilize new technology to eliminate all redundancies and inefficiencies.

♦ When your business is going to go through a major change, you need to encompass all three aspects; the Process, the Technology, and the People. To make sure you do, you need to answer a couple of key questions. 1. Do you completely understand the ways in which your company will work differently going forward? Second, what is the impact of the change to your employees? 2. With this understanding, you are now ready to implement key capabilities that enable the digital thread:

♦ Multi-Cad Management

♦ Real Time Design Analysis

♦ Enterprise BOM Transformation

♦ Product Requirement Traceability from Design to Validation, through Manufacturing

♦ Data driven Quality

♦ Real time Supplier Collaboration

♦ Connected Operations and Connected APPS—Internal and External

If you'd like to talk in more detail about the Journey needed to realize the Digital Transformation join us at our Webinar on **Tuesday March 14th at 2:30 PM EST!**

RSVP

Next Month: Integrating Artificial Intelligence into Product Validation

DRIVEN-4